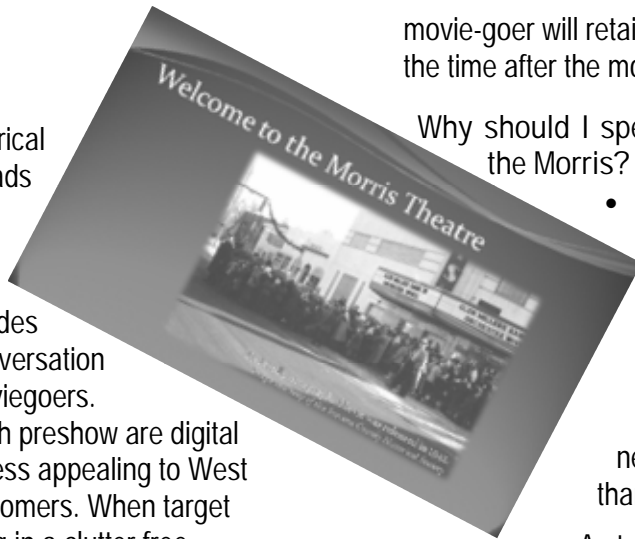


What is On Screen Advertising?

On screen advertising includes all of the historical information, trivia and ads you see before every feature here at the historic Morris Theatre. Our digital slides are designed to be conversation starters for waiting moviegoers. Carefully placed in each preshow are digital slides from local business appealing to West Central Minnesota customers. When target audiences are watching in a clutter free environment, on-screen advertising has proven very effective in getting your message across. Digital slides increase consumer awareness of your business like no other advertising medium. You have the choice to place up to three slides in any combination at our theatre. And on-screen advertising is surprisingly affordable.

Facts and Figures

The preshow advertising program begins ten – twenty minutes before each show, with each paid image before the audiences for 6 to 20 seconds and rotating through several times. The Morris auditorium seats 450 people, offering up to seventeen shows per week (68 minutes of screen advertising), and during peak seasons, up to twenty shows per week (80 minutes of screen advertising). An average of 1232 people per month attended various movies showing in the Morris Theatre auditorium during the past six months. Statistics show that the average movie-goer shows up 14 minutes before a movie begins, and the average



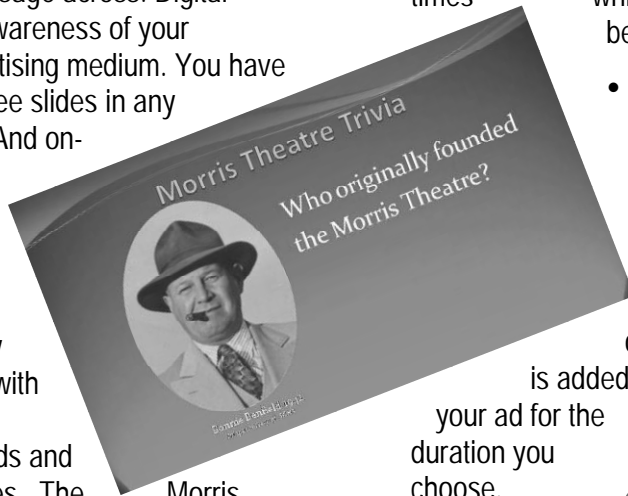
movie-goer will retain what they saw 78% percent of the time after the movie.

Why should I spend my Advertising Dollars at the Morris?

- Movie-goers are a captive audience for digital onscreen advertising. They can't change the channel or turn the page. Unaided recall of slides is 4 times more likely that of newspapers and 3 times greater than television.

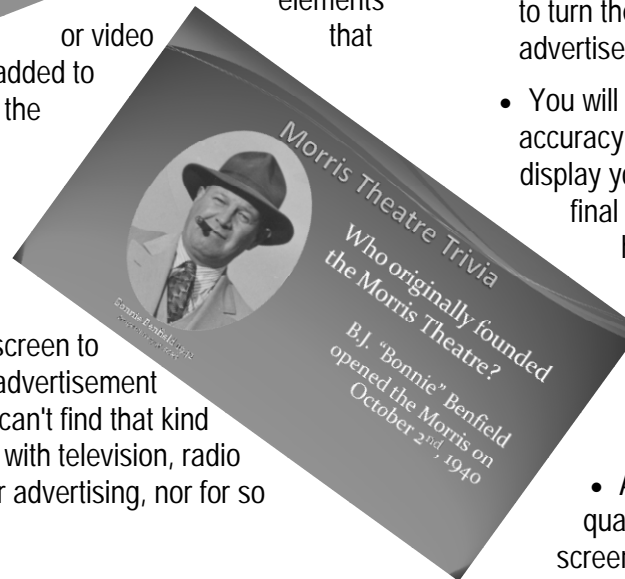
• A standard ad spot displays for 12 seconds at a time and rotates through several times while people take their seats before each movie begins.

- Advertisers can choose from a Still Image Ad — displays your static advertisement, or a Motion Animated Ad — graphic animation elements that



or video is added to your ad for the duration you choose.

- Our prices are designed for maximum exposure onscreen to ensure your advertisement is seen. You can't find that kind of assurance with television, radio or newspaper advertising, nor for so much less.



- Spending your advertising dollars with the Morris Theatre Cooperative keeps movie goers close to home and what your business offers. We use these funds to pay our employees, utility bills and other operating expenses, while keeping our prices much lower than out-of-town multiplexes.

Rate Information

The rate for a twenty second on-screen ad is at most only \$150 per month for premium exclusivity. 20 seconds, non exclusive is \$125 per month. A 12 second ad is \$95 per month and a 6 second ad is \$45 per month. Up to three differently designed ads may be run by an organization during each pre-feature program. How do I get started?

- Our designers work with you to create your digital onscreen advertisement. Everything is approved by the client before it is displayed onscreen. Call 320-589-2200 or email manager@morristheatre.net to set up a time to discuss your advertising needs.
- Gather your logo, images, and/or pictures or video of your storefront/products and get ready to turn them into a full scale, full color digital advertisement.
- You will approve your final design for accuracy, content & spelling errors before we display your advertisement. Your approval is final and any changes made after that will have to be paid for at our standard rate of \$50 per hour. The Morris Theatre Cooperative will not be held responsible for any errors after your final approval has been given.
- All advertising must be prepaid quarterly before the ad is run on the screen.

Digital Slide Format Specifications

Content Policy

- All content must be for general audience viewing.
- Copyright and trademark restrictions must be respected.

Design Tips

- Simple ads are the most effective.
- Important elements should not be placed near the edge. Due to various presentation factors focus tends to be soft on the outside edge.
- Upper and lower case bold fonts are easier to read than all caps.
- Designs should be limited to 2 photo elements.

Layout Requirements

- Headline, logo(s), body text, phone number, and business locator are limited to 20 words.
- Background color must be dark. Black is preferred.
- To use a photograph as a background, edges must softly feather or blend to black on the outer edge.
- Text must have extreme contrast with background.
- No framing the border of the ad.

Acceptable Formats

- Slides should be 740x480 and at least 200 dpi to be presented on the giant screen properly.
- The image should be in RGB color format.
- Photoshop Documents(PSD) are recommended, but JPEG's are accepted.
- Please contact us, or visit our advertising webpage for a download link to a blank jpeg template.
- Files can be mailed (with a color printout) or e-mailed to manager@morristheatre.net.

If We Produce your Digital Slide

- We will need scan able or scanned artwork
- We will need a rough idea of layout design
- We will need the color names for each element
- We will charge \$50 per hour for our time



Morris Theatre Cooperative, Inc.
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Morris, MN 56267-0552
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Morris Theatre Cooperative

On Screen Advertising Rates and Policies



Showing First Run Movies since 1940
Cooperatively owned since 2007