



# On-screen Advertising Rate Sheet and Agreement

Please direct completed form and any questions to:

Stephen Barnes, 601 Main Street, Towanda PA 18848

570.268.2787 | [onscreen@bcrac.org](mailto:onscreen@bcrac.org)

Our on-screen advertising is seen by more than 70,000 patrons each year on the six movie screens of the Keystone Theatre, Sayre Theatre and Rialto Theatre. We present slides (stills) and full-video commercials at various prices.

Business/Organization Name: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## ON-SCREEN ADVERTISING RATE SCHEDULE – 2018

(please check the appropriate box and enter term where required)

- ☐ BASIC SLIDE WITH GRAPHICS AND TEXT ..... \$80/Month ..... # of Months: \_\_\_\_\_
- ☐ BASIC SLIDE RATE – 6 MONTHS ..... \$450
- ☐ BASIC SLIDE RATE – 12 MONTHS ..... \$880 ..... # of Years: \_\_\_\_\_
- ☐ 30-SECOND COMMERCIAL – MONTHLY ..... \$150/Month ..... # of Months: \_\_\_\_\_
- ☐ 30-SECOND COMMERCIAL – 6 MONTHS ..... \$800
- ☐ SLIDE SET-UP FEE (we compose a slide using your graphics) ..... \$75
- ☐ COMMERCIAL SET-UP FEE (we compose a commercial using your pre-recorded video content) ..... \$200

***Payment must be received before your slide/video can be set up or created. If payment or content is not received by the 15th of the month prior to your desired start date, we cannot guarantee it will be shown on time.***

Please indicate how you would like to pay: \_\_\_\_\_ I will call to provide my credit card information.

\_\_\_\_\_ Please email me an invoice.

***All content submitted should be sized at 1998 x 1080 pixels / 1.85:1 aspect ratio to fit on our HD cinema screens.***

**TERMS:** By signing this agreement, you agree that the BCRAC has editorial control over the content shown in on-screen advertisements and retains the right to refuse to show an advertisement based on the guidelines of good-taste and appropriateness for our audience. You also agree that any content provided to the BCRAC is the intellectual property of yourself or your organization, or that you have the legal right to use it for promotional purposes. You hereby release the BCRAC of any copyright liability stemming from the use of the content you provide. You also agree to carefully review the proof of your slide that will be sent to you no less than five days before the scheduled start of your advertising run. Failure on your part to notify us of an error before the first of the month will not result in a refund of any part of your fee.

**SIGNED:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

### FOR OFFICE USE ONLY

TOTAL DUE: \$ \_\_\_\_\_

INVOICE SENT ON: \_\_\_\_\_

PAYMENT RECEIVED ON: \_\_\_\_\_

FORM RECEIVED ON: \_\_\_\_\_

START MONTH: \_\_\_\_\_

END MONTH: \_\_\_\_\_