

MOVINGSTORY
ENTERTAINMENT

LIDO

Advertise With Us | Lido Cinemas

LIDO

ADVERTISING WITH MOVING STORY ENTERTAINMENT

We are strongly community-oriented and maintain a loyal and supportive clientele. As a company that consistently engages with our community, we're focused on working with like-minded businesses in mutually beneficial ways.



Right in the heart of Hawthorn's bustling Glenferrie Road with excellent proximity to a variety of public transport options, **Lido Cinemas** offers a mix of mainstream, blockbuster and arthouse movies for discerning audiences.

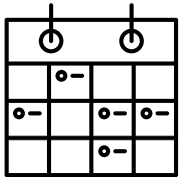
Lido houses eight indoor auditoriums, a gorgeous rooftop cinema and an intimate jazz bar for live music and comedy. Feeling peckish? Indulge in something from Lido's diverse food and drink bar, which offers only the best in quality local produce.



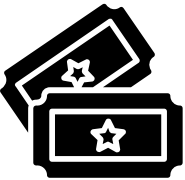
YOUR POTENTIAL REACH BASED ON ADMISSION FIGURES.



Approximately 40-50 sessions run per day.



7 days a week,
365 days of the year.



12 months 228,000 admits
6 months 114,000 admits
3 months 57,000 admits*



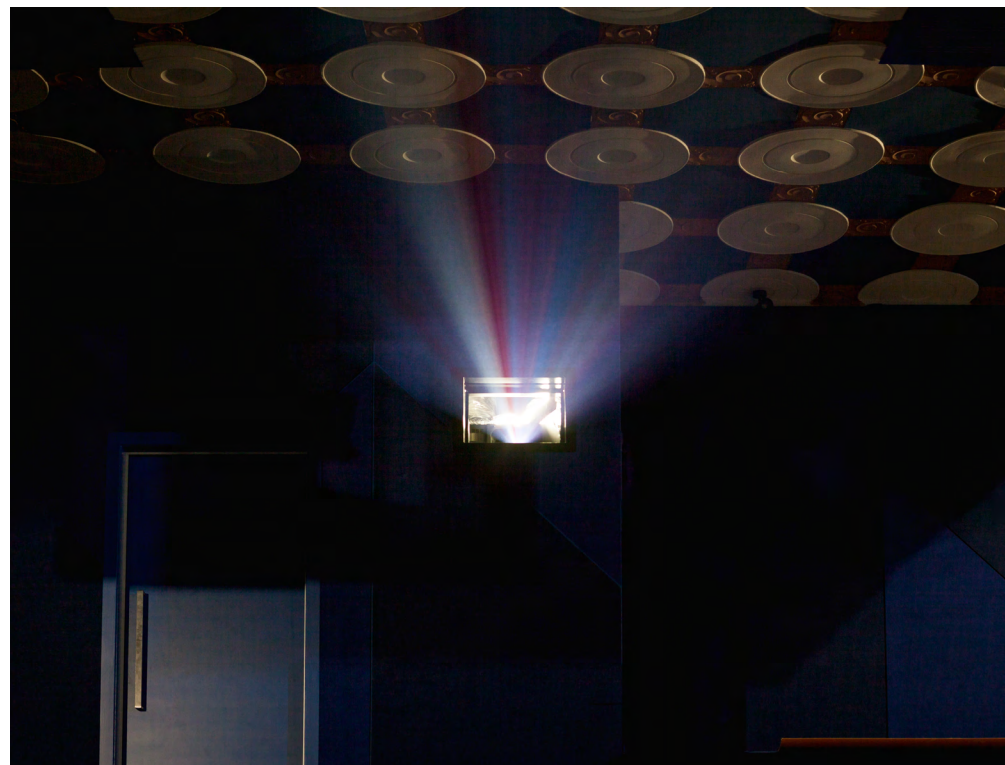
We tailor our advertising packages to suit your company's budget and requirements. You may choose to screen a static slide or video advertisement. These packages range from one month, when you can trial the success of your advertisement, to 12 months at a discounted rate.

**based on 2019 figures.*

OPTIONS + PRICING

STATIC SLIDE— This option allows a seven-second slide to show on the screen for customers to mull over while they settle into their session. Simple, sleek and succinct, this is the perfect option for efficient and budget-friendly advertising.

VIDEO ADVERTISING— A dynamic way to promote your business, 15-second and 30-second video advertisements are available at Lido Cinemas. Your ad will screen 336 times per week during the pre-show of every public session (not including festivals or private screenings).



PRICING (PER MONTH)

The below rates are per month and shown in \$AUD. We can offer you a 1, 3, 6 or 12 month contract.

	7 Seconds – Static Slide	15 Seconds – Video	30 Seconds – Video
1 month (trial)	605	1210	2178
3 months	605	1210	2178
6 months	550	1100	1980
12 months	495	990	1782

*Pricing is inclusive of GST. Discounts offered on 6 or 12 month advertising, as shown above.

TECHNICAL SPECIFICATIONS + NEED TO KNOW

SLIDE—

Ratio: 1.85:1 or 1998x1080

File type: .jpg

VIDEO—

Ratio: 1.85:1 or 1998x1080

Frame rate: 24fps

File type: .mov or .mp4



PLEASE NOTE:

- 🚫 Avoid positioning copy close to the edges of the frame, allow a 10% border.
- 🚫 Files must be delivered and approved by cinema management one week prior to live date.
- 🚫 Images, music or any related assets, must be owned by you or copyright free.

CONTACT US

Any questions, queries or ready to join us?
Please get in touch with our team
and we will gladly assist in any way we can.

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