

CINEMA ADVERTISING

CAMEO

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CINEMA ADVERTISING AT CAMEO

8

CINEMAS



LOCATED IN THE
DANDENONG RANGES



OUTDOOR
CINEMA

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.

Perched within the picturesque Dandenong Ranges and beloved by its close-knit community, Cameo Cinemas has been in operation for over 85 years.

Offering a mix of mainstream, blockbuster and quality arthouse movies for discerning audiences, Cameo boasts eight cinemas, including one outdoor theatre, and a diverse food and drink bar designed to support exclusively local suppliers.



POTENTIAL REACH

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.

40-50
SESSIONS RUN PER DAY (APPROX)

EVERY DAY
OF THE YEAR

130,000
ADMITS IN 12 MONTHS*



*Based on 2025's admits

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

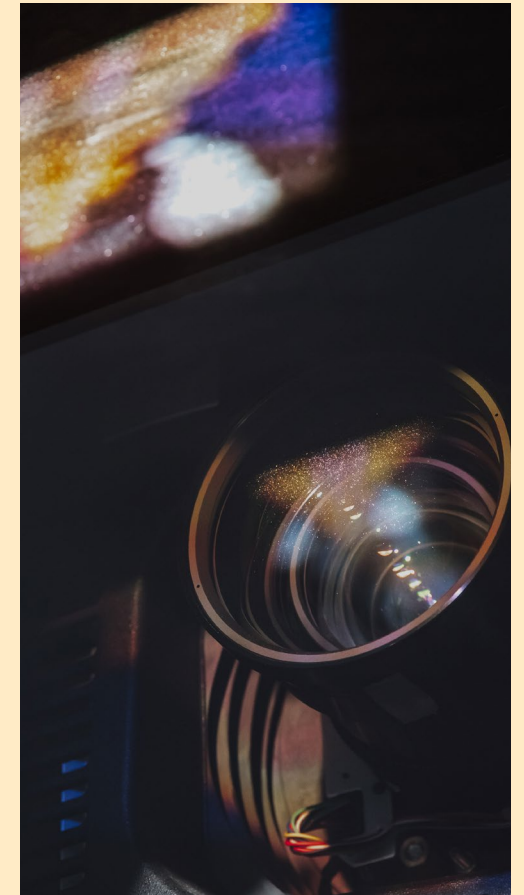
A dynamic way to promote your business, 15-second and 30-second video advertisements are available at Cameo Cinemas. Your ad will screen 336 times per week during the pre-show of every public session (not including festivals or private screenings).

HOW MUCH WILL IT COST?

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

| ADVERTISING LENGTH | 7 SECONDS – STATIC SLIDE | 15 SECONDS – VIDEO | 30 SECONDS – VIDEO |
|--------------------|--------------------------|--------------------|--------------------|
| 1 month (trial) | \$715 | \$1,430 | \$2,580 |
| 3 months | \$715 | \$1,430 | \$2,580 |
| 6 months | \$650 | \$1,300 | \$2,340 |
| 12 months | \$590 | \$1,170 | \$2,100 |

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



TECHNICAL SPECIFICATIONS

STATIC SLIDE

Ratio: 1.85:1 or 1998x1080

File type: .jpg

VIDEO ADVERTISING

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.

