



CINEMA ADVERTISING

CLASSIC

EVENTS@CLASSICCINEMAS.COM.AU
(03) 9524 7900 | 9 GORDON ST, ELSTERNWICK
CLASSICCINEMAS.COM.AU

CINEMA ADVERTISING AT CLASSIC

5

MINUTES FROM
ST KILDA

11

BIG SCREENS



ROOFTOP
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.

Classic Cinemas specialises in quality mainstream and arthouse cinema and is just five minutes from St Kilda, perched amidst the hustle and bustle of Glen Huntly Road in Elsternwick. Classic champions the complete cinematic experience – it boasts eleven big screens,

four of which are completely new additions including a rooftop cinema with breathtaking views of Port Phillip Bay, beautifully appointed seating and a warm, friendly environment. Classic's food and drink bar is stocked with only the best Victorian beers and wines, as well as all your favourite cinema snacks alongside some more surprising sweet and savoury options.



POTENTIAL REACH

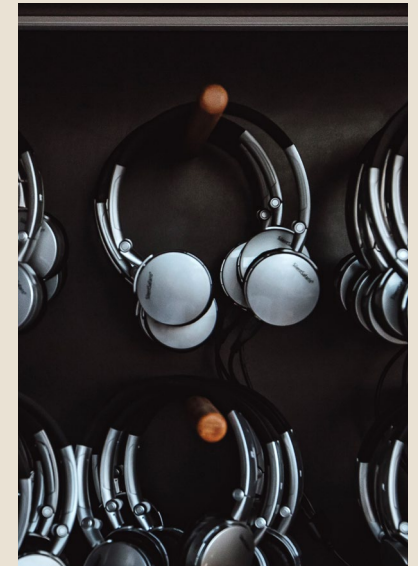
We tailor our advertising packages to suit your company's budget and requirements. You may choose to screen a static slide or video advertisement. These packages range from one month, when you can trial the success of your advertisement, to 12 months at a discounted rate.

40-50
SESSIONS RUN PER DAY (APPROX)

EVERY DAY
OF THE YEAR

280,000
ADMITS IN 12 MONTHS*

*Based on 2019'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 Classic 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)	\$650	\$1,300	\$2,340
3 months	\$650	\$1,300	\$2,340
6 months	\$590	\$1,180	\$2,130
12 months	\$530	\$1,065	\$1,915

*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.

