

LIDO CINEMAS

C I N E M A
ADVERTISING

LIDO

(03) 8658 0000 675 GLENFERRIE RD, HAWTHORN
EVENTS@LIDOCINEMAS.COM.AU LIDOCINEMAS.COM.AU

CINEMA ADVERTISING AT LIDO



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.

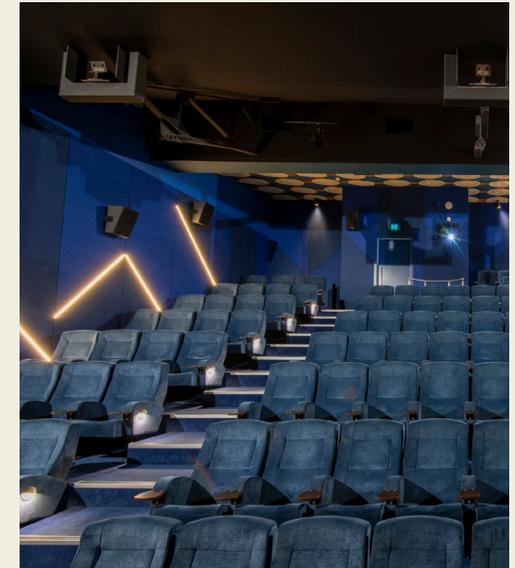


POTENTIAL REACH

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.



*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 Lido 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.

