

RITZ CINEMAS

# CINEMA ADVERTISING

**RITZ**

EVENTS@RITZCINEMAS.COM.AU  
(02) 8324 2500 ★ 45 ST PAULS ST, RANDWICK  
RITZCINEMAS.COM.AU

## CINEMA ADVERTISING AT RITZ

**ART  
DECO**

**& HERITAGE  
LISTED**

**9**

**AUDITORIUMS**



**35MM &  
70MM FILM**

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.

Ritz Cinemas is a gorgeous, Art Deco-era cinema located in the sunny eastern Sydney suburb of Randwick, just a short walk from Coogee Beach. Ritz specialises in quality mainstream and arthouse films, new releases and retrospectives.

Built in 1937 and Heritage-listed, Ritz is one of only two original Art Deco cinemas remaining in Sydney and holds an important place in the local culture. It boasts nine auditoriums and is one of only a few Sydney cinemas that can screen 35mm and 70mm film, truly providing the excitement of the movie-going experience straight from the golden age of cinema. Feeling peckish? Indulge in something from Ritz's diverse food and drink bar, which offers only the best in quality local produce.



## POTENTIAL REACH

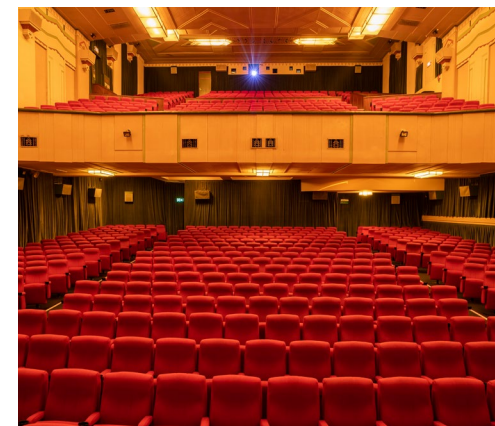
We tailor our advertising packages to suit your company's budget and requirements. You may choose to screen a static slide or video advertisement. These packages range from one month, when you can trial the success of your advertisement, to 12 months at a discounted rate.

**40-50**  
SESSIONS RUN PER DAY (APPROX)

**EVERY DAY**  
OF THE YEAR

**425,950**  
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 Ritz 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.

