

GENERAL INFORMATION:



69 Montgomery Street, Suite 3731
Jersey City, N.J. 07303

FOOTPRINT

Top 25 DMA's
1500 + Screens
Delivering Nearly 1 Billion
Impressions annually
Venues: 200

POINTS OF CONTACTS

PMPs Available: YES

PMPs Contact:

Name: Kevin Romano

Title: CEO

Email: kevin@CENmediagroup.com

Phone: 646.779.2014

CREATIVE SPECS

Landscape Video Wall: 1920x1080

:10 :15 :20 :30 :60 w/sound (-6db)

Landscape Mosaic Hero Wall: 1920x1080

:10 :15 :20 :30 :60 w/sound (-6db)

Portrait Posters: 1080x1920

:10 :15 :20 :30 :60 w/sound (-6db)

DESCRIPTION

CEN Media Group, built upon 30 years of experience in the cinema industry, launched a fully-integrated, dynamic and immersive digital out-of-home cinema lobby network that connects brands with Hollywood Studio releases for today's sophisticated movie-going consumers.

AUDIENCE PROFILE

Cinema advertising delivers your message in an immersive, distraction-free environment, to the most desirable audience around - the average age of moviegoers is 30 years old and they are affluent, well-educated and light TV viewers. Millennials are the most influential demographic in the marketplace in terms of purchasing power, and with 72% of all millennials as regular moviegoers, cinema provides the perfect landscape to reach this audience.



DISPLAYS



Portrait Posters: 1080x1920



Landscape Video Wall: 1920x1080



Landscape Mosaic Hero Wall: 1920x1080