



# MediaKit 2024

Lobby Advertising / Menu Boards / Box Office / Anonymous Analytics / Content Management

## James Cameron says

“Enough with the streaming already” as ‘Avatar 2’ closes in on \$2 billion”

- Avatar: The Way of Water” is the No. 7 highest-grossing movie of all time.
- Director James Cameron told Variety, “enough with the streaming already” and praised theatergoing.
- Cameron said last week the movie is big enough that he can make the third, fourth, and fifth movies.



# DWELL TIME

**Longer dwell times allow you to tell more of your story. The average movie goer spends 15-60 minutes in the new lobby.**

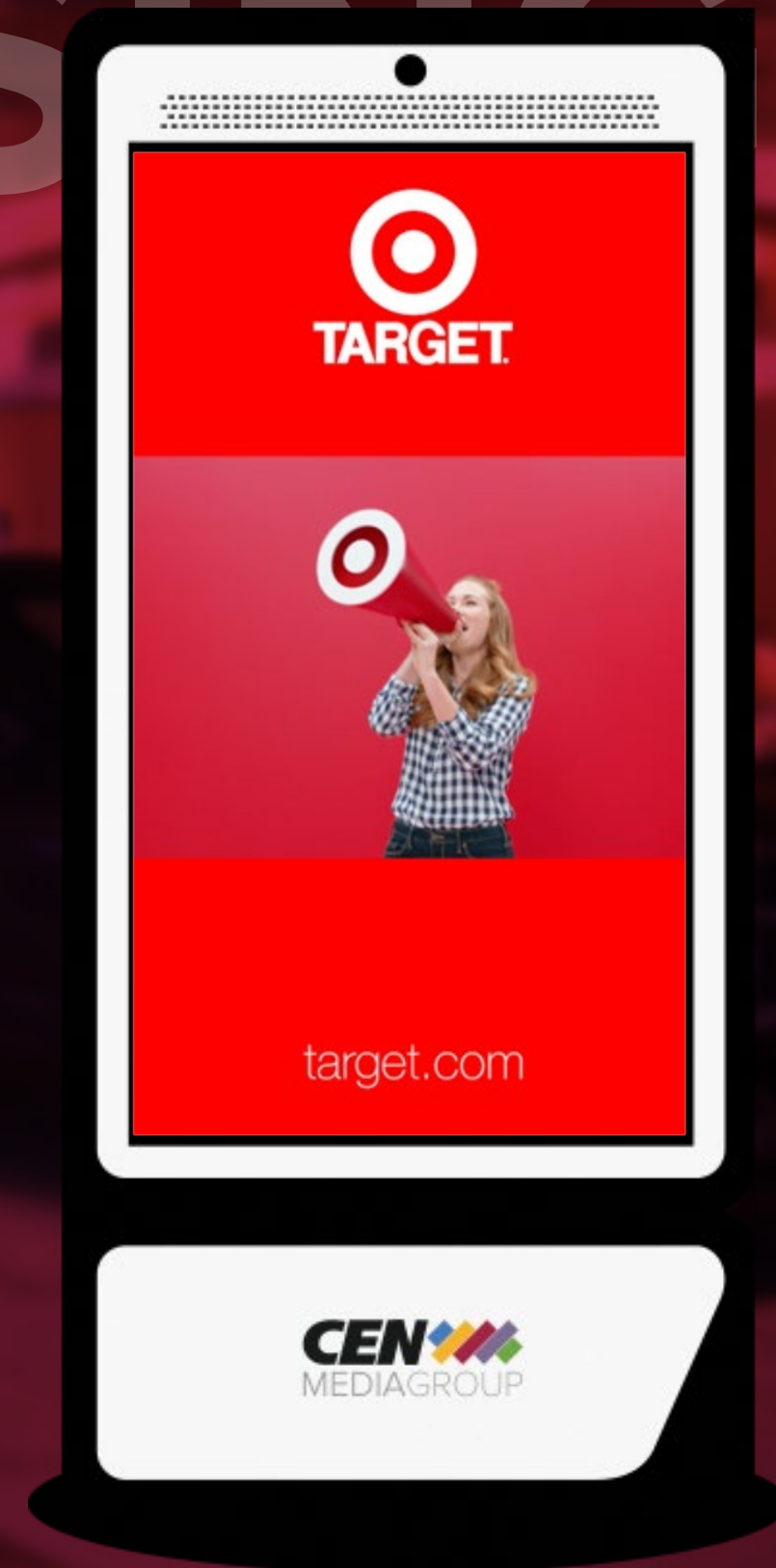
# NEW LOBBY

**Enhanced concessions and food options, full sit down restaurants, full bar services, four wall liquor licenses, and soft seating translate into more consumer dwell time in the lobby before and after the movie!**



# ADVERTISING

**CEN Media Group** brings advertisers a unique opportunity to create differentiated brand experiences for consumers in a captive environment. Our digital signage is positioned in the ideal locations throughout each lobby that targets the traffic flow patterns of each location. On top of prime positioning, some of our signage offers unique capabilities such as Bluetooth/Wifi tracking, touch, and gesture-enabled experiences, and photo booth branding opportunities.









# BOX OFFICE

Eliminate the cost of updating weekly changes to the box office with inefficient systems. Not only are digital signage efficient, but they're eye catching as well!

**SHOWTIMES FEBRUARY 13**

**ARGYLLE** **ATMOS:** 1:00 | 4:05 | 7:00

**Popular Theory** 1:00 pm | 3:10 pm | 5:20 pm | 7:40 pm

**OUT OF DARKNESS** 1:15 pm | 3:15 pm | 5:20 pm | 7:20 pm

**JUNGLE BUNCH** 2:35 pm | 4:50 pm

**"BEEKEEPER"** 1:50 pm | 4:40 pm | 7:35 pm

**MEAN GIRLS** 1:45 pm | 4:20 pm | 6:55 pm

**NIGHT SWIM** 2:40 pm | 5:05 pm | 7:30 pm

**MIGRATION** 1:30 pm | 3:40 pm

**CMX CINEMAS**

**PLAYING TODAY**

**No Time to Die**  
12:00 | 1:00 | 3:00 | 4:30 | 7:00 | 10:00

**The Addams Family 2**  
12:00 | 1:00 | 3:00 | 4:30 | 7:00 | 10:00

**Venom: Carnage**  
12:00 | 1:00 | 3:00 | 4:30 | 7:00 | 10:00

**Shang-Chi**  
12:00 | 1:00 | 3:00 | 4:30 | 7:00 | 10:00

**COMING SOON**

**GH0STBUSTERS AFTERLIFE**

<p><b>SPIDER-MAN: NO WAY HOME</b></p> <p>MAX 11:00am 2:30   6:00 9:30</p> <p>11:30am 3:00   6:30 9:15   10:00</p>	<p><b>NATIONAL CHAMPIONS</b></p> <p>6:40</p>	<p><b>ETERNALS</b></p> <p>11:15am 2:55 9:35</p>
<p><b>SPIDER-MAN: NO WAY HOME</b></p> <p>12:00   1:00 2:00   3:30 5:00   5:30 8:30   9:00</p>	<p><b>NIGHTMARE ALLEY</b></p> <p>11:20am 2:50 6:15 9:50</p>	<p><b>AMERICAN UNDERDOG</b> <i>Early Access</i></p> <p>7:00</p>

**EMAGINE**

PLEASE HAVE YOUR I.D. READY: You must be at least 17 years old in order to purchase a ticket for any "R" rated film. Anyone under 17 years old must be accompanied by an adult who is 20 or older. No children 6 years or younger will be admitted into any "R" rated film. No person 15 or younger will be admitted without a parent or guardian for any show after 6pm.



# Digitize Your Lobby Today

Lobby Advertising / Menu Boards / Box Office / Anonymous Analytics / Content Management



<p><b>1 BIG "B"</b> 1 Large Drink 1 Large Popcorn 17.25 <small>(175-175 Calories)</small></p>	<p><b>2 The B&amp;B</b> 2 Large Drinks 1 Large Popcorn 24.45 <small>(175-1875 Calories)</small></p>	<p><b>3 SMALL "B"</b> 1 Small Drink 1 Small Popcorn 14.30 <small>(100-1000 Calories)</small></p>									
<p><b>PREMIUM POPCORN</b></p> <table border="1"> <thead> <tr> <th></th> <th>PRICE</th> <th>CAL</th> </tr> </thead> <tbody> <tr> <td>SMALL 85oz</td> <td>8.00</td> <td>386</td> </tr> <tr> <td>LARGE 170oz (FREE REFILLS)</td> <td>10.05</td> <td>772</td> </tr> </tbody> </table>				PRICE	CAL	SMALL 85oz	8.00	386	LARGE 170oz (FREE REFILLS)	10.05	772
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SMALL 85oz	8.00	386									
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<p>CREATING MAGICAL MOMENTS... Together</p> <p><b>B&amp;B THEATRES</b></p>											

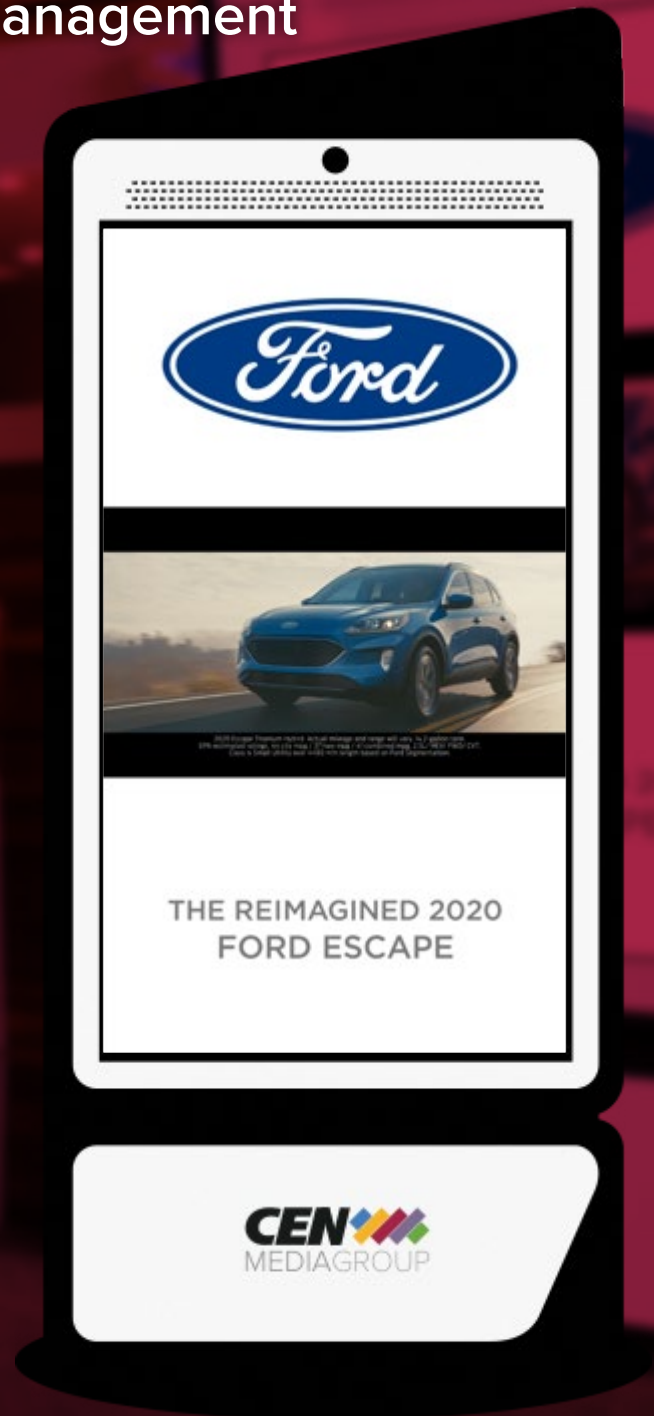
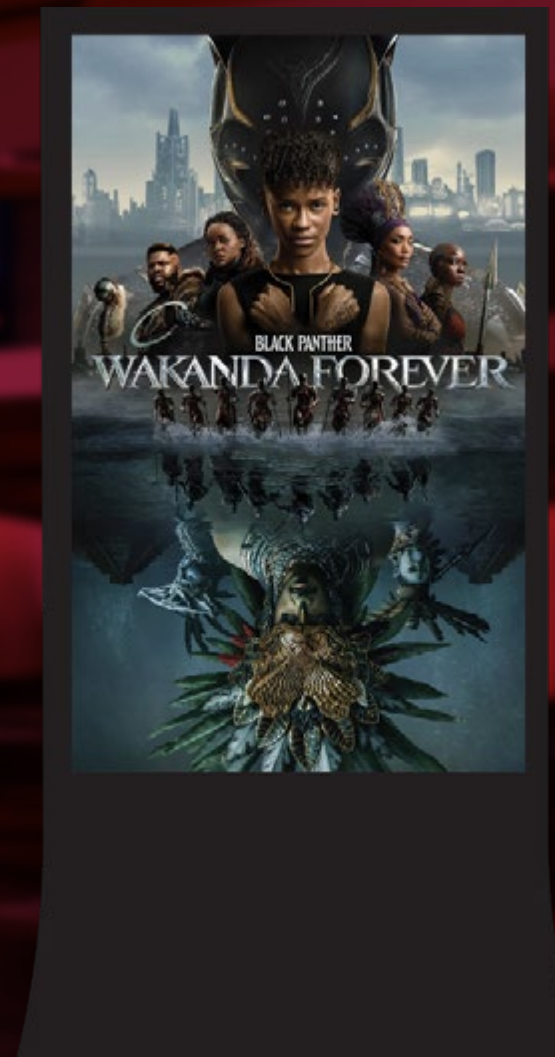
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**COMING SOON**

**GH- STBUSTERS AFTERLIFE**

NOVEMBER 19







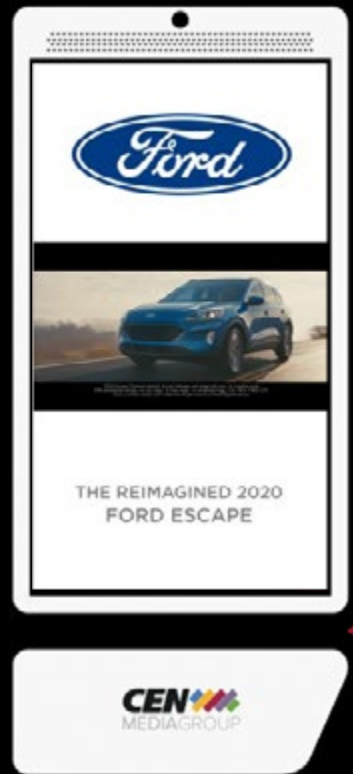
Digital Display  
48", 55", 65", 75"



Hero Wall



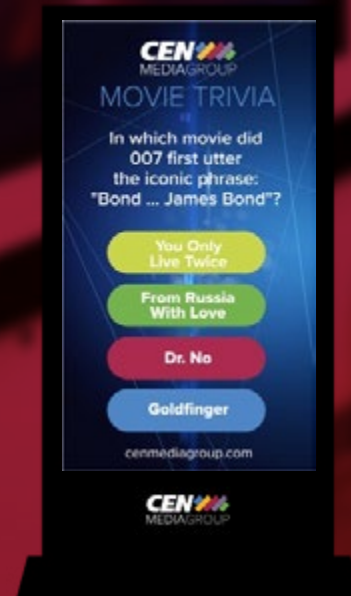
Box Office



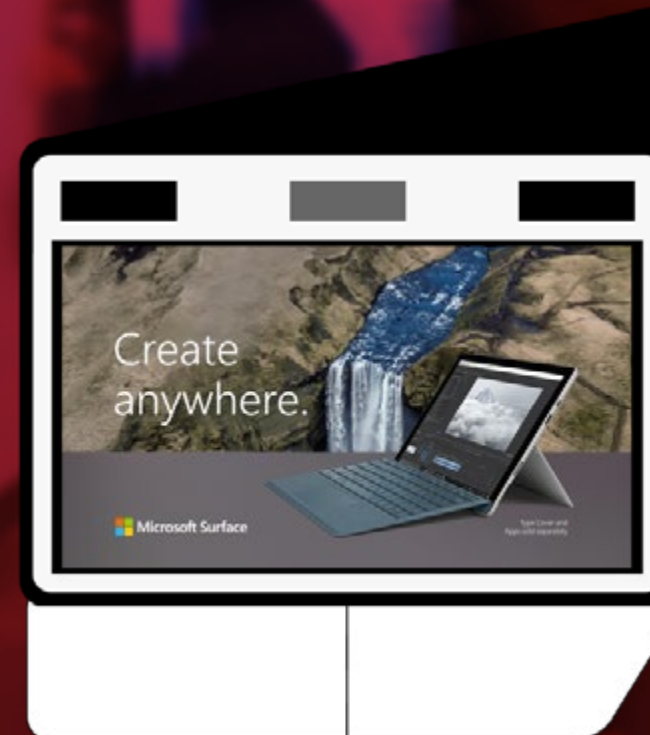
65" Touch & Interactive



65" Digital Display  
(Stand or Wall Mounted)



Digital Standee



85" Mini Hero Wall



Menu Boards



82" Mini Hero Wall



In 2024 on average, Cinema is expected to bring in over

**18M**

**viewers people per week**

That's more than the average Sunday Night Football... More than every World Series game and NBA Final last year... And better than every single night of the last two Olympics.

**72%**

of the cinema audience profile is A18-34

**60%**

of moviegoers recall the ads they've seen.

**Ad Viewability**

Cinema: 100%

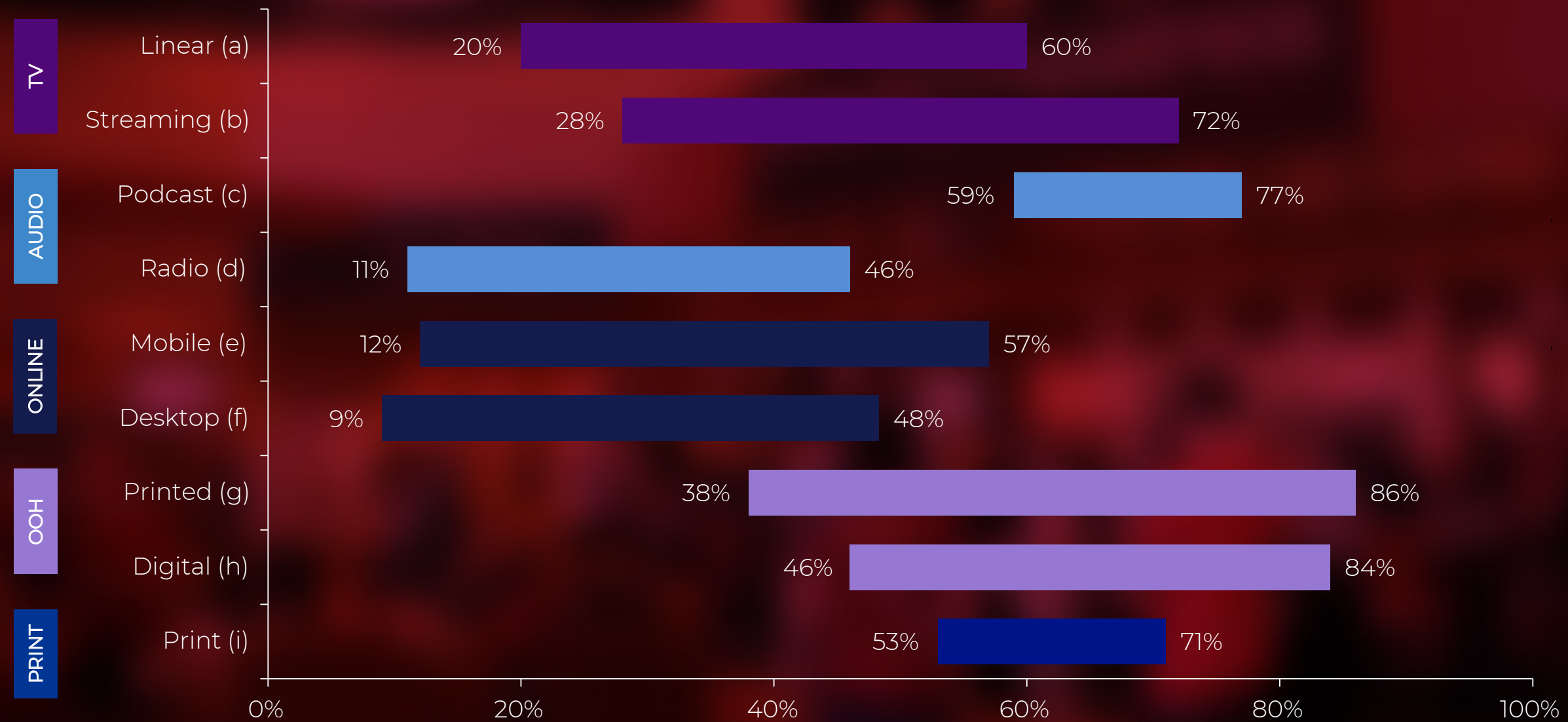
Linear: 71%

CTV: 60%





Advertising recall defined as advertising effectiveness in which respondents were exposed to an advertisement and then at a later point in time, respondents were asked if they remembered the advertisement on an aided or unaided basis.



Sources: Vistar (2022), Nielsen (2022), tvScientific (2021), The Drum (2021), Kickstand Communications (2021), Nielsen (2020), Thinkbox (2020), Comcast (2020), National Library of Medicine (2020), Talon Outdoor (2019), Comcast.Effectv and MediaScience (2019), Survata (2019), The Harris Poll (2019), IAB (2019), Ipsos (2019), Coda (2016-2018), Magna Global (2018), Nielsen Case Campaign Effect Study (2017), True Impact, Canada Post.

Note: Represents aggregation of publicly available studies on advertising recall from 2017-2022. Ranges shift depending on aided vs. unaided recall basis, length of time for recall and sample size / nature and scope.

a) Includes traditional cable or satellite channel television.

b) Includes over-the-top (OTT) media services such as streaming services and smart TVs.

c) Includes host-read and non-host-read podcast advertisements.

d) Includes terrestrial and non-terrestrial / streaming radio, including either analog radio or digital audio over a variety of rad formats (broadcast, simulcast, satellite radio, internet radio, via streaming, media on the internet) and a range of 1-7 mentions of the brand in a given segment.

e) Includes interactive and non-interactive banner ads that appear embedded in mobile websites, downloaded apps or in mobile game on smartphones and tablets. Does not include text ads via short message service (SMS).

f) Includes all forms of desktop display advertising on websites, including text, image, flash, video and audio.

g) Includes all forms of outdoor advertising, including billboards, posters/wallscapes, rotary programs, transit, airport advertising and in retail venues.

h) Includes digital media used for marketing outside of the home and includes digital billboards, digital placed based network and digital signage.

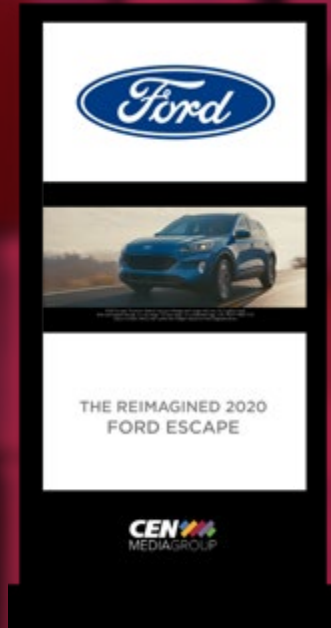
i) Includes advertising in newspapers, magazines, directories, direct mail and circulars.



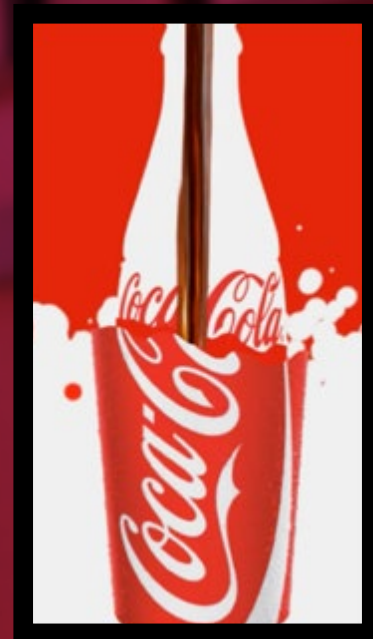
**Village Walls (Custom Sizes)**

Site, Sound and Motion

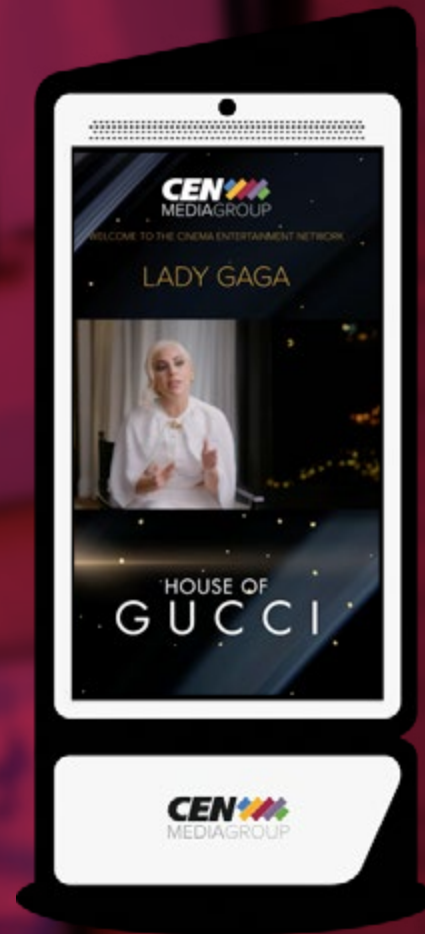
:10 :15 :20 :30 or :60 Seconds



**Digital Poster Standee**  
Site, Sound and Motion  
:10 :15 :20 or :30 Seconds



**Digital Poster Wall Mount**  
Site, Sound and Motion  
:10 :15 :20 or :30 Seconds  
(Sound FX recommended)



**65" Touch & Interactive**  
Site, Sound and Motion  
:10 :15 :20 or :30 Seconds

**1080 px**

**1920 px**

**Video**  
Mpeg 4 H264  
30 Frames per second  
sound mix set to -6db

**Stills**  
PNG, JPG, BMP, GIF



**Hero Walls**  
Site, Sound and Motion  
:10 :15 :20 :30 or :60 Seconds



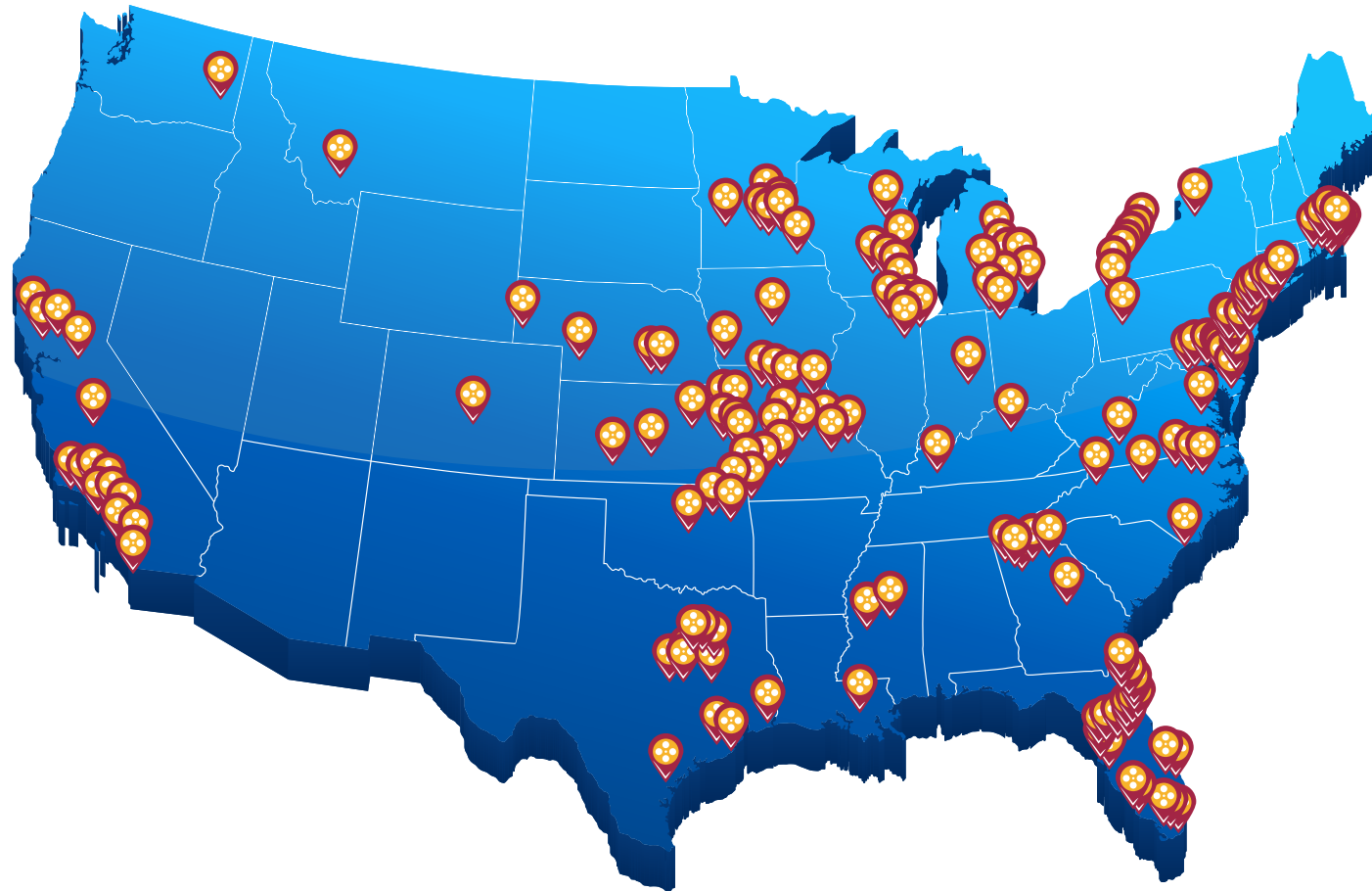
**1080 px**

**1920 px**

**Video**  
Mpeg 4 H264  
30 Frames per second  
sound mix set to -6db

**Stills**  
PNG, JPG, BMP, GIF





**4.6**  
Impressions  
Per Visit

**138,952,000**  
Monthly Impressions

**30**  
States

**34,738,00**  
Weekly Impressions

**69**  
DMA's





**Advertising/  
Studio Relations**

Brett Resnick  
818.398.0260  
brett.resnick@CENmediagroup.com

**Sales/  
Sponsorships**

Samantha Romano  
201.655.8976  
sales@CENmediagroup.com

**Support**

Tom Clapp  
844.236.6334  
support@CENmediagroup.com

**Production**

Rob Porta  
917.648.4173  
production@CENmediagroup.com

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