

CEN 
MEDIAGROUP

MediaKit 2025

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

DWELL TIME

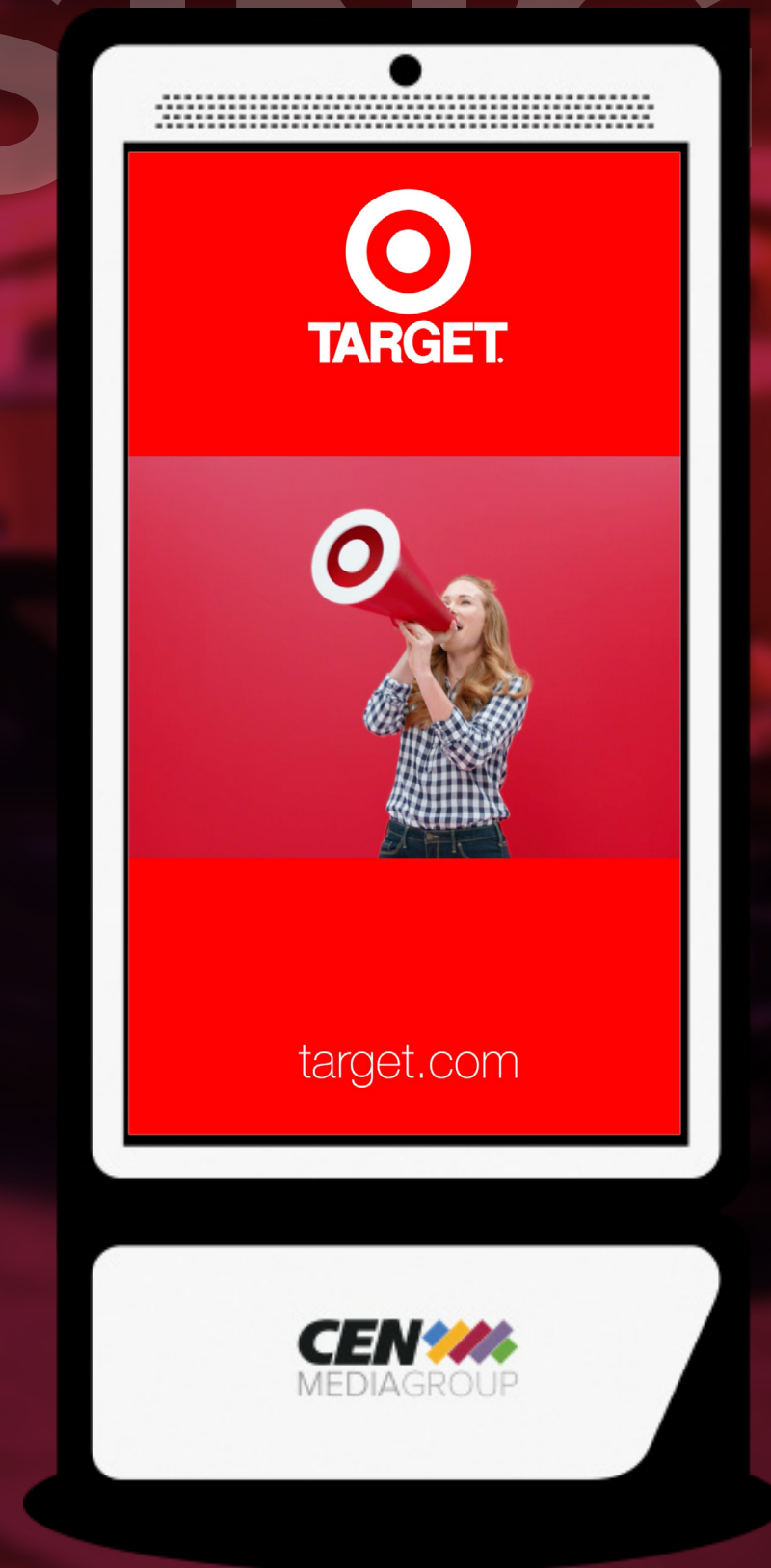
Longer dwell times allow you to tell more of your story. The average movie goer spends 15-60 minutes in the new lobby.

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.



MENU BOARDS

Higher profits with an engaging experience. Set your theatre apart from the rest with dynamic menu boards.

1 BIG "B" 1 Large Drink 1 Large Popcorn 17.25 <small>(773-1373 Calories)</small>	2 The B&B 2 Large Drinks 1 Large Popcorn 24.45 <small>(773-1973 Calories)</small>	3 SMALL "B" 1 Small Drink 1 Small Popcorn 14.30 <small>(386-686 Calories)</small>									
<p>PREMIUM POPCORN</p> <table border="1"> <tr> <th></th> <th>PRICE</th> <th>CAL</th> </tr> <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> </table>				PRICE	CAL	SMALL 85oz	8.00	386	LARGE 170oz (FREE REFILLS)	10.05	772
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<p>CREATING MAGICAL MOMENTS... Together</p>											

EMAGINE PALLADIUM

- \$2 SMALL POPCORN**
- \$4 SENIOR MATINEES** for guests 55 and up before 6 pm
- \$6 MATINEE TICKETS** shows before 6 pm
- \$8 EVENING TICKETS** shows after 6 pm

MONDAY - THURSDAY

offer not valid for opening day movies or special engagements. offer valid at emagine palladium location for a limited time only.

KRIKORIAN PREMIERE THEATRES

MOVIE FAVORITES

PIZZA	
Cheese	\$7.50
Pepperoni	\$8.00
POPCORN	
Small	\$6.75
Regular	\$7.75
Large <small>One Free Same Day Refill</small>	\$8.75
NACHOS	
Small	\$6.25
Large	\$7.50
KIDS PACK	\$6.25
ATOMIC ICE UPGRADE	\$.50

ALL APPLICABLE TAXES INCLUDED



EMAGINE Grab & GO

<p>Vitamin Water 20oz 4⁵⁰ <small>XXX / XXX Zero / Mountain Berry Blast / Fruit Punch</small></p> <p>Dasani 16.9oz 4⁰⁰</p> <p>Cookie Dough 5⁷⁵</p>	<p>Minute Maid Juice 4²⁵ <small>Orange / Apple</small></p> <p>Monster Energy Drinks 5⁰⁰ <small>Original / Low Carb</small></p> <p>Freestyle /FCB Beverages 4⁰⁰ <small>44 oz. 6.25 / 32 oz. 5.75 / 22oz. 5.25</small></p>	<p>Candy 4⁵⁰ <small>House Spun Cotton Candy / Airhead Extremes / M&M Plain / M&M Peanut / M&M Peanut Butter / M&M and Rea / Beanitos Pieces / Swedish Fish / Skittles / Sour Patch Kids / Sour Patch Kids Watermelon / Welch's Fruit Snacks / Cookie Dough Bites / Haribo Gummy Gold Bears / Chewy Nerdz / Starburst Mini's</small></p> <p>K&K Kat / Milk Duds / Gooders / Raisinets / Sno Caps / Sweetart Poppers / Junior Mints / Twix Bites / Tostitos / Buncha Crunch / Snickers Bites / Trolli Sour Crawlers / Dots 4⁰⁰</p>
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ALL PRICES INCLUDE APPLICABLE TAXES

Fresh built favorites

HOT AND DELICIOUS

EMAGINE Gourmet Popcorn
Have it your way!

825 Large <small>1500-1400 Cal</small>	725 Medium <small>810-1200 Cal</small>	625 Small <small>610-950 Cal</small>
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Substitute **olivEpop** For Additional 1⁰⁰ more

Add **Caramel or Cheddar** for only 1⁰⁰ more

Real Butter Available for additional 1⁰⁰

Magic Pack for 6²⁵

FREE REFILLS ON LARGE AND MEDIUM POPCORN SIZES. ALL PRICES INCLUDE APPLICABLE TAXES. © 2009 Calum's. All rights reserved. *Individual units only. See 6000-hour nutrition information on package.

Includes Popcorn and 21oz Drink

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

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

"THE 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



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

m&m's
for all funkind

© 2022 Mars or Affiliates

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PLAYING TODAY

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COMING SOON

GH0STBUSTERS
AFTERLIFE

EXCLUSIVELY IN MOVIE THEATERS
NOVEMBER 19

TARGET

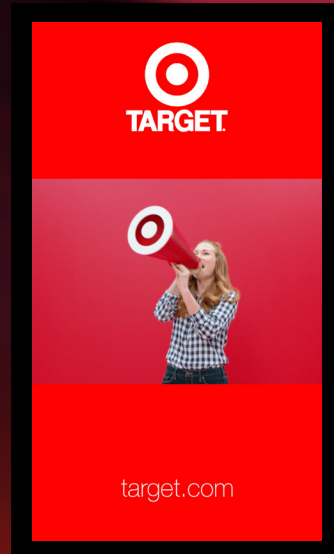
target.com

Ford

2020 Escape Titanium Hybrid. Actual mileage and range will vary. 23 mpg city/30 mpg hwy/23 mpg city/31 mpg hwy. A1 combined mpg. 23/30. 48V FWD CVT. Class is Small Utility over 4400 min length based on full registration.

THE REIMAGINED 2020
FORD ESCAPE

CEN
MEDIAGROUP



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



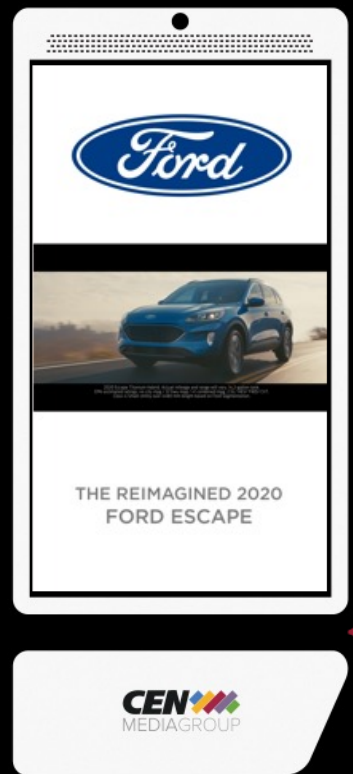
Hero Wall



Box Office



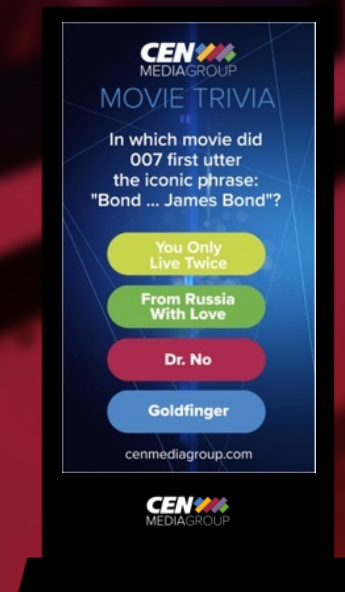
Menu Boards



65" Touch & Interactive



65" Digital Display
(Stand or Wall Mounted)



Digital Standee



Village Wall



82" Mini Hero Wall

In 2025 Cinema is
expected to bring in over

74M

moviegoers per month

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

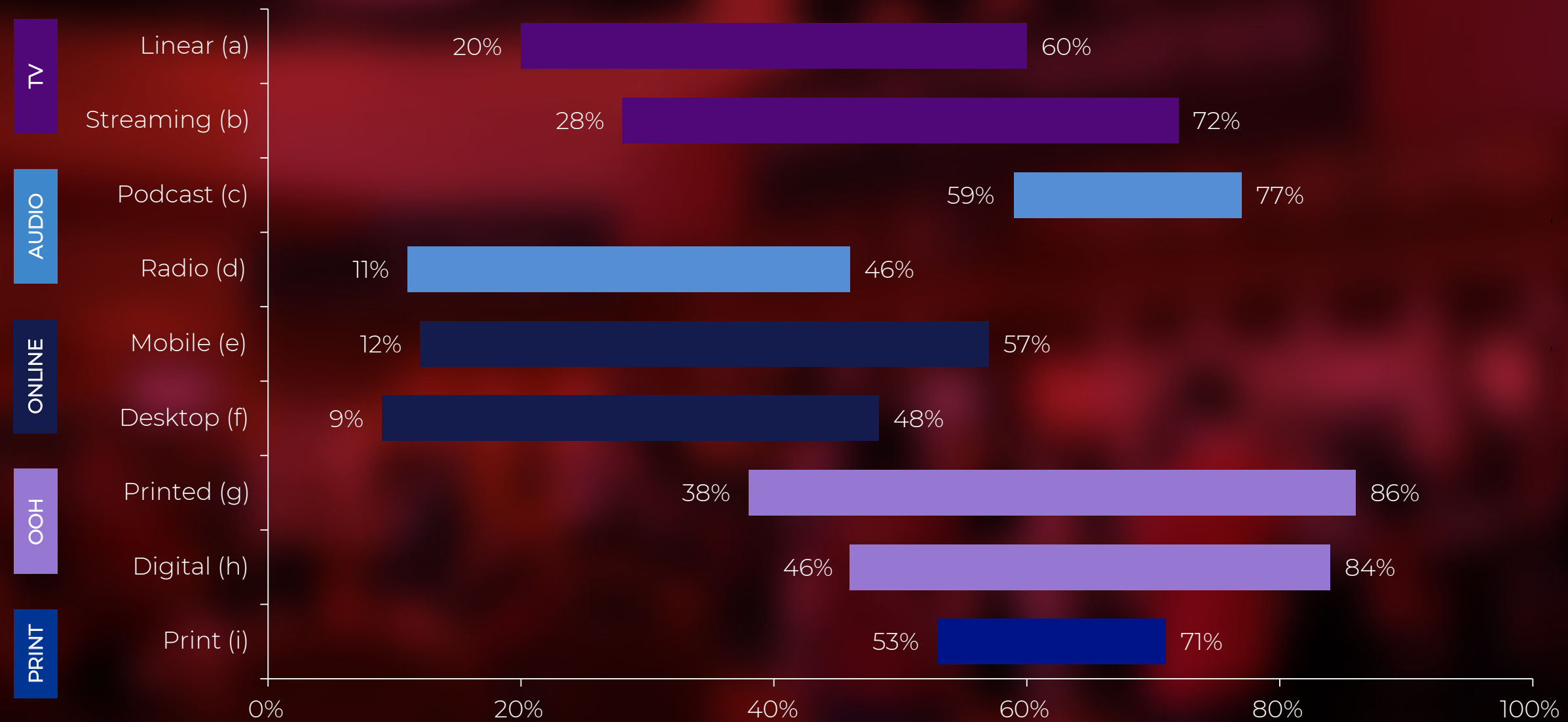
Cinema: 100%

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/walls, rotary programs, transit, airport advertising and in retail venues.

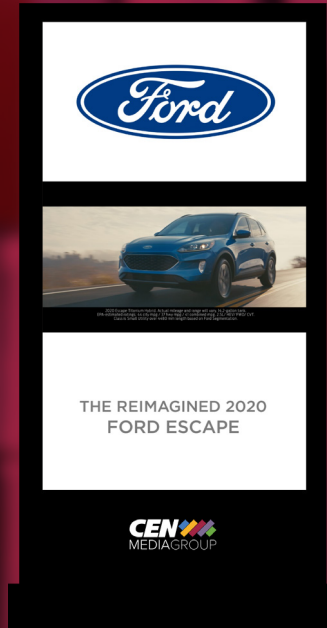
h) Includes digital media used for marketing outside of the home and includes digital billboards, digital placed based network and digital signage.

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



1920 px

1080 px

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

Stills
PNG, JPG



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



Village Wall
Site, Sound and Motion
:10 :15 :20 :30 or :60 Seconds

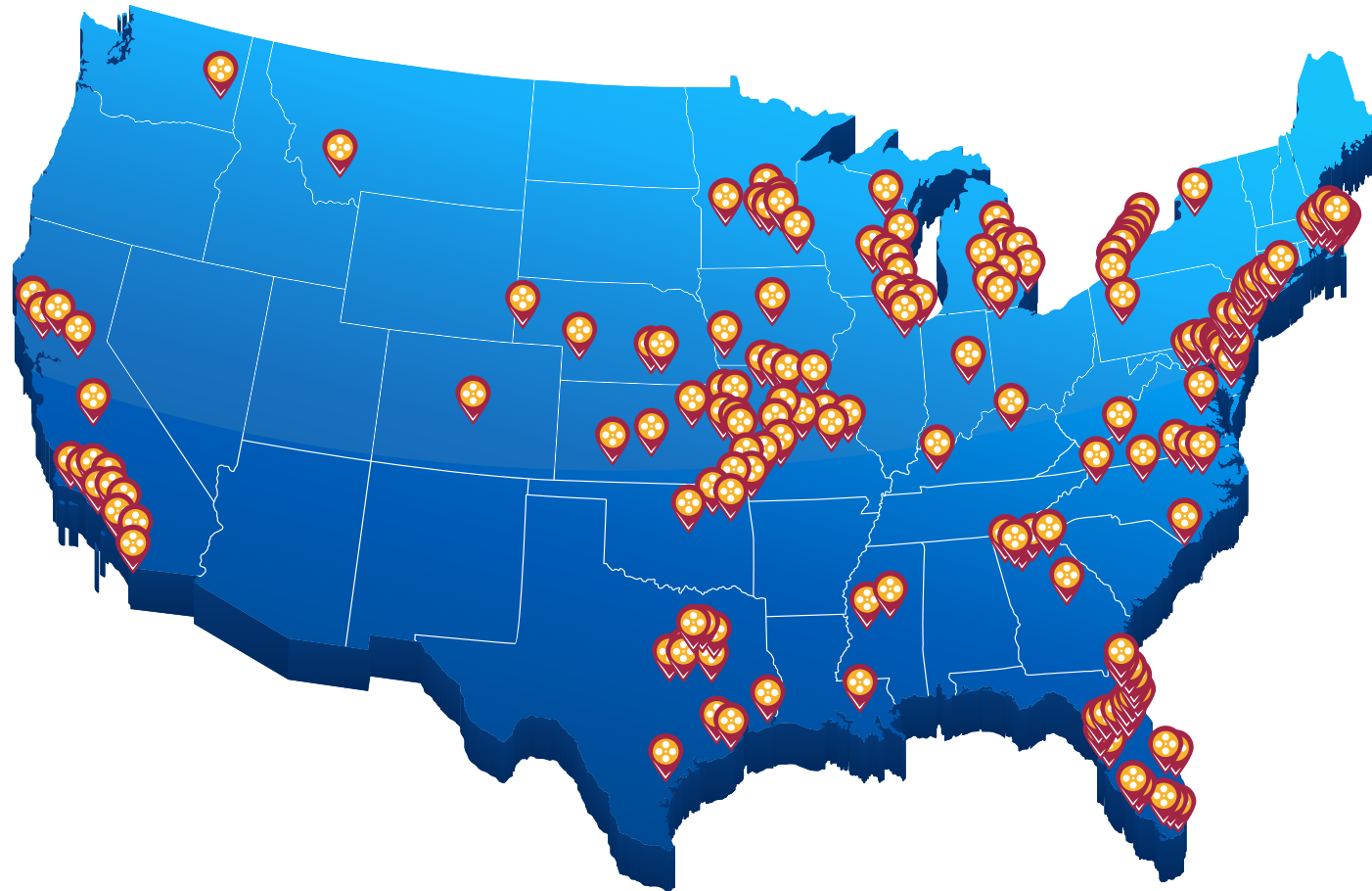


1080 px

1920 px

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

Stills
PNG, JPG



4.6
Impressions
Per Visit

189,568,000
Monthly Impressions

32
States

47,392,000
Weekly Impressions

81
DMA's



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