



MediaKit 2026

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.

DRINKS



LARGE DRINK

REGULAR DRINK

LARGE ICEE

REGULAR ICEE

\$7.75

\$6.25

\$9.00

\$6.50

POPCORN



2024 ANNUAL BUCKET

LARGE

REGULAR

KERNAL SEASONS

ANNUAL BUCKET REFILL

\$22.00

\$9.25

\$8.25

\$1.50

\$5.00

BOTTLED DRINKS



DASANI

GOLD PEAK

POWERADE

LITER WATER

20oz WATER

GOLD PEAK TEA

POWERADE

\$5.50

\$4.75

\$5.50

\$5.00

SNACKS



PRETZEL BITES

NACHOS

CANDY

JUMBO PICKLE

COTTON CANDY

\$7.50

\$6.25

\$4.75

\$3.50

\$4.75

FREE REFILLS ON LARGE POPCORN AND LARGE DRINKS

Popcorn Combo

Popcorn & Large Drink

530-1045



12.99

Hot Dog Combo

Hot Dog & Large Drink

845



13.09

Nachos Combo

Nachos & Large Drink

0-1410



14.09

Pretzel Combo

Pretzel & Large Drink

900



12.59

Triple Combo

Popcorn, Large Drink & Premium Candy

0-1550



12.59

Kid's Combo

Kid's Tray, Drink, Candy & A Toy

0-305



9.39

1 BIG "B"

1 Large Drink

1 Large Popcorn

17.25

(779-1373 Calories)



2 The B&B

2 Large Drinks

1 Large Popcorn

24.45

(779-1373 Calories)



3 SMALL "B"

1 Small Drink

1 Small Popcorn

14.30

(386-666 Calories)



PREMIUM POPCORN

SMALL 8.5oz

LARGE 170oz (FREE REFILLS)

PRICE

8.00

10.05

CAL

386

772

CREATING MAGICAL MOMENTS... Together



B&B THEATRES

KRIKORIAN PREMIERE THEATRES

MOVIE FAVORITES



PIZZA

Cheese

Pepperoni

\$7.50

\$8.00

POPCORN

Small

Regular

Large One Free Same Day Refill

\$6.75

\$7.75

\$8.75

NACHOS

Small

Large

\$6.25

\$7.50

KIDS PACK

\$6.25

ATOMIC ICE UPGRADE

\$5.50

ALL APPLICABLE TAXES INCLUDED

EMAGINE PALLADIUM

\$2 SMALL POPCORN

\$4 SENIOR MATINEES

\$6 MATINEE TICKETS

\$8 EVENING TICKETS

for guests 55 and up before 6 pm

shows before 6 pm

shows after 6 pm

MONDAY - THURSDAY

offer not valid for opening day movies or special engagements.

offer for valid at emagine palladium location for a limited time only.



EMAGINE

Grab & GO



Vitamin Water 20oz

Dasani 16.9oz

Cookie Dough

4⁵⁰

4⁰⁰

5⁷⁵



Minute Maid Juice

Monster Energy Drinks

Freestyle /FCB Beverages

4²⁵

5⁰⁰

4⁰⁰



Candy

House Spun Cotton Candy/Airhead Extremes 1 M&M Plain 1 M&M Peanut 1 M&M Peanut Butter 1 Mike and Ike 1 Boon's Pieces 1 Swedish Fish 1 Skittles 1 Sour Patch Kids 1 Sour Patch Kids Watermelon 1 Welch's Fruit Snacks 1 Cookie Dough Bites 1 Haribo Gummy Gold Bears 1 Chewy Nerdz 1 Starburst Mini's

4⁵⁰

4⁰⁰

Fresh built favorites

HOT AND DELICIOUS



EMAGINE

Gourmet Popcorn

Have it your way!

825 Large

725 Medium

625 Small

Substitute olivePop For Additional 1⁰⁰ more

Add Caramel or Cheddar for only 1⁰⁰ more

Real Butter Available for additional 1⁰⁰

Magic Pack for 6²⁵



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



EXCLUSIVELY IN MOVIE THEATERS
NOVEMBER 19

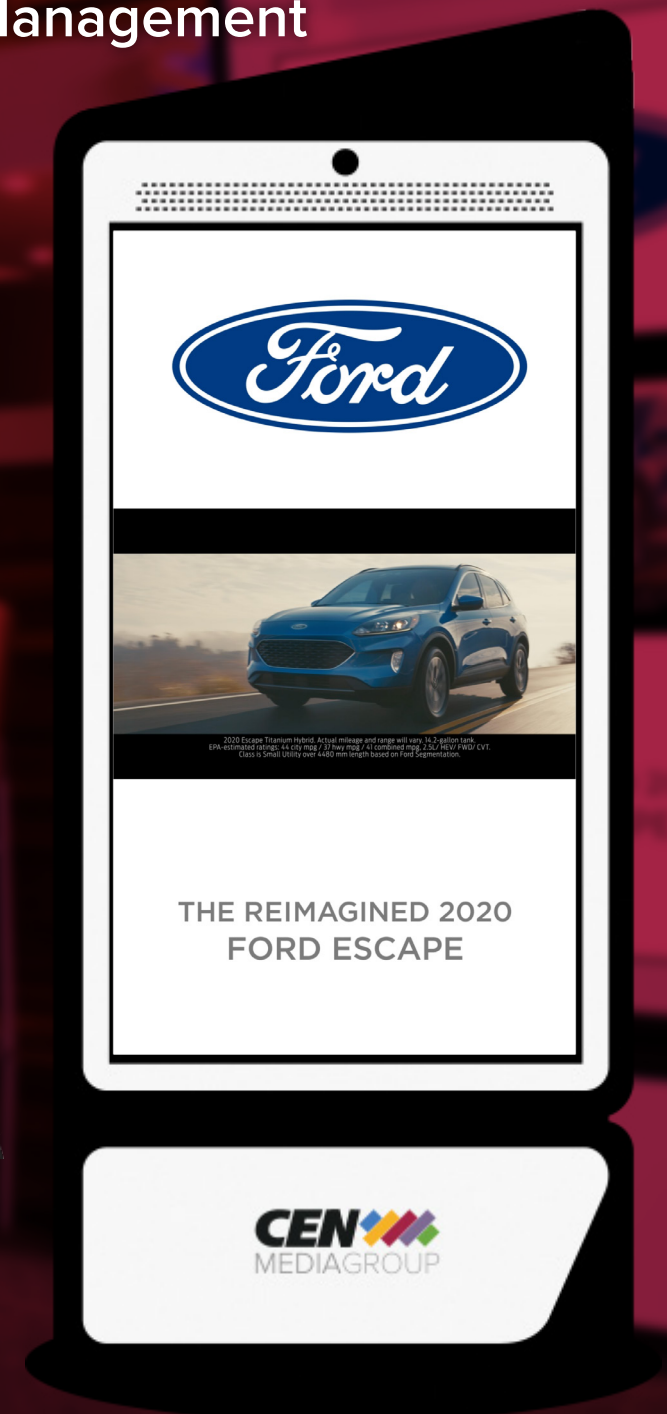
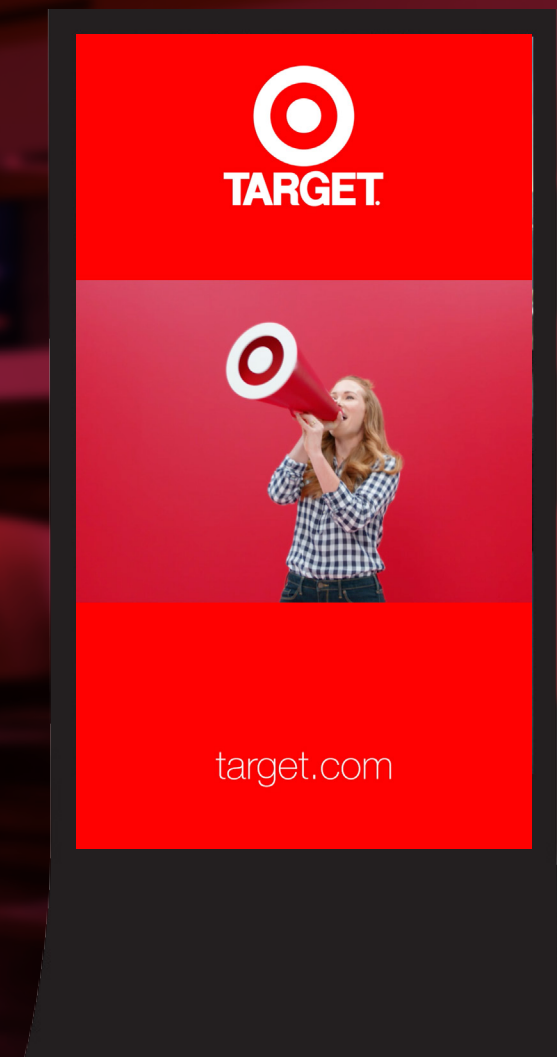
 SPIDER-MAN: NO WAY HOME 11:00am 2:30 6:00 9:30 11:30am 3:00 6:30 9:15 10:00	 NATIONAL CHAMPIONS 6:40	 ETERNALS 11:15am 2:55 9:35
 SPIDER-MAN: NO WAY HOME 12:00 1:00 2:00 3:30 5:00 5:30 8:30 9:00	 NIGHTMARE ALLEY 11:20am 2:50 6:15 9:50	 AMERICAN UNDERDOG Early Access 7:00

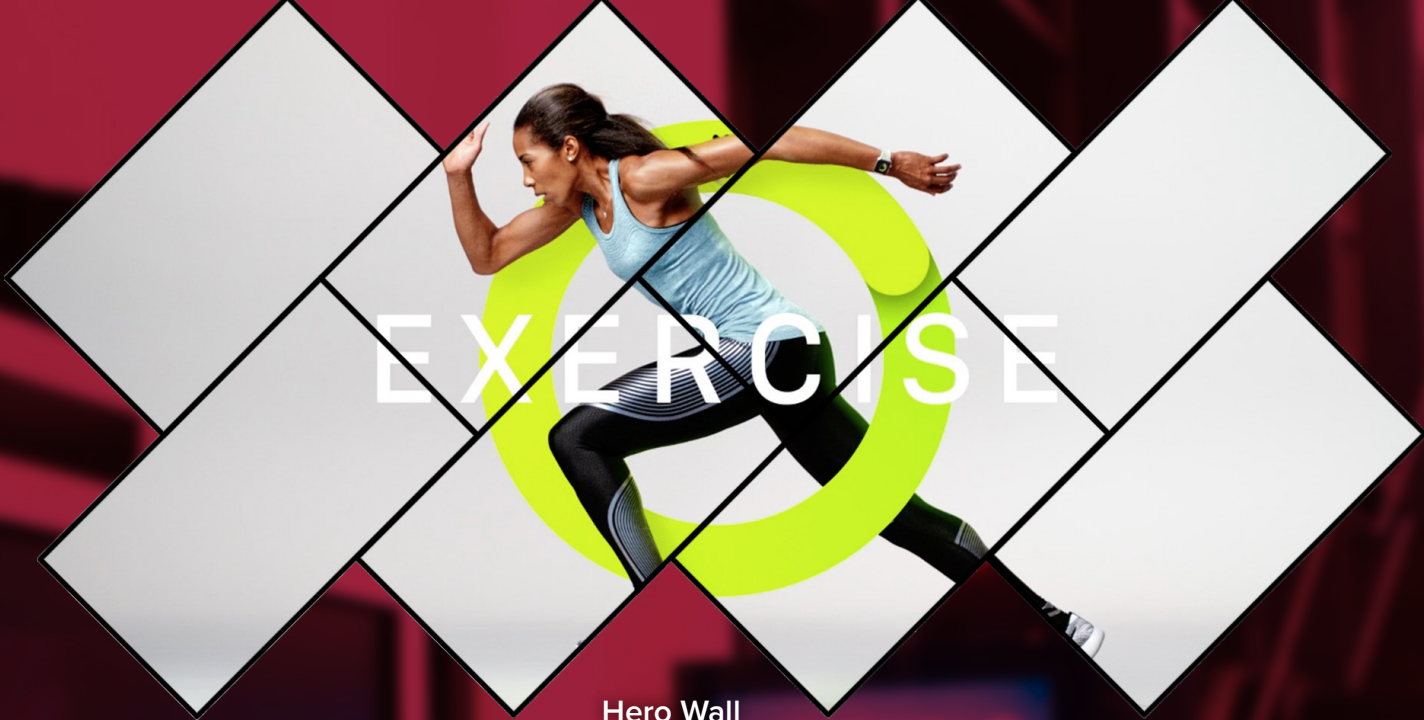
EMAGINE

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





Hero Wall



Village Wall



Video Walls (4 and 6 screens)



LED Wall



Galaxy Unpacked

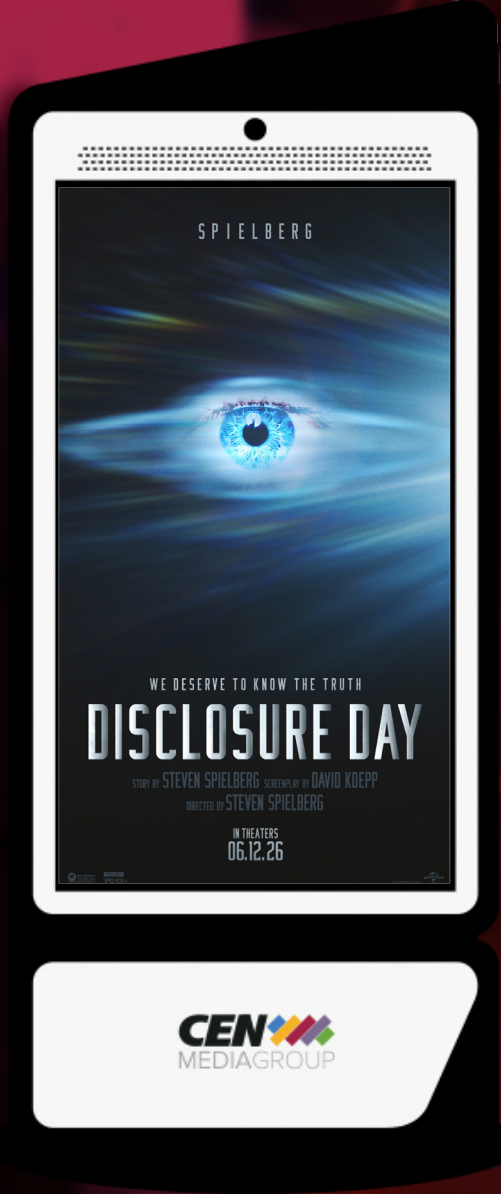


Galaxy Unpacked



Galaxy Unpacked

TriTune



65 inch Interactive



Digital Display



Menu Boards



Box Office

In 2026 Cinema is
expected to bring in over
75M
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%

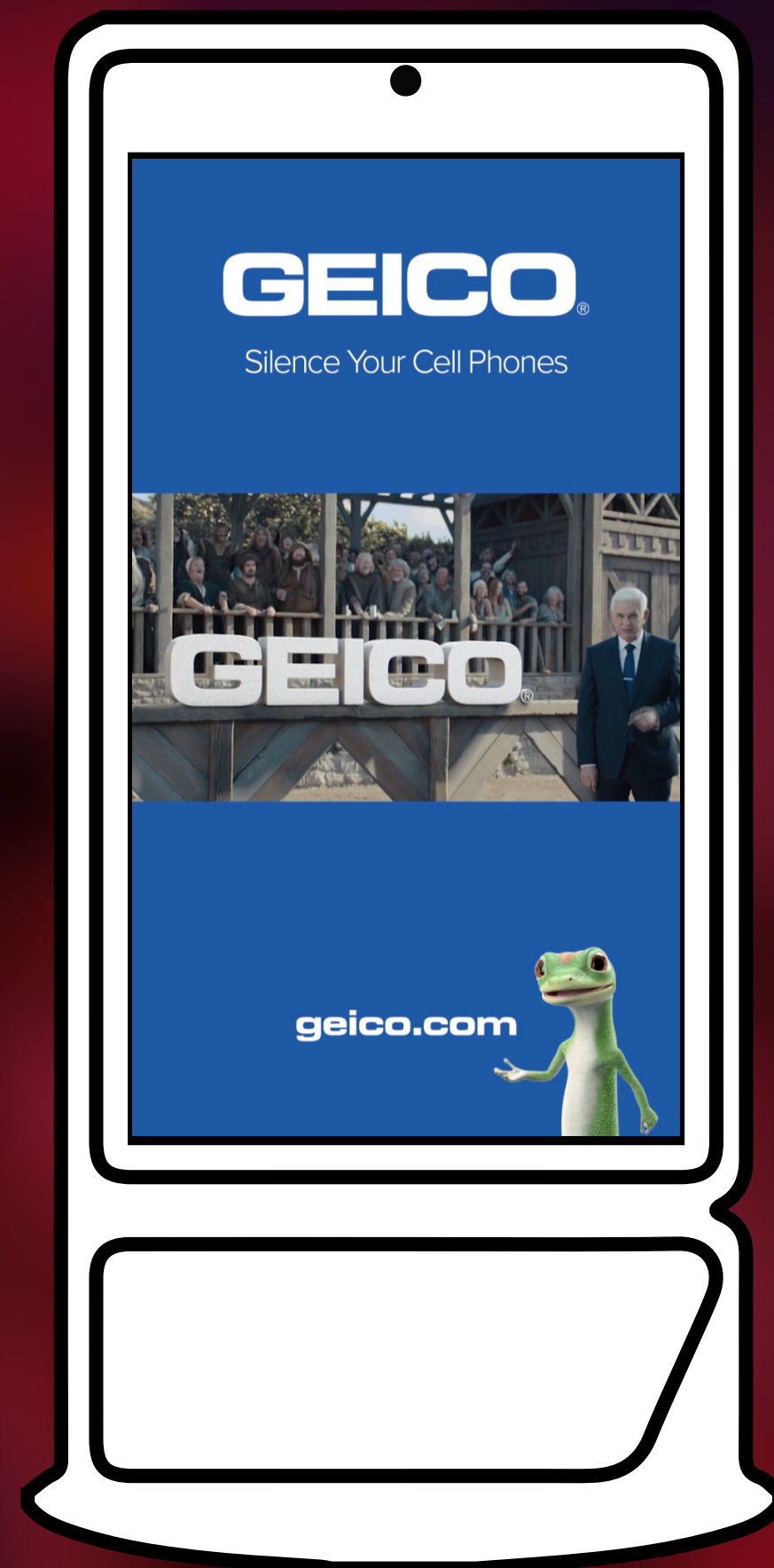
of moviegoers
recall the ads
they've seen.

Ad Viewability

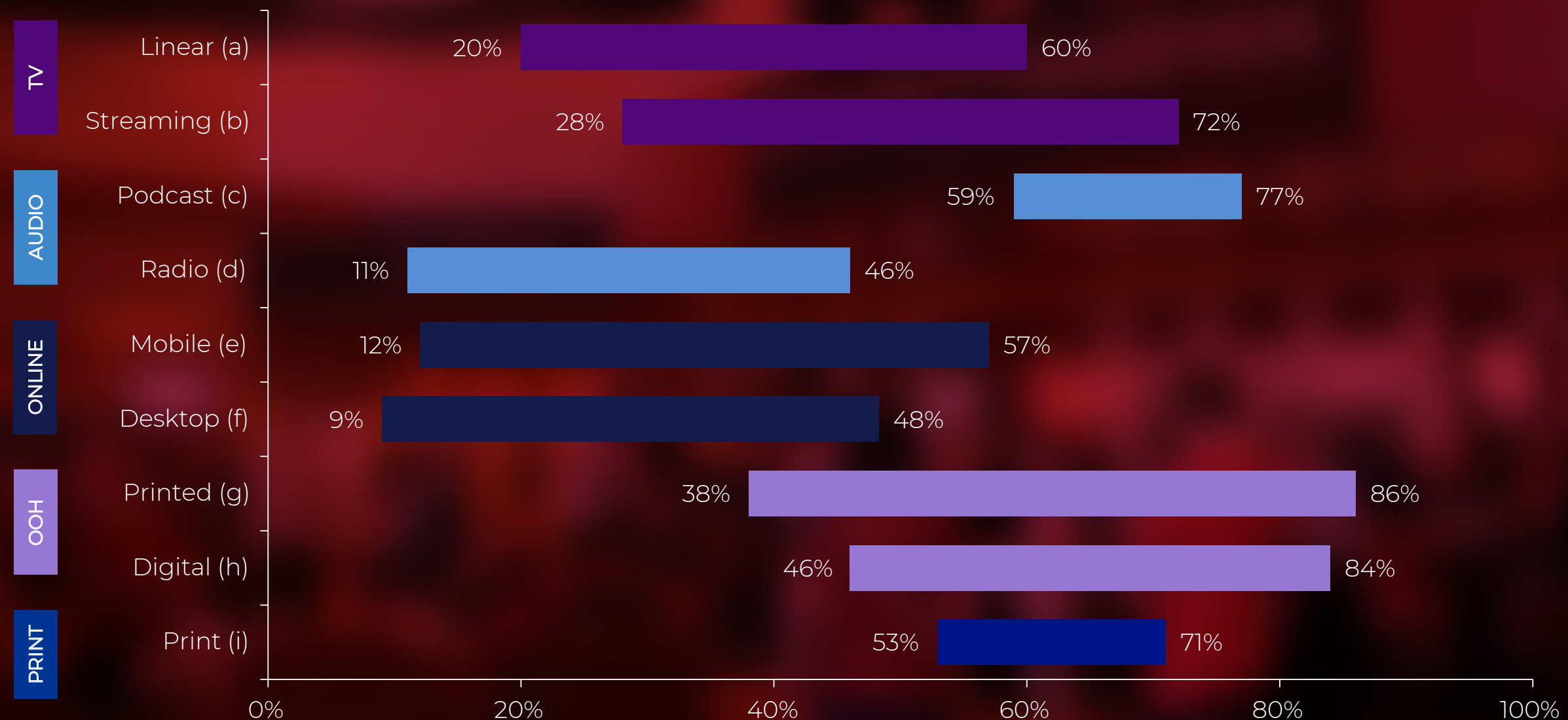
Cinema: 100%

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 radio 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 games on smartphones and tablets. Does not include text ads via short message service (SMS).

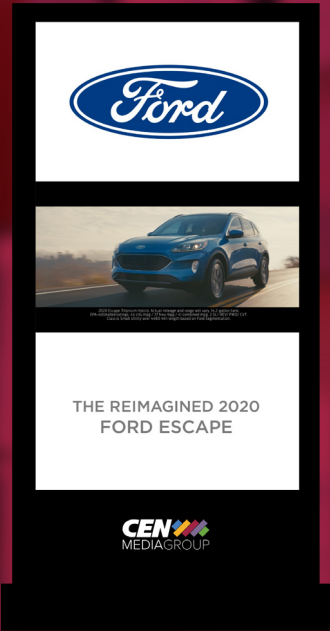
f) Includes all forms of desktop display advertising on websites, including text, image, flash, video and audio.

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 networks 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

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

Stills
PNG, JPG

1920 px



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



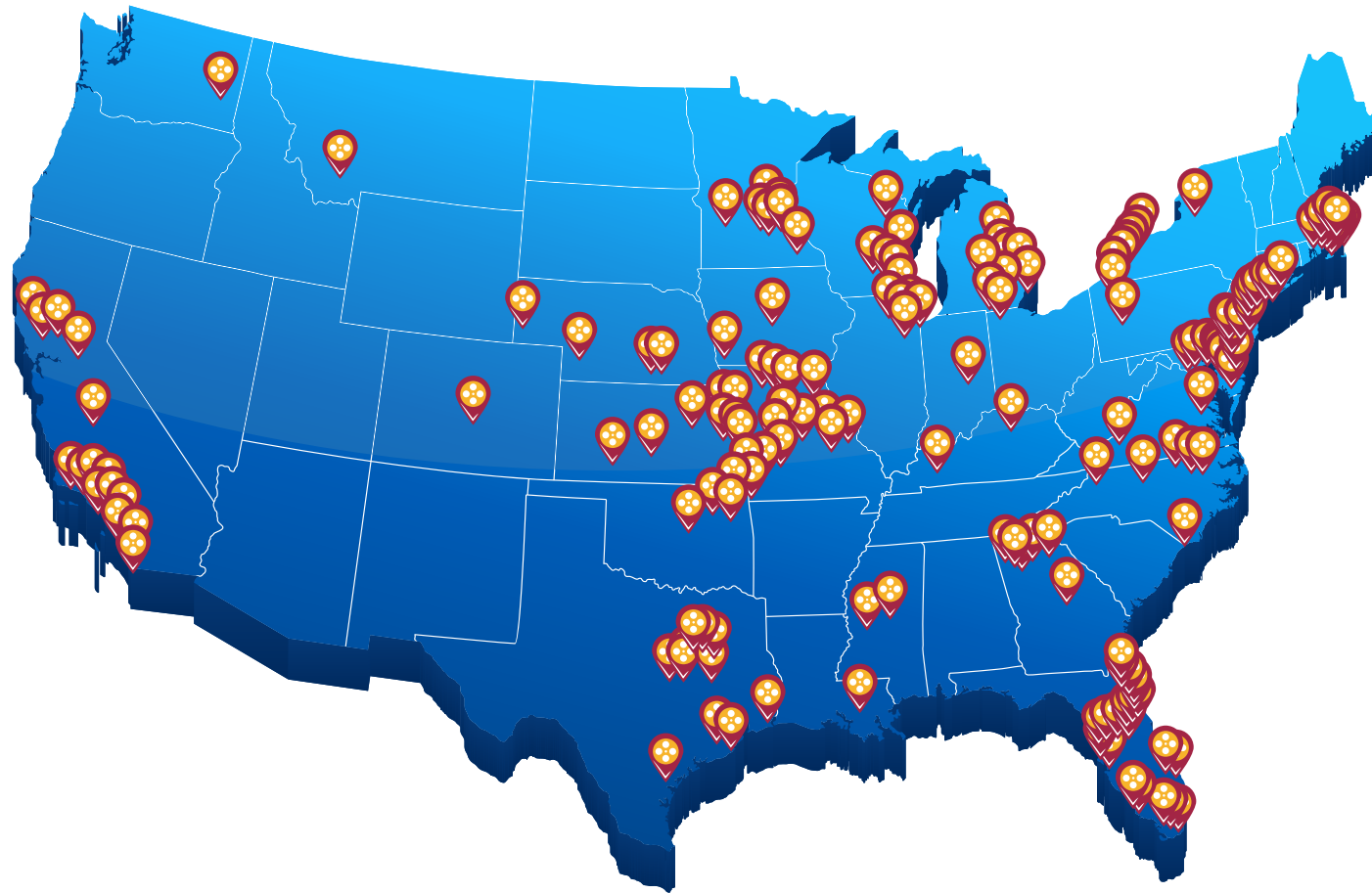
Village Wall
Site, Sound and Motion
:10 :15 :20 :30 or :60 Seconds

1920 px

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

Stills
PNG, JPG

1080 px



189,568,000
Monthly Impressions

47,392,000
Weekly Impressions

4.6
Impressions
Per Visit

43
States

96
DMA's



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