

On-Screen Announcements are an excellent way to get exposure for your company. In 2007, over 1.45 billion people came to theaters like BMFI to be entertained and educated by the world of film. On-Screen Announcements are a great way to be part of the show.

Imagine the impact of your message projected onto a 20' x 40' screen in brilliant color.

Now imagine the 120,000 moviegoers who come to BMFI each year seeing your message as they wait for their show to begin...

Features

On-Screen Announcements appear every 8 minutes and stay on the screen for 12 seconds.

Announcements appear on both BMFI screens prior to EVERY feature.

Your Announcement will be on screen approximately 840 times per month, and will be viewed by over 2,500 patrons weekly.

BMFI On-Screen Announcements are effective, affordable, and versatile! Your slide can be updated on a regular basis to publicize your specials, events, promotions, etc.

“We were looking for unique and cost-effective ways for getting the word out ... With a broad and informed audience base, we found that an on-screen ad at Bryn Mawr Film Institute made perfect sense.”

- Rene Donnard, Bryn Mawr Health

91% of moviegoers remember cinema ads unaided up to one week after going to the movies.

(Source: TNS November 2004)

Added Benefits

Your business name and website link will be added to the BMFI website, which receives 14,000 hits monthly.

Your business will also be listed in a separate listing in BMFI's slideshow with the other prominent local businesses and institutions that support BMFI.

You will receive two free passes per month for the duration of your contract.

Up to one week after seeing a commercial at the movies, nearly half of consumers could name the specific brands they saw advertised.

(Source: TNS November 2004)

