

# ON SCREEN ADVERTISING



**ROW HOUSE**  
CINEMA

Row House is a single screen movie theater in the heart of Lawrenceville. We provide classic cinema to the Pittsburgh community. Our customers are mostly from within the city limits, are well educated, and choose to support local businesses. Our ads are actively seen by 1,500-2,000 people per month. We are best suited as a venue for local businesses.

**For more information:**  
manager@rowhousecinema.com  
(412) 904-3225

## RATES

### Slide Rotation

Still images are shown in a slide presentation for at least 10 minutes before the start of each feature film. Images have at least 8 impressions per show for 10 seconds each, which is 1,100 impressions per month.

- 1 Week - \$100
- 1 Month - \$150
- 6 Month - \$125 each (\$750 total)
- 12 Month - \$100 each (\$1,200 total)

### Video Commercials

Videos ads show for either 15 or 25 second duration before each film. Videos show at least 140 times per month.

#### 15 Second Spot

- 1 Week - \$400
- 1 Month - \$700
- 6 Months - \$600 each (\$3,600 total)
- 12 Months - \$500 each (\$6,000 total)

#### 25 Second Spot

- 1 Week - \$500
- 1 Month - \$900
- 6 Months - \$800 each (\$4,800 total)
- 12 Months - \$700 each (\$8,400 total)

## ARTWORK

#### Slide Artwork Requiements

Artwork must be provided in either png, jpg, or pdf formats. Artwork must be provided in two sizes, both Scope (2578x1080) and Flat (1998x1080) at 72 pixel resolution.

#### Video Commercial Artwork Requiements

Video must be provided in Digital Cinema Package (DCP) format. Frame rates must be either 24 FPS or 30 FPS. Audio can be up to 5.1 surround. We recommend DCP-o-Matic for conversion. Video must be provided in two sizes, both Scope (2578x1080) and Flat (1998x1080) in a DCP advertising labeled package.

#### Need Our Help With Your Artwork

We work with several professional designers and technicians and can take your ideas to execution.

- Converting your artwork for Flat & Scope Screens - \$30
- Converting your video format into DCP - \$50
- Resizing your videos for Flat & Scope Screens - \$70
- All other design or techinal work is billed at \$75 per hour, quote provided.

Flat Screen  
80% of Movies

1998 x 1080 pixels

Scope Screen  
20% of Movies

2578 x 1080 pixels

## FINE PRINT

Ads can only be updated once a week on Friday. There is a \$30 charge each time to change the ad or artwork at any point of the contracted time. If files are not in the proper format or sizes required, fees will be applied. All materials shall be proofread before submission, as any changes to the artwork due to errors or typos will require a changing the artwork fee each time. Audio playback volume will be determined by Row House Cinema. Payment in full is required before ad will be shown on screen.