



**amherstcinema**

**amherst cinema arts center**

administrative offices: 28 amity street • amherst, ma 01002-2218 • 413.253.2547 • [www.amherstcinema.org](http://www.amherstcinema.org)

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## ON SCREEN UNDERWRITING at Amherst Cinema

### SHOWN ON **FIVE** SCREENS EVERY DAY!

Amherst Cinema has four movie screens plus a prominently displayed 50" plasma screen in our lobby.

Showcase your business on our screens and demonstrate your support for the valley's nonprofit independent cinema! Our underwriters are local independent businesses and organizations of the Pioneer Valley.

Each slide runs for 10 or 20 seconds (depending on the option you purchase) as part of a digital show created especially for our theaters. The digital show runs between movies on a continuous loop until each movie's film trailers begin. We edit the show monthly, allowing for insertion of new slides as well as modification or deletion of existing slides.

### WHERE AND WHEN WILL YOUR SLIDE BE SHOWN?

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The slide show is screened on each of our four screens. In addition, the show runs on the lobby's plasma screen in constant rotation, intermixed with film trailers.

The digital show runs approximately 6 minutes, on a loop. Underwriting slides are interspersed with Amherst Cinema's messages about upcoming films and theater information.

The number of times the slide show plays in the theaters varies from week to week depending on the length of movies, the number of movies shown each day, and the length of time between movies. On average, 14 films are shown each weekday, and 18 films are shown on a weekend day. Some special event presentations may require that we do not run the slide show.

The plasma screen in the Amherst Cinema lobby plays continuously during box office hours.

### WHO WILL SEE YOUR SLIDE?

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Over 9500 movie-goers will see your slide on our screens every month! Our average monthly attendance\* breaks down as follows...

- 3,400 Adults (non-students between 18-65 years of age)
- 1,000 Students (mostly 5-college undergraduate and graduate students, & some high-school students)
- 1,600 Seniors (over the age of 65)
- 3,500 Members (patrons of any age who have purchased an Amherst Cinema membership)

\* Averages based on data collected from January 2017 through December 2017



## ARE THERE ANY RESTRICTIONS?

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On screen slides are a great way to publicize events, showcase a new product or service, brand your business or build credibility in the community.

*The following information may be included in your slide:*

- Value-neutral description of the product/service/initiative
- Location, phone number or web address for more details about the funder
- Brand or trade names relevant to your industry

*The following language is not permitted:*

- Pricing info (such as “5% interest rates available”)
- Inducements to buy, which is promotional by nature (such as “special gift for first fifty callers”)
- Expression of personal views, subjective, comparative or qualitative language (such as “the first name in Fords” or “the best rates”, “award-winning service”)
- Calls to action (“visit,” “call,” “go to,” “join,” etc.)

## HOW AND WHEN TO PRODUCE YOUR CREATIVE

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Slide materials may be submitted in one of the following image formats (other formats will not be accepted):

- JPEG, GIF, TIFF, Adobe (PDF, Photoshop, InDesign, Illustrator)

Your slide must be formatted to 2048×1080 pixels and designed in accordance with the guidelines specified in Appendix A (Slide Design Template and Guidelines) - please review this document before creating a slide. Amherst Cinema reserves the right to reject slides that do not comply with our specifications.

Slides are screened as visual only (no sound or voiceover).

- 10-second slide option: only one slide may be submitted (no moving images or animation). This is to ensure that the audience has time to read and process your slide.
- 20-second slide option: up to three slides may be submitted. We will insert dissolves between each slide.

**The deadline for submitting your slide artwork is the 15th of the month prior to the start of your contracted underwriting period** (though you are encouraged to submit sooner to allow time for potential edits). The new slide show updates on the first of each month. **Underwriting must start on the first of the month (we cannot start or end your underwriting period mid-month)** - please keep this in mind if your promotion is time-sensitive.

To establish an Underwriting Contract, contact our Underwriting Coordinator at least thirty (30) days prior to the desired underwriting start-date.

If you do not have access to an experienced graphic designer, please consider hiring one (many local copy shops offer affordable design services that will ensure compliance with our specifications).



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## WHAT ARE THE RATES?

We offer Underwriting Contracts in lengths ranging from one month to one year. Your monthly underwriting cost is determined by the number of months you contract for.

**Prepay in full and receive 10% off your total purchase of a 3, 6, or 12 month contract!**

Underwriting Period	10 Sec. Slide Rate	20 Sec. Slide Rate
1 month	\$425/mo.	\$850/mo.
3 months	\$350/mo.	\$700/mo.
6 months	\$275/mo.	\$550/mo.
1 year	\$225/mo.	\$450/mo.

**There is an additional one-time \$45 slide setup fee for all new contracts.**

## PAYMENT

- One-Time Payment: Pay amount in full of total contract by check or credit card
- Monthly Auto Pay: Initiate Monthly Auto Pay to have credit card charged automatically each month in the amount of monthly cost (Set-up fee added to first payment).

Payment in full or arrangement of Monthly Auto Pay is required no later than the 15th of the month before the screening start-date and **MUST** be made before production can begin. Contracts are binding after closing dates.

## REGISTRATION REQUIREMENTS

**In order to secure underwriting space, you must submit contract, payment and slide materials to us no later than the 15th of the month before your scheduled screening start-date.**

**Spaces are limited and reserved on a first-come, first-served basis. If a show is full, a slot for your slide will be reserved in the next available month. Time-sensitive promotions should submit payment and contract as early as possible to avoid waitlisting.**

## SLIDE MODIFICATIONS (DURING CONTRACT PERIOD)

If you wish to change your slide during its run, please submit your change request by the 15th of the month prior to the change. **Late submissions will not be accepted.** We will insert your new slide into the show that screens the following month.

## UNDERWRITING CANCELLATION

Contracts that are terminated *before* the submission deadline of the 15th are entitled to a full refund of the prepaid amount, excluding the \$45 slide setup fee. Contracts terminated *after* the submission deadline of the 15th will receive a refund for any complete unused months, excluding the \$45 slide setup fee and a \$45 slide removal fee. Please note that you will be charged at the monthly rate corresponding to the *final* number of months underwritten after cancellation (ie. a prepaid six month contract cancelled after four months will be refunded according to the three month contract rate).

Contact our Underwriting Coordinator, Holly Greeley with any questions or concerns.

Tel: 413-253-2547 Ext. 3 Email: holly@amherstcinema.org



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## ONSCREEN UNDERWRITING CONTRACT

Contract Cost

Total Contract Amount

One Month: \$425

Three Months: \$1050

Six Months: \$1650

Twelve Months: \$2700

If 20 second ad, multiply  
contract cost x2

If prepaying,  
deduct 10% Discount  
(does not apply to  
one month contracts)

If new contract,  
add \$45 set up fee

= \_\_\_\_\_

Desired Contract Start Date: \_\_\_\_\_

### UNDERWRITER INFORMATION

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_ Date Signed: \_\_\_\_\_

### PAYMENT INFORMATION (CHOOSE ONE PAYMENT OPTION)

One-Time Check (Payable to Amherst Cinema Arts Center, Inc.) Amount Enclosed: \_\_\_\_\_  
Total Contract Amount due [adjusted by prepayment discount]

One-Time Credit Card Charge Total Contract Amount: \_\_\_\_\_  
(Total Contract Amount due [adjusted by prepayment discount])

Monthly Auto Pay (Credit Card) Charge Monthly Cost Amount: \_\_\_\_\_

Credit Card charged automatically each month, with \$45 Set-Up Fee added to first payment for new contracts.

\_\_\_ VISA \_\_\_ MasterCard \_\_\_ Discover \_\_\_ American Express

Card Number: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ (Month/Year) Card Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Send to: Amherst Cinema Arts Center, Inc.  
Attn: Holly Greeley, Underwriting Coordinator  
28 Amity Street  
Amherst, MA 01002  
Fax: 413-253-2541  
Email: holly@amherstcinema.org

# Appendix A

## Slide Design Template & Guidelines

Here is an example of an appropriate layout for an on screen slide. Note that the dimensions **must be 2048 x 1080 pixels**. Be sure to set up your design to these dimensions before you create your slide.



### Tips:

- Don't worry about resolution (dpi / ppi), just be sure pixel dimensions are correct (see above).
- Images are the most effective way to convey your message. Use the least amount of text possible, but be sure to include contact information, relevant dates, and a way to find more information.
- JPEG is the preferred format. PDF, TIFF, PNG or GIF files also accepted.
- Each slide is shown for 10 seconds at a time, unless 20 second option is purchased. Maximum one slide for 10 second contract, 3 slides for 20 second contract. If using multiple slides, keep the layout consistent throughout.
- Use clear, legible fonts in appropriate sizes. Make sure viewers in the back of the theater can read it.

Recommended programs: Photoshop (or comparable image manipulating software), InDesign or Illustrator. Powerpoint is not recommended, because you cannot set the dimensions appropriately.

**Deadline to submit artwork, payment & contract is the 15th of the month prior to your underwriting period!**

**Amherst Cinema reserves the right to reject slides that do not meet our basic design standards.**