



ONSCREEN ANNOUNCEMENTS

Onscreen Announcements are a great way to make your business part of the show. Imagine the impact of your message projected onto the "big screen" in brilliant color. Now imagine the 187,000 moviegoers who come to BMFI each year seeing your message as they wait for the film to begin...

To inquire about onscreen announcements, please contact our Marketing Manager, Gina Izzo, at **610.527.4008 x110**.

Contract Length	Standard Rate	Nonprofit rate
1 month	\$500	\$375
3 months	\$450	\$360
6 months	\$400	\$340
12 months	\$375	\$325

- Onscreen Announcements are 12 seconds long. Your announcement will repeat every 8 minutes, beginning 30 minutes before the first show of the day and repeating before every show thereafter on all 4 screens.
- Your Onscreen Announcement can be a still image, or a series of up to three still images (recommended). No more than four consecutive images per announcement will be accepted.
- Your business will be included in a scrolling list of sponsors in the preshow in addition to your own announcement.
- Use of the atrium literature stand, exclusive to BMFI sponsors, for distribution of handbills, postcards, and other materials is included with your onscreen sponsorship.
- BMFI appreciates the support from all of our sponsors. We do not offer sponsor exclusivity.

Our preshow plays in a continuous eight minute loop. We have provided sample designs of how announcements work best within each format.

ONE IMAGE - 12 SECONDS

One static image that plays for twelve seconds in each eight minute loop.



PLEASE KEEP THE FOLLOWING IN MIND WHEN CONSIDERING YOUR DESIGN:

- Keep your message short and sweet. Your message will have a stronger impact if it is legible and succinct.
- All artwork, photos, and graphics provided must be the intellectual property of the sponsor.
- BMFI is a nonprofit, member-supported theater. Onscreen Announcements are sponsorship considerations, not advertisements. We cannot use language or art that is a direct call to action (i.e. announcements which promote the sale of goods and service or contain an inducement to buy, sell, rent, or lease).

CREATING YOUR ONSCREEN ANNOUNCEMENT:

- Announcements are 10" wide x 4.9" high, 300 dpi resolution (or 3000px by 1470px). Only high resolution JPEG and PDF files are accepted.
- The smallest legible font size is 16 point. Leave a 0.25" text margin on the top and bottom of the slide.
- BMFI must have your completed artwork the Friday prior to your scheduled start date.
- It is the responsibility of the sponsor to provide any new artwork at least **one week prior** to the desired start date.
- Artwork may be changed once a month. Additional changes will incur Design Services fees.

PATRONS OF INFLUENCE: THE BMFI PATRON

BMFI's devout audience is highly educated, exceptionally affluent opinion leaders across the Main Line, Philadelphia area, and beyond.

— 2014 ART HOUSE CONVERGENCE NATIONAL AUDIENCE SURVEY

TWO IMAGES • 6 SECONDS + 6 SECONDS

Two images that play back to back for six seconds each. These images will show every eight minutes.



THREE IMAGES • 4 SECONDS + 4 SECONDS + 4 SECONDS

Three images will play consecutively for four seconds each, repeating once every eight minutes.

