



Get on the big Screen at...

B&B West Olive

State-of-the-art cinema venue, sets a new standard in the premium movie-going experience and takes WOW to the next level.

A FAMILY FUN CENTER

*Ten Screen Theater (1 Grand Screen; 1 screenPLAY; 1-Lyric; 1-MX4D; 1-Max Relax; 5 Screens w/heated recliners)
Bowling Arcade; Bar Grille; Rock Wall; Party Rooms*

Limited Space Available

52 week campaign
30s Ad: \$140 per/wk
15s Ad: \$95 per/wk
BB Add-On: \$30/wk

WHY CINEMA?

- **Impact** - Cinema's unique ability to offer you premium content in front of a desirable audience in an immersive environment gives you the most impactful impression of any screen in the media landscape
- **Mass Audiences** – moviegoing is the #1 form of entertainment reaching 77% of adults 12+ annually
- **Growing Audience** – while other media is struggling to maintain effectiveness, the strength of the box office is a leading reason why more and more businesses are investing their advertising dollars in Cinema
- **Promotional Push** – Hollywood studios and film distributors spend millions of dollars weekly to push local people to the theatre to see movies and YOUR MESSAGE
- **Millennials** – 70% of all Millennials go to the movies at least 6 times per year and that number is growing

Source: NRG American Moviegoing 2015 (77% of Americans 12 and older attends the movies annually). GfK MRI Doublebase 2015. Base= A12+ (20% of Americans attend the movies once a month or more). Nielsen Weekly Demo Admissions 2014-2015.

