



# The Star Drive-In Theatre



## Advertising Packet 2023

Full Season	6 Months <small>April through Early October</small>	\$500
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If you already have a Copy Ready Advertisement, there is NO setup or insertion fee. There will be a setup fee of \$100 for Raw Material submissions, this includes creating the advertisement using the material provided and producing a Copy Ready Advertisement.

**Setup fees will be charged upon any mid-season changes in the advertisement or changes to your current ad.**

**Make checks payable to “Jason Fleetwood”.**

What do you get for such an amazing opportunity?

- Unlike other media outlets, the Star Drive-In Theater offers a unique environment - a CAPTIVE AUDIENCE. This audience is receptive to slow-sell messages.
- Your ad will play at least once per night (typically multiple times)
- We will keep the attention of the audience with things such as trivia, viral videos, and contests between advertisements.
- Motion picture screen advertising is one of the highest recall factors of any venue, as high as 80% range, and that's priceless visibility for your business.
- Approximately 18,000 people attend the Star Drive-In Theater in a typical season!
- Best of all - the drive-in audience consists of the free-spending teenage and 18-49 blue-collar demographic.
- In short, advertising your business on-screen at the Star Drive-In Theater offers customer-winning visibility on the largest screen in town, at the most affordable rates!

Signature \_\_\_\_\_ Date: \_\_\_/\_\_\_/20\_\_\_

E-Mail Address \_\_\_\_\_



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To make your advertisement a huge success, we need you to follow a few steps. You can submit material for advertising in two methods.

**Copy Ready Material** = a single high-quality image with all the information present and organized. An advertisement ready to view.

**Raw Material** = High-quality copies of your business logo, desired background image, verbiage (complete and ready to view) and any other high-quality graphic you would like included in your advertisement.

We would also encourage you to make a quick layout of what you expect the advertisement to look like. You don't want our creative team to take liberties with your business's advertisement.

Graphics may be submitted on CD/DVD, Flash Drive, or via [email](#)

Any copyrighted material is the advertiser's responsibility. The Star Drive-In is not responsible for any use of copyrighted images. Please only send us material that you own as we will not use it otherwise.

If you will be submitting copy ready digital advertisement, then we require it to meet the following specifications:

- 2048 x 1080 pixels
- PG-rated content
- Accepted format – MP4,AVI,PPTX,TIFF,PDF,WORD,PSD (Adobe Photoshop), and JPG (High Res Only) No Sound in Video Formats

### **Information should be submitted to:**

Jason Fleetwood (In Care Of Computer Business Solutions)

13131 6100 Rd

Montrose, CO 81403

970-249-0678 (Jason)

Or e-mailed to [Jason@stardrivein.com](mailto:Jason@stardrivein.com)