

Grafton Slide

Advertisements

Information

What is a Grafton Slide Advertisement?

Grafton Slide Advertisements are graphic slides displayed prior to films sponsored by the University Program Board (UPB) at Grafton-Stovall, James Madison University's single-screen theatre. Grafton slides run 30 minutes prior to each show. Each slide is displayed on the big screen for 10-12 seconds every 2-3 minutes. That means your slide will run at least 15 times before each showing for a total of up to 3 minutes of airtime.

Why Advertise?

High Recall- Average moviegoer recall is 71.1 percent with movie preview slides, nearly 3 times higher than a television ad.

Captive Audience- Viewers cannot switch off or change the channel or turn the page.

Low Clutter- Your ad is not competing with hundreds of others for space and attention.

Student Demographic- Research shows that JMU students, Grafton-Stovall's main audience, spend more than \$100 million in Harrisonburg and Rockingham County.

Audience Attendance

Last year, our movies averaged 2,165 audience members per month..

Movie Showtimes

We offer movies at a low price (\$3.00) to JMU students and the Harrisonburg community. Showtimes are twice a day every Wednesday-Saturday at 7:00p & 9:30p when classes are in session, for a total of 8 movies per week, 16 weeks per semester.

Commercials

Grafton Preview Commercials are video advertisements shown prior to films sponsored by the University Program Board at Grafton-Stovall Theatre. Commercials are run 10 minutes prior to each show. The organization must provide their own commercial. Commercials must contain a resolution of 1024 x 768 and a format in one of the following: .AVI, .MOV, .MPG, or .MPEG and burned onto a DVD. The commercial is limited to 30 seconds. Commercials longer than this will not be shown. There is a limit of one commercial shown per week, so please reserve your place early.

Sponsor a Free Show!

Sponsorships are available that allow moviegoers to see a regularly scheduled movie for free (including popcorn!) - a proven way to **pack the theater**. Exclusive advertising opportunities include:

- Logo displayed on the monthly UPB film calendar (cir. 3000)
- Logo displayed on flyers promoting the free show
- Logo displayed on the UPB website's movie schedule
- Information table on the night of show in the theater lobby

Free showing sponsorship cost: \$3.50 per attendee, billed after show.

