



MEDIA PACK

INDEPENDENT EXHIBITOR ONLINE AD NETWORK

REACH FILM AND CINEMA AUDIENCES WITH THE FILM COOPERATIVE ONLINE AD NETWORK

ONE STOP ACCESS TO OVER 100 CINEMA WEBSITES

INDEPENDENT EXHIBITOR NETWORK

The Film Cooperative is a network of over 100 independent cinema websites. It offers distributors the opportunity to promote their films in prominent positions on both mobile and desktop sites, using sales-driving ads that link directly to booking. Film and lifestyle orientated brands use the network to cost-effectively reach a highly engaged online film audience.

In addition to running the advertising we can also act as a single point of access to these cinemas for distributing trailers, social media assets and leveraging added-value coverage for films and brands.



INDEPENDENT EXHIBITOR NETWORK

The network delivers around **12m ad impressions** per month and regularly achieves clickthrough rates of **0.7% - 1.5%** indicating that consumers find the ads highly motivating and relevant. We run successful campaigns for all the major distributors - **Disney, Paramount, Warner, Sony and Universal** and for smaller distributors such as Studio Canal and Lionsgate among others.

ONSCREEN MAGAZINE

The leading film magazine for independent cinema. Published bi-monthly. Print Run 95,000 per issue. 75+ cinemas covered. Please ask for full list.

Preferential rates when booking Onscreen and The Film Cooperative Network together.

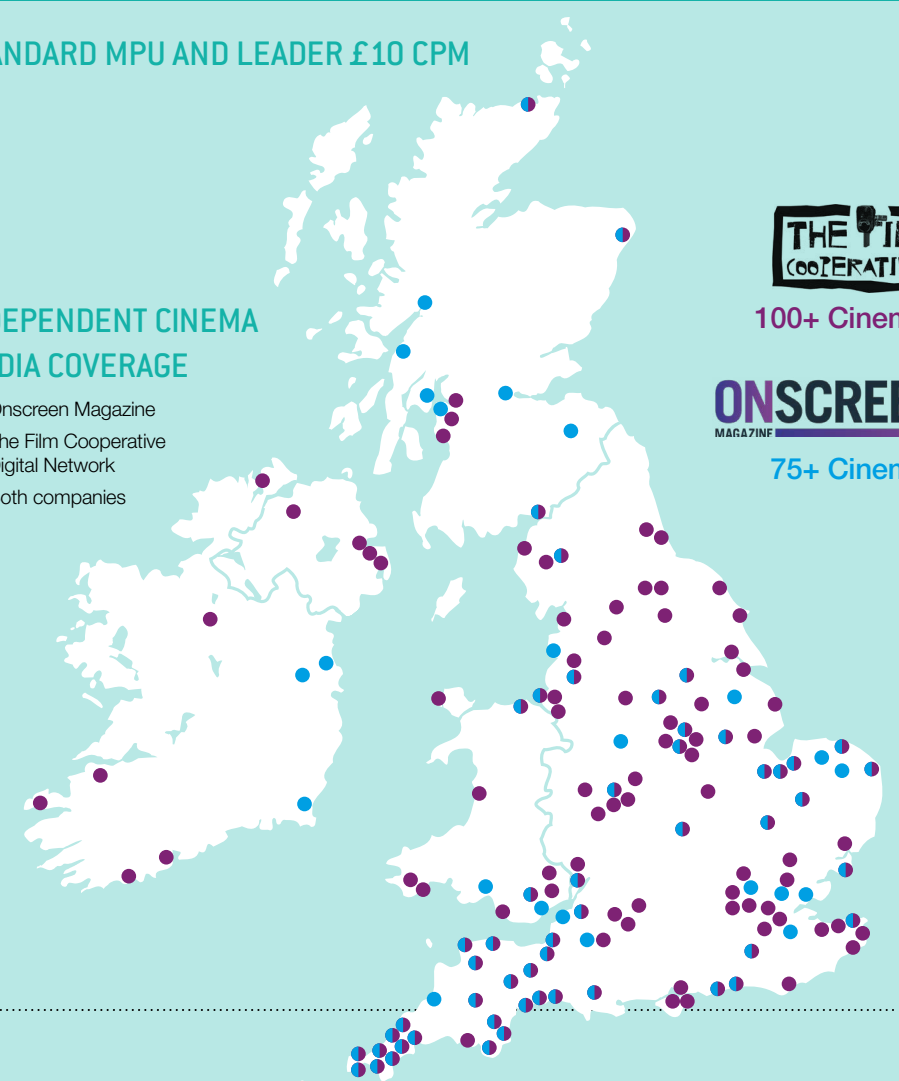


RATE CARD COSTS

STANDARD MPU AND LEADER £10 CPM

INDEPENDENT CINEMA MEDIA COVERAGE

- Onscreen Magazine
- The Film Cooperative Digital Network
- Both companies



100+ Cinemas



75+ Cinemas

THE FILM COOPERATIVE INDEPENDENT EXHIBITOR NETWORK

- CINEMAS ONLINE - 27 Cinemas
- EMPIRE CINEMAS - 14 Cinemas
- MERLIN CINEMAS* - 16 Cinemas
- PICTUREDROME* - 6 Cinemas
- REEL CINEMAS - 14 Cinemas
- SAVOY CINEMAS* - 6 Cinemas

- SCOTT CINEMAS* - 8 Cinemas
- THE ARC* - 4 Cinemas
- WTW CINEMAS* - 4 Cinemas
- PAVILION GALASHIELS
- MOVIESTARR

*CINEMAS COVERED BY ONSCREEN MAGAZINE



... ONE CLICK DIRECT TO BOOKING! ...



ONLINE TECHNICAL SPECIFICATION

CREATIVE FORMATS ACCEPTED

Images - .gif .jpg and .png files - maximum file size 1Mb

HTML5 - supplied as a .zip file, maximum size 200kb

Third-party ad tags conforming to standard industry guidelines

PLEASE SUPPLY

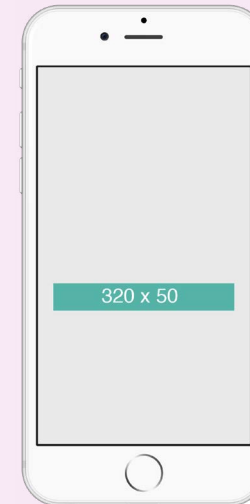
All creatives should follow the guidelines given [here](#)

Additionally HTML5 creatives should follow the requirements specified [here](#) and must include a working clickTag

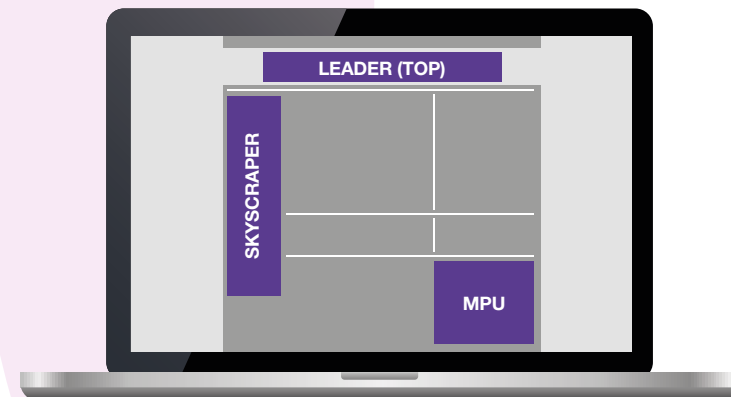
NB all creative assets must be supplied a minimum of 2 days before the “Go live” date

CONTACT

For more details contact: julia@thefilmcooperative.co.uk



MOBILE LEADER BOARD - 320 PIXELS X 50 PIXELS



LEADER (TOP) - 728 PIXELS X 90 PIXELS

MPU - 300 PIXELS X 250 PIXELS

SKYSCRAPER - 160 PIXELS X 600 PIXELS