

ROBERT BURNS CENTRE FILM THEATRE - ADVERTISING INFORMATION

An introduction to advertising in the Robert Burns Centre Film Theatre brochure

The Robert Burns Centre Film Theatre is a small, friendly cinema in Dumfries. It plays a major role in the cultural life of the town, and beyond, by providing a rich and diverse programme that aims to stimulate, entertain and inform.

Every two months, it produces a free, full colour, A5 size, 16 page, high quality printed brochure that provides information on the films that are showing. The print run for each bi-monthly programme is 6,000 and it is distributed through our mailing list, as well as through tourist offices, libraries, retail outlets, schools, venues and accommodation providers across Dumfries and Galloway.

Advertising rates - brochure

Full page £220*

1/2 page £110*

1/4 page £65

Premium positions (for maximum exposure)

Inside front cover - full page - £400*

Outside back cover - full page - £500*

(* also includes on screen advertising)

Advert dimensions (mm) are as follows:

Full page – 145 wide x 210 tall

1/2 page – 135 wide x 95 tall

1/4 page – portrait 65 wide x 95 tall, landscape 135 wide x 45 tall

Advertising rates – Loose inserts

Loose inserts to mailing list (approx 1,200 addresses) £50

Bulky inserts may require an additional fee

Advertising rates – on-screen

In addition to printed advertising, the Film Theatre also offers on screen advertising opportunities. On screen adverts are projected onto the big screen via a state of the art digital projector. The advert is shown on screen for 30 seconds, and would be seen approximately 10 times before every movie.

£5 per week (52 weeks)

£7.50 per week (26 weeks)

£10 per week (13 weeks)

Advert dimensions (mm) are as follows:
254 wide x 190.5 tall

Please note that if you take out a full or half page printed advert, you receive free on screen advertising.

Advertising rates – online

We also have advertising space available on our website www.rbcft.co.uk. Please discuss your requirements with Alice Stilgoe, contact details below.

All prices are exclusive of VAT. To book an advert with us you will need to pay in advance. We prefer payments by cheque, made payable to Dumfries and Galloway and sent to the address below.

Disclaimer: final decisions regarding the acceptance of advertising by any individual, business or event will be at the discretion of the Film Officer.

Technical specifications

Please supply adverts either by email to Alice.Stilgoe@dumgal.gov.uk, or by CD ROM (please note that we cannot return disks) to the address below.

Artwork should be high resolution (300dpi print quality) and submitted in either PDF, EPS, RGB, TIFF or JPEG formats. If you need help designing an advert, we can organise this through the brochure designer at a rate of £40 per hour (the designer would agree how many hours they would work in advance but it should take between 1 and 3 hours for most adverts).

Advertising deadlines

To guarantee a place in the September / October film brochure, all adverts must be booked by 27 July and submitted by 03 August 2009.

Loose inserts must be delivered to the Robert Burns Centre by 17 August 2009 (Quantity 1,500).

There is no deadline for receiving the on-screen advert artwork.

Contact details

Alice Stilgoe, Film Officer

Address: Gracefield Arts Centre, 28 Edinburgh Road, Dumfries, DG1 1JQ

Tel: 01387 263094, Email: Alice.Stilgoe@dumgal.gov.uk

Web: www.rbcft.co.uk