



Cinema Advertising / Video Production

Who do I talk to about a cinema ad?

Contact Tina on 0417 010 292 or tina@torkit.com.au. We can discuss advertising options with you ranging from the length of the ads, using your own ads and developing an ad for your business or community organisation. Whilst cinema ads are to be no longer than 60 seconds, we can produce a second longer ad for you to upload to your website or Facebook page (or other social media platforms).

How long will my ad run for?

Whilst preference is given for monthly (4 weeks) bookings, fortnightly blocks can be arranged. Incentives offered for businesses advertising for 3, 6 or 12 consecutive months, this may include for example, a free short intro/outro video, logo animation or other discounts.

What is the cost to advertise at the cinema?

4-week non-school block - \$220

4-week block that includes 2 weeks of the school holidays - \$270

Christmas Holiday promotion pay for 6 weeks and receive 8 weeks - \$480

There is a once off \$88.00 conversion fee to cinema format per video. This fee is covered in some of the video package deals. For ads not produced by Torkit, the conversion fee is \$110 per video.

What are the Cinema Ad screening times?

There are two (2) cinemas with a total seating capacity of 117. Your ad will be played in both cinemas. Your ad will be played during the time before the advertised movie time. For example, if the movie is advertised for 6pm, your ad will be played leading up to this time as patrons arrive and fill the cinema. Then at 6pm, the pre-movie trailers will commence followed by the movie at 6.06pm. Depending on time available between the changeover of movies in both cinemas, your ad will be played up to 2 times before each movie. (Ads will be played on rotation). Using this example, at times where the cinema shows 8 movies a day, your ad could be shown up to 16 times during that day.

What are the Video Production Costs?

We have video package deals available upon request. Your ad may include photos, video and/or a combination of both. Any footage and photos we take during production, you get to keep a copy at no additional cost as long as you supply a USB or hard drive within 2 months of your video being finalised.

What if I have my own ad?

Speak to Tina and she can discuss this with you further. At this stage, all ads are 30-60 seconds long for cinema advertising. There are compliance issues that need to be checked and all ads need to be PG rated. Examples of things we will discuss will be music licence, permissions for footage/photos, copyright, banned products (tobacco, prescription medication, gaming services).

Prices are subject to change without prior notice due to unforeseen economic circumstances