Rate Card

cinema advertising purchasing options

JEAN MINEUR
MEDIAVISION

THE BEEKEEPER 2
JANUARY, 14

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How does it work

We've created a range of buying routes to help you plan your cinema campaign and effectively engage your target audiences. As well as being able to plan and buy cinema campaigns by film, by showing, by audience or by cinema, we've created these routes to help you align with key genres, categories and broad cinema audiences throughout the year.

The film may be the main event, but it's the overall experience that makes cinema an advertising medium like no other. Through our digital cinema portfolio you can engage cinemagoers at every stage of the cinema experience to ensure your campaign stays with them before, during and after their trip to the movies. Be it in the foyer, online or on the big screen, all of these touchpoints add scale and frequency to your campaign.

THE PLAYLIST

On the big screen there are a number of different positions available:

1	2	3	4	5	6	7	8	9
JMM OPENING IDENT	MOVIE GRAFIX	COMMER-CIALS	LAST BLOCK POSITION (15%)	JMM CLOSING IDENT	TRAILER BLOCK POSITION (20%)	FILM TRAILERS	PREMIUM / 4DX POSITION (35%)	FILM

ICE AGE
BOILING POINT
FEBRUARY, 3

Buying routes

GLOBAL VISION

Looking for maximum coverage across the cinema audience?

This is cinema's most popular buying route. It is the broadest and most cost-effective way of reaching the whole cinema audience in any given campaign period.

DETAILS

- runs with a variety of films showing over your selected dates
- based on admissions forecast
- 15% margin for over- or underperformance
- can be bought on a national basis
- **CPM € 95 bases on 30"**

FAMILY VISION

Looking to target families?

The Family Pack allows an advertiser to have presence with all family releases over a given period and utilise the rare opportunity to hit a captive family when they're all together.
The Family Vision package excludes films shown in the 'Kleuterbios', special screenings of approximately 60 minutes with softer sound and the lights kept on.

DETAILS

- a diversity of Dutch spoken children's films in a selected period
- based on admissions forecast
- 15% margin for over- or underperformance
- can be bought on a national basis
- **CPM € 101 bases on 30"**

FILM FOLLOW

Looking to target individual films?

A Film Follow package allow you to select individual films that profile well against your target audience and engage cinemagoers, while gaining powerful brand association with the hype and excitement around an eagerly anticipated release.

DETAILS

- select buying of films over 250.000 admissions
- based on admissions forecast
- 15% margin for over- or underperformance
- can be bought on a national basis
- **CPM € 153 bases on 30"**

SELECTIVE

Only interested in sites in a particular location?

With our Selective package you can run national campaigns with a local spin for every region, city, town or cinema across the Netherlands, to target by both audience demographic and geography, to provide genuinely unique campaigns.

DETAILS

- all JMM cinemas can be bought individually
- based on admissions forecast
- 15% margin for over- or underperformance
- **CPM € 177 bases on 30"**

Buying routes

ART VISION

Looking to target even more upmarket audiences?

Our Art Vision package allows you to target highly engaged, upmarket and affluent audience. The hugely varied film slate enables us to cater for a wide range of audiences while the premium venues that we represent offer a unique environment in which to entertain this hard-to-reach audience.

DETAILS

- higher educated and affluent audience
- based on admissions forecast
- 15% margin for over- or underperformance
- **CPM € 175 bases on 30”**

TOP 15

Want to reach the biggest possible audience with a smaller budget?

Jean Mineur Mediavision represents 85% of all cinemas throughout the Netherlands. The Top 15 package enables an advertiser to deploy the 15 most visited cinemas in our network.

DETAILS

- targets mainly 20-49 y audience
- based on admissions forecast
- 15% margin for over- or underperformance
- **CPM € 145 bases on 30”**

MOVIE GRAFIX

Advertising in the cinema without a live action commercial?

Movie grafix makes it possible to advertise in the cinema when you don’t have a live action commercial or have to work with a limited budget. Movie grafix are shown at the beginning of the commercial break, possibly supported by stereo sound.

DETAILS

- commercials of 10, 15 of 20”
- made of computer animations or dynamically edited images
- all JMM cinemas can be bought individually
- based on admissions forecast
- 15% margin for over- or underperformance
- **CPM € 69 bases on 20”**

Buying routes

FLEX VISION

Easily want to adjust your campaigns?
With Flex Vision it's possible starting or stopping them on any day. This is ideal for action-oriented campaigns with a specific start or end date, such as product launches, seasonal promotions, or events.

DETAILS

- flexible start or end dates
- individual selection of JMM cinemas
- based on admissions forecast
- 15% margin for over- or underperformance
- **CPM from € 105 based on 30"**
- minimum booking of 50,000 admissions. Campaigns below this threshold are possible but without visitor guarantees or refunds.

TECHNICAL COSTS:

- **Footage & Sound editing** **€ 400**
- **Handling** **€ 550**

Length Index

# seconds	general	general in december	movie grafix
5	75	75	-
10	80	80	80
15	85	85	85
20	90	90	90
25	95	95	95
30	100	100	100
35	115	115	-
40	125	125	-
45	140	140	-
50	150	150	-
55	165	165	-
60	175	175	-
65	185	200	-
70	195	215	-
75	200	220	-
80	205	225	-
85	215	235	-
90	225	245	-
95	235	250	-
100	245	255	-
105	250	265	-
110	255	275	-
115	265	-	-
120	275	-	-

Other lengths on request

THE THOMAS
CROWN AFFAIR
MARCH, 4

Optimise your campaign

JMM offers a wide range of opportunities for brands looking to maximise the impact of cinema beyond the realms of the traditional on-screen ad. Whether it be in the foyer or the ad reel, the best creative solutions and tool to capture the imagination of the audience are right here.

3D & 4D COMMERCIAL

The use of 3D and 4D technology is the latest way to make your commercial jump off the screen. 4DX / MX4D is a revolutionary cinematic experience on a four-dimensional level. The special 4DX/MX4D theaters have twenty effects, including moving seats, weather simulations and even scents, that are synchronized with the action of the film.

SAMPLING

By deploying promotion teams and sampling campaigns, you can actively bring your brand or product to the attention of the cinema visitor.
There is room for promotions both in the foyer and at the exit of the halls.
By deploying sampling teams, the target group can try the products immediately, which often leads to a purchase if the experience is positive.

LADIES NIGHT

The most selective cinema night of the month. About 10 times a year you can advertise in the cinema at the Ladies Night, an evening whith women only. This special cinema evening enables you to reach the female target group at the perfect moment: having fun with friends.

Optimise your campaign

PRODUCT PLACEMENT

With product placement, the cinema becomes an extension of your showroom. Placing stands, standees or demo consoles is all possible in most of our cinemas.

STICKERING

With stickering it is possible to reach the target group before the film starts with specific brand expressions. Floor stickers or decals of the side of the escalator are possible.

AUTOMOTIVE

The placement of a promotional passenger car is possible in some of our cinemas. This form of product placement is ideally suited to introduce the release of a new car.

HEADBANNERS

The use of headrest covers for the cinema seats is possible in all our cinemas and can be purchased per week. The banners can be used per cinema and per hall.

LIVE COMMERCIALS

A unique phenomenon in the cinema is the live commercial. A live commercial combines your commercial on the big screen with a real live show in the cinema, a live act.

GODZILLA X KONG:
SUPERNOVA
MARCH, 25

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