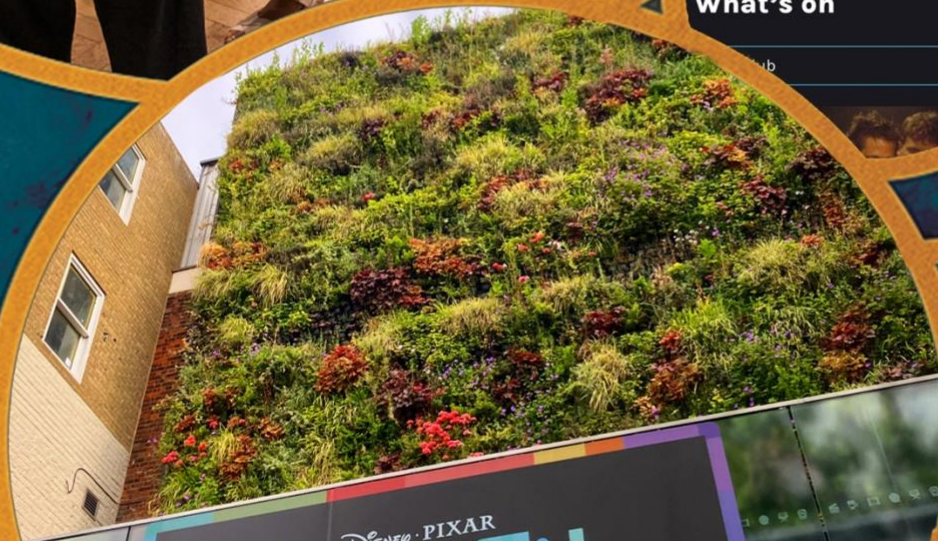


THE CHISWICK  
CINEMA

# ADVERTISING OPPORTUNITIES



## Advertising Opportunities

With a 2023 audience of 270,000+ yearly website visitors (including 94,000 repeat customers), we're rapidly becoming an exciting destination cinema with strong community ties. Over 10,000 people receive our weekly newsletter and with 5,000+ IG, 2,000+ X and 2,400+ FB followers we've got impressive and impactful reach.

Having a total Membership of over 2,000 customers, we've got a loyal, culturally invested following who enjoy premium storytelling experiences both on the screen and off. With partner ties to local press and a vast community hub, we've positioned ourselves at the heart of West London's arts scene.

Prestigious past partners include brands like Porsche, Disney and Gu and while we have a strong London following, our world-beating Q&As have seen guests travel from the US, Malaysia and all over the UK.



## 1. 'Reach' Package

We've wrapped up our high reach digital communications, stunning street facing displays and banner advertising on our high-traffic website into one easy monthly package for great, affordable reach.

### WEBSITE BANNERS:

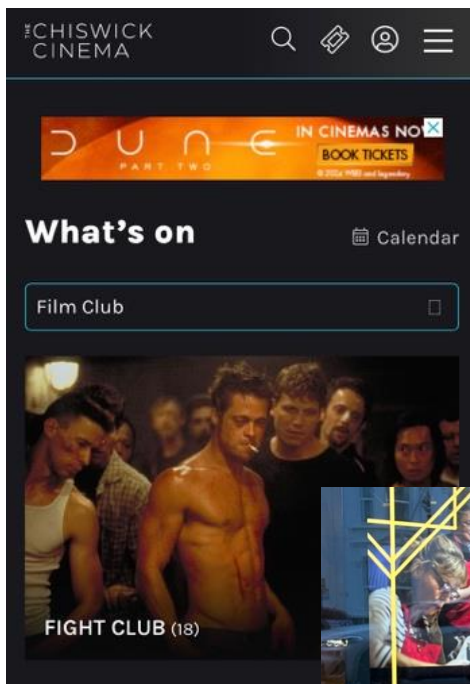
With premium spaces available, you can be an advertiser on our website for a month. We offer a high impact leader board and MPU ads in an upmarket online environment.

### EXTERIOR DISPLAYS:

Prominent high definition displays, suitable for static imagery or motion graphics, visible to the entire foyer. The cinema welcome over 100,000 admissions throughout 2023.

### NEWSLETTER INCLUSION:

We've wrapped up our high reach digital communications, stunning street facing displays and banner advertising on our high-traffic website into one easy monthly package for great, affordable reach.



### HORTON AND GARTON'S DECEMBER GUIDE

Want to know what's on for the rest of December? Horton and Garton have you covered. Grab your coat, London has to offer.

plenty of exciting events and activities taking place, theatrical performances, live music shows and card

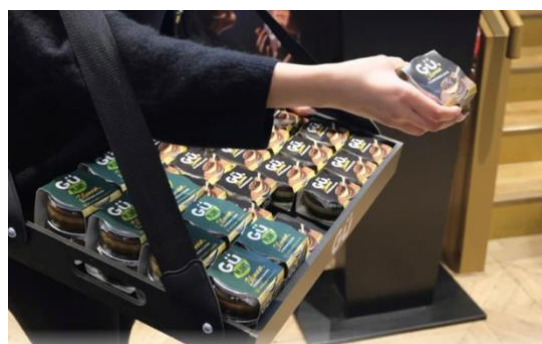
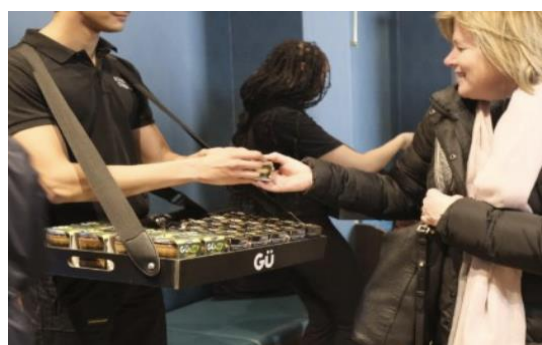
s, there is something for everyone to enjoy. [Read](#)



*If you wish to discuss just one of these options, please let us know.*

## 2. Brand Activation

Indulgent, passionate and incredibly presented cinema is the ideal way to platform your brand. We can put together the perfect solution for you, whatever you are targeting. Whether it's a sampling or a pop-up in our high-footfall foyer; an intimate product tasting in our dining room or Lounge – we can benefit your brand.



### Concept Event:

'Members' Campari Experience'

Targeted marketing to over 2000+ Members.

Take over of Lounge bar for one evening, with a capacity of 50 guests.

An in depth tasting session with a Campari expert, featuring three sample cocktails.

Pairing canapes served throughout, followed by live music. Pop up branding available around and in the run up to the event.

### 3. Exterior Vinyling

With a striking exterior on one of West London's main and busiest roads, our extensive window space offers an excellent opportunity for distributor vinyling and promotion.

Partner design and installation is required, and we ask that all designs are contravision to allow customers to still enjoy the cinema and terrace without hindrance.



# Technical Specifications

## 1. Website Banners

### 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

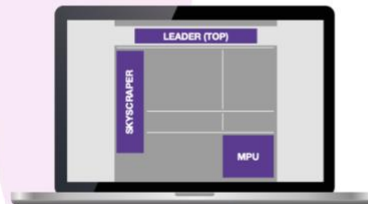
All creatives should follow the guidelines given [here](#)  
Additionally HTML5 creatives should follow the requirements specified [here](#) and must include a working clickTag  
**NB** all creative assets must be supplied a minimum of 2 days before the "Go live" date

#### CONTACT

For more details contact: [julia@thefilmcooperative.co.uk](mailto: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



## 2. Exterior Displays

Mov, Jpeg format. HD supported.

File aspect ratio: 2K 16:9 1920px 1080px

## 3. Newsletter Feature

50-75 words.

Link.

600px wide 400px high png image.

Offer code (if applicable).

## 4. Vinyling

