



## Introducing

### The New US 23 Drive-In Theater's advertising program.

Reach 125,000+ people with a unique, creative form of advertising.

### 30 Second Radio Spot

**How is the radio spot heard?** Patrons tune into our in house FM radio stations to hear the audio of the movie through their car radios.

**When do the advertisements play?** Before the first movie begins (gates open at 7:30, movies start at dusk), during our 20 minute intermission (before our double feature starts), and after the movie finishes as they are exiting the theater).

**How often will my ad be heard?** Each sponsor will get a 30 second spot. There will be up to 10 sponsors, so your ad will be heard at a minimum of every 5 minutes; your advertisement will be heard by thousands of patrons every night.

**How much is it?** For information on rates, email [Johny@us23driveintheater.com](mailto:Johny@us23driveintheater.com). Production is free. You can change your ad once a month for an additional fee.

### Flyer Distribution

**How do you distribute flyers?** Each car is handed a Rules and Regulations flyer at the ticket booths. We print coupons for our sponsors on the back of our flyers.

**How much is it?** For information on rates, email [Johny@us23driveintheater.com](mailto:Johny@us23driveintheater.com). Production is free. You can change your ad weekly for no additional charge.

### Screen Sponsorship

**What is Screen Sponsorship?** The US23 has 3 gigantic movie screens. Each screen has a banner that displays the Screen# along with the FM radio station for patrons to tune into.

**How much is it?** For information on rates, email [Johny@us23driveintheater.com](mailto:Johny@us23driveintheater.com). Production is not included. Advertiser must print the banner at their expense. Specifications will be provided.