



**THE REGENT
THEATRE**

SCREEN ADVERTISING FORM

Contact Name: _____

Business Name:

Phone: _____ Email: _____

Advertise on the big screen to an engaged and captive audience! The Regent boasts one of the largest independent screens in the state of Michigan – your ad on our screen is over 40,000 times larger than a business card. Pre-show advertisements are mixed with movie trivia and other audience engagement pieces so that their attention is fixated on your content. Just imagine your ad before this year’s biggest releases like Despicable Me 4, Deadpool 3, Furiosa: A Mad Max Saga, Godzilla x Kong: The New Empire, Kingdom of the Planet of the Apes, and many more!

Screen ads at the Regent Theatre run on a slideshow for one half hour before every regular showing, nine times a week. Ads last on screen for 15 seconds at a time, and cycle through multiple times. While the PowerPoint system allows for movement and video, our current system prohibits the use of sound.

Fully completed horizontal ads in jpg, png, or PowerPoint file format can be emailed to alleganregenttheatre@gmail.com.

See below for rates and billing information.

- \$200/3 months — Standard Rate**
- \$100/3 months — DDA Rate**
My brick & mortar business is located within the DDA boundaries of Downtown Allegan.
- \$75/3 months — Non-Profit Rate**
My organization is a certified non-profit and can prove non-profit status upon request.
- \$25/1 month — Special Event Rate**
I am advertising a one-time event.
- Sign me up for automatic billing every 3 months!**
The City of Allegan will add your business to automatic quarterly billing for on-screen advertising

Amount Enclosed: \$ _____ Authorized Signature: _____

Please make checks payable to: The City of Allegan

However, please address **attention to: Parker Johnson**

231 Trowbridge Street Allegan, MI 49010