

CINERGY  
CINEMAS



*Eat, Drink & be Moved!*

# On-Screen Entertainment



*Opening  
September 24,  
2010!*

**3501 Corsicana Crossing Blvd.  
Corsicana, Texas 75109  
(Next to Gander Mtn. & Home Depot)**

**Advertising Sales Contact:  
Cindy Camp  
ECL Media  
(214) 289-3842  
info@eclmedia.com**

## Theatre Highlights

Cinergy Cinemas is a *wildly successful* hybrid cinema eatery concept that combines the amenities of stadium mega-plex theatres with the food and drink offerings of cinema eateries and the fun of a family entertainment center. Cinergy Cinemas is the first of its kind in the nation featuring the following:

- 8 giant-sized theatres with 1,200 total seats and super tall stadium-style seating with Texas-sized legroom between rows
- High-back leather rocker chairs with loveseat lift-up armrests
- Menu of homemade pizzas, burgers, sandwiches, chicken fingers, appetizers, ice cream, and a select variety of American fare all cooked to order and brought to your theatre
- Beer and wine for our over 21 year old customers
- State-of-the-art digital and 35mm projection technology, including the latest digital 3-D and digital sound in all theatres
- 7,000 sf arcade with 75 video and redemption games and birthday party/meeting room
- Four lanes of Highway 66 mini-bowling
- A go kart track featuring 14 electric karts and an 18-hole miniature golf course outside

Cinergy Cinemas' combination of first-run movies with food and drink will allow it to live up to its tag line "*Eat, Drink & Be Moved!*"



# Digital On-Screen Entertainment

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## *Compared to Other Media Digital On-Screen Entertainment Delivers . . .*

- **FULL COLOR ADS** on our 50-foot wide screens.
- Circulation of newspapers but **NO CLUTTER** because we limit the number of advertisers.
- Like TV, full-color digital ads but without wasted coverage and **NO REMOTE CONTROL.**
- Higher frequency than radio and no wasted coverage because our audience **CAN'T CHANGE THE STATION.**
- Same image size as billboards, but our audience isn't speeding by—instead they are seated in the theatre **RELAXED, RECEPTIVE,** and **CAPTIVE.**



# Digital On-Screen Entertainment

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## *The Innovative Out-of-Home Media Alternative*

- ☑ The power of Hollywood behind every on-screen advertiser
- ☑ Captive audience
- ☑ Desirable demographics
- ☑ Nielsen-rated recall two times higher than other place-based media
- ☑ “Big Screen” visual impact with digital projectors
- ☑ Immediate frequency

## *Why advertise at Cinergy Cinemas?*

- **This is a once-in-a-lifetime opportunity to be associated with the Grand Opening of one of the most highly anticipated business openings ever in Corsicana and the entire region.**
- **The ads are limited to approximately 40 advertisers, so space is limited. We will sell out quickly and once they are gone...they are gone. Most advertisers renew their ads year-after-year, so there may never be another opportunity to reserve your space on the big screen.**
- We are experienced operators. This is our 16th theatre to open in the last dozen years. We know what we're doing, and you'll get a great product and presentation.
- Our attendance will be huge from the second we open the doors, and all those happy people will see your ads on a 50-foot wide screen. Imagine the exposure!
- A 10-second *full-color spot* (with animation and movement, if desired) shown every time your ad is digitally displayed, between all movies, on all screens, 7 days per week, 365 days per year.
- 28 VIP Guest Passes with purchase of a recommended standard package. A great incentive for employees or gifts for customers.
- 756 average weekly spots shown at 3 contracted slides (based on average patron arriving 15 minutes before show time).
- Movie, local, and Texas trivia mixed in with advertisements to maintain peak attention.
- Reach more people—Cinergy Cinemas will be second only to Wal-Mart in foot traffic per year in Corsicana.
- Captive, receptive, and interested audience.
- Bargain compared to other advertising media.
- Have your advertisement shown in the number one meeting place in Corsicana...*come here on a Saturday night...you'll know what we mean!*

# Digital On-Screen Entertainment

## COST:

Slides Contracted	Monthly Cost	Contract Length	Guest Passes	Approximate Ad Frequency
5	\$900	12 Months	42	2 ½ Minutes
4	\$725	12 Months	42	3 ½ Minutes
3*	\$625	6 Months	28	4 ½ Minutes
3*	\$575	12 Months	28	4 ½ Minutes
2	\$450	6 Months	14	6 ½ Minutes
2	\$400	12 Months	14	6 ½ Minutes
1	\$225	12 Months	8	13½ Minutes

\*Recommended Standard Packages

## ANIMATED SLIDES:

- Are priced at a premium of \$25 additional per slide to the Monthly Cost noted in the table above. For example, the 3–slide annual contract would cost \$650 (\$575 plus three times the \$25 premium).

## LIMITED ADVERTISERS:

- Advertising slots subject to being sold out.

## LEAD TIME TO GO ON-SCREEN:

- 2-3 weeks to reserve space, produce, and approve slides.

## \$75 ADMINISTRATION FEE INCLUDES:

- Production of one basic design advertisement.
- **Supply your own artwork, and we'll waive the administration fee.**

## PAYMENT PLAN:

- 1st monthly payment required to begin production.
- Remaining payments due monthly in equal installments over commitment period, or pay your contract cost in a lump sum and receive a 15% cash discount.

## CREDIT CARD PAYMENTS:

- Anyone wishing to pay with a credit card will be charged an additional 2.5% convenience fee to cover credit card processing charges.

### **Slide Production Specifications:**

Pixels: 3163 x 2112  
Print Size: 10" wide x 6.66" tall  
Resolution: 288  
Color: RBG  
Stay within a 0.50 inch margin.

*Preferred file format: JPG at least 80% compression*  
*Other acceptable image files: TIF, PowerPoint, or PDF*

Always make sure text is embedded or converted to curves.

Must be PC format (no Macintosh).

Use contrasting colors for the background. Have the background extend to the edge of the slide but keep the major images and text within the 0.50 inch margin.

Limit wording to what can be read easily in 10 seconds.

You can email the finished work to: [info@eclmedia.com](mailto:info@eclmedia.com)

# Typical Examples of Ads



### Avalar Real Estate

Down Home Friendly Service

Picture Yourself in a New Home!

Unbeatable Interest Rates

Ask About The \$8,000 First Time Buyer Stimulus Program  
Friendly, Professional Real Estate Services  
Interested In A Real Estate Career - Call Us

AvalarFtHood.com 2602 East Hwy 190  
Or Killeen Mall Kiosk 254-547-0505

**AVALAR FORT HOOD**

### Coming Home Furniture and Gifts

110 S Key Ave  
Lampasas TX

www.cominghomefurniture.com

### TWO CONVENIENT LOCATIONS

PROVIDING YOU THE BEST IN PRINTING & SIGNS

- INVITATIONS
- BUSINESS CARDS
- PROGRAMS
- BROCHURES
- AND MUCH MORE
- METAL SIGNS
- COR-X SIGNS
- BANNERS
- DECALS

**COVE PRINTING**  
Signs & Design  
310 AVENUE D - COPPERAS COVE  
254-547-7007

**PRINTING**  
4018-A STAN SCHULTER LOOP - KILLEEN  
254-699-2600

### NOW OPEN IN COPPERAS COVE!

Stop by for a  
**FREE Air Check**  
**FREE Tire Rotation**  
**FREE Tire Inspection**

2621 E. Highway 190  
254-542-6545

**DISCOUNT TIRE**

discounttire.com  
SHOP • MAKE AN APPOINTMENT

**FARM BUREAU INSURANCE**

**Texas**  
Auto • Home • Life

Moments Worth Covering Are Never Accidents

George Whitaker, Agency Manager  
Roy McLaugh, Agent  
Jeffrey Burks, Agent  
Justin Stephens, Agent

For All Your Insurance Needs

181 West Hwy 190  
254-518-0326

**ISDALE Chiropractic of Cove**

Family Care  
Emotional Freedom Techniques  
Nutrition & Detox Programs  
Next to Military Recruiters...By Wendy's

Call for Appointment  
254-547-6654

Dr. John Stockton

We're everywhere you are.

With Extraco, you can bank online or on your phone, whenever and wherever you need. Learn more at the all-new extracobanks.com.

**ExtraCO**  
Bank

**LaserWash TOUCHFREE** In Copperas Cove By The Post Office

Filtered Water  
Oversized Bags  
20 Lb Bulk Ice

Bring in your ticket stub for \$1 off any wash during attended hours, 9 - 6

You'll Love Our Other Locations Too:  
Hatchers Heights Behind Mc Donald's  
**ALWAYS OPEN**

**ICE**  
Lampasas Next to Autozone on Hwy 190

www.**THEKUKERCOMPANY.com**

**Kuker**  
The Kuker Company  
**REAL ESTATE**  
Serving Lampasas County and Surrounding Hill Country!  
512-556-4600

Ross Kuker, Broker

**WESTERN INSURANCE**

Auto • Home • Business • Life

254-547-2626

www.insurancefortexas.com

**Hoffpauir**

Burnet Lampasas Marble Falls Goldthwaite San Saba

www.hautogroup.com

Subaru, Chevrolet, Ford, Mercury, Pontiac

Redeem your Movie stub ticket for a **FREE McDouble** at your local McDonald's

**McDonald's**

KILLEEN: 21001 Fort Hood St - 21001 Pennington Blvd - 2500 E. Riverside - 2400 E. Central Ex. 121 - 2400 Loop 1 S. 2014 - 2400 W. 13th St

TEMPLE: 2400 N. Adams - 2400 E. 15th St - 2400 E. Central Ex. 121 - 2400 S. 12th St - 2400 W. 13th St

COPPERAS COVE: 2400 E. Hwy 190

BELTIN: 2002 E. Hwy 190 - 2002 E. Hwy 190 - 2002 E. Hwy 190 - 2002 E. Hwy 190

**Shine Bros Cove**  
Under New Ownership

Tires  
Alignment  
Brakes  
Oil Changes

Meet Our Mascot, **Chanel**

Mon - Fri 8-5  
906 E. Hwy 190

Store Manager Casey Moore  
254-547-5596

**Real Life Computers**

Onsite Service & Repair  
Computer Sales

FEELING FRUSTRATED?

866-801-3979

**RE/MAX** Platinum I & II

Serving the Central Texas Area

Call "SHORT LADY BIG SERVICE!"

Visit Me At Our Cove Office

**Susan Quinones**  
Realtor

Call 702-9085  
www.forthood-realestate.com

PRECISE ADVISE: IF YOUR CAR'S AIR CONDITION ISN'T BLOWING COOL, TAKE IT TO THE PRO'S AT PRECISION TUNE AUTO CARE.

**Precision Tune Auto Care**  
Tuned in to you.

TOWN SQUARE SHOPPING CENTER  
140 W HWY 190  
COPPERAS COVE, TX 76522  
PHONE: 518-8258  
NO APPOINTMENT NECESSARY

SUMMER SAVER SPECIALS

AC SYSTEM CHECK \$19.99  
BASIC OIL CHANGE \$19.99 MOST VEHICLES  
FREE BRAKE INSPECTION