

CINERGY
CINEMAS



Eat, Drink & be Moved!

On-Screen Entertainment



402 Constitution Drive
Copperas Cove, Texas 76522
(Behind Wal-Mart in Copperas Cove)

Lee Benson, Advertising Manager
Direct: (817) 894-6465 lee@cinergycinemas.com
Office: (214) 750-6607
Fax: (972) 386-2806

Cindy Mantle, Sales Manager
Direct: (512) 755-9939
Burnet, Texas

Theatre Highlights

Cinergy Cinemas is a hybrid cinema eatery combining the amenities of stadium mega-plex theatres with the food and drink offerings of cinema eateries. Cinergy Cinemas in Copperas Cove is the first of its kind in the nation featuring the following:

- 8 giant-sized theatres with two screens more than 50 feet wide
- Approximately 1,250 total seats with auditorium capacities from 68 to 299 seats
- Stadium style seating with 16" tall risers and Texas-sized legroom of 54" between rows for ultimate comfort
- High-back leather rocker chairs with loveseat lift-up armrests
- Menu consisting of homemade pizzas, sliders, chicken fingers, appetizers, soft-serve 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
- Traditional concessions such as popcorn, candy, and sodas with free self-service refills on soft drinks
- Tray tables available at each theatre seat
- State-of-the-art digital and 35mm projection technology, including the latest MasterImage digital 3-D and digital sound in all theatres
- 4,000 sf arcade with 65 video and redemption games and birthday party/meeting room
- A 3,500 sf two-story Lasertron laser tag arena...the only laser tag in Central Texas
- A huge lobby featuring ten point-of-sale stations for extra fast service
- Antique 1930's art deco light fixtures, complete with a vintage chandelier from the Wiltum Theatre on Wilshire Boulevard in Hollywood
- Granite concession counter, stained concrete floors, and custom tile work in the lobby
- Digital projection capabilities in each theatre giving the ability to show PowerPoint, DVD, sporting events or computer images on the giant screens
- On-line ticketing

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

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

The Innovative Out-of-Home Media Alternative

- ☑ See your ad on-screen during the Grand Opening. That is a once-in-a-lifetime opportunity!
- ☑ 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?

- **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 15th theatre to open in the last ten years. We know what we're doing, and you'll get a great product and presentation.
- Our attendance has been huge from the second we opened 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 Copperas Cove.
- Captive, receptive, and interested audience.
- Bargain compared to other advertising media.
- Have your advertisement shown in the number one meeting place in Copperas Cove...*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.
- **Additional fee for Animated Designs – cost depends on extent of animation.**
- **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.

Slide Production Specifications:

Pixels: 3163 x 2112
Print Size: 10" wide x 6.66" tall
Resolution: 288
Color: RGB
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: lee@cinergycinemas.com

Typical Examples of Ads



Autumn GROUP
CUSTOM HOMES

A home to fall in love with...

(830) 693-8956

www.AutumnCustomHomes.com

Stephen Shipley
Clint Young, Builder

SCULPTmoves™
Specializing in Personal Training & Fitness
Gateway Park • Marble Falls
www.sculptmoves.com

Low Weight, Increase Strength, Boost Energy
-Designed Programs for all Fitness Levels and Ages
-Health, Fitness, and Nutrition Advice
-Personal Service... lots of individual Attention
-Small Classes and Private Training Sessions

Cheryl Wademan
Fitness Master Trainer

Muscle • Movement • Motivation
for WOMEN!

Reach your Fitness GOALS!

Sign-up NOW for a Summer Body Make-over!

IF WE can do it... You can do it! ...SCULPTmoves

*For a new or used car...
...just call J.R.*

Johnson Sewell

Ford
LINCOLN
Mercury

J.R. Romero
830.693.5577
johnsonsewell.com

MHS
Llano Memorial Hospital

Dedicated To Building Healthy Communities And Providing Quality Healthcare Close To Your Home

Hoerster Clinics
Horseshoe Bay San Saba
Marble Falls Kingsland
Llano

Llano Memorial Hospital

Rehab Services Clinics
Kingsland
Llano

24-Hour ER
Obstetrics
Surgical Services
Imaging Center
Hospice

Lake Area
Specialty Clinic
Horseshoe Bay

For Information
Call
325.247.5040
www.llanomemorial.org

Grill Repair

Before After

Gain Orthodontics
A Reason to Smile!

Board Certified
Orthodontic Specialist

Call for a free exam and consultation

Marble Falls (830) 653-2355 Burnet (512) 756-6334

Tire Cat says

Get Top Tire Mileage
With Top Tire Care

West Tire and Service
4000 Hwy 281 North
Your **GOODYEAR** Dealer
In Marble Falls

GOODYEAR
#1 IN NASCAR

What Do These People Have in Common?

They Provide Trusted Advice and Exceptional Service.

EDWARDS.
FULLY INVESTED IN OUR CLIENTS.

Adam Bowen
Financial Consultant

Lane Bowen
Financial Consultant

Brandon Arrington
Financial Consultant

317 Hwy 281
MEMBER SFC AG Edwards & Sons, INC

www.agedwards.com
830-693-6760
800-460-8278

YOUR HOME:
On Line and In Print
Everyday Everywhere
Until It Is Sold!!

RE/MAX
Of Marble Falls

Dana Yarter
Mobile 512-755-1355
Office 830-798-1443
www.DanaYarter.com

Outstanding Agents Outstanding Results.

Serving Marble Falls for 14 Years

HOOK & SINKLE
AQUASPORTS HEADQUARTERS & SHIP STORE

CROCS **JETPILOT**

Under the Big Tent on Hwy 281

TROPICAL MARINE

HELIUM COBRA HELIUM BAR LIQUID FORCE

There Must Be Several Important Reasons You Need ADT.

ADT
ADT Always There*

SATELLITE STATION and Security
800-641-DISH

Providing Excellent Service in the Hill Country for 11 Years

Ken's Heating & Air

People Love Their School Colors.

YORK
A YORK HEATING & AIR COMPANY

830-693-5152

XLR8

Custom, Quality Embroidery
Athleticwear
Gymnastics/Dancewear
Bulldog Apparel & Gifts

(512) 756-0930 1002 Hwy. 281 North
of Hwy. 29 in Burnet

Party Supplies for All Occasions!!! Discount Party and Card Store

PARTYMAKERS

Balloons
Cake & Candy Making Supplies

Next Door to Driftwood Theatre

Helium Tank Rentals
Discounted Custom Wedding Invitations

830-798-0111
Monday-Saturday 9:00-7:00
Sunday 11:00-3:00

Remember the 4Rs of Real Estate
Residential, Resort, Ranches and "RILEY"

KELLER WILLIAMS

Dale Riley, Realtor Broker
Director, Highland Lakes Assoc. of REALTORS

Buy or Sell
37 Years Experience
Dale Sells Fun!

For All Your Real Estate Needs
512-755-3212 www.DaleRiley-RealEstate.com

Rockhopper's
Family Fun Center
1501 Hwy 281 North • Marble Falls, TX

FUN! FUN! FUN!

Best Place for a Birthday
5 years in a row!
(830) 693-4FUN(4386)

Book your party online at
www.rockhopperonline.com

Open Daily Starting March 1st thru Labor Day, 2007

MUSTANG EQUIPMENT **JOHN DEERE**

Five Year Tractor Warranty - An Industry Exclusive!!

\$199 / Month

Model 790 with Loader and Rotary Cutter

\$29 / Month

Where Service Is the Other Half of a Great Product
3053 South US Highway 281 830-693-5414