



Representing Alaska Cinemas in Juneau, Ketchikan & Sitka

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Rate Sheet Valid until: Dec 31, 2012

Determine your ad display time:
Number of Screens
x Number of Weeks
x Weekly Rate
= \$Total Amount

Weekly Rates / per screen

:12 Second Display Time Static Still Image Ads Only

| No. Screens | 1-3 Weeks | 4-15 Weeks | 16-29 Weeks | 30-43 Weeks | 44 Weeks |
|-------------|-----------|------------|-------------|-------------|----------|
| 1-3 | \$20.00 | \$17.50 | \$15.75 | \$15.40 | \$14.88 |
| 4-8 | \$17.50 | \$15.00 | \$13.50 | \$13.20 | \$12.75 |
| 9-11 | \$15.00 | \$12.50 | \$11.25 | \$11.00 | \$10.63 |

:15 Second Display Time Animation, Video & Static Ads

| No. Screens | 1-3 Weeks | 4-15 Weeks | 16-29 Weeks | 30-43 Weeks | 44 Weeks |
|-------------|-----------|------------|-------------|-------------|----------|
| 1-3 | \$24.00 | \$21.50 | \$19.75 | \$19.40 | \$18.88 |
| 4-8 | \$21.50 | \$19.00 | \$17.50 | \$17.20 | \$16.75 |
| 9-11 | \$19.00 | \$16.50 | \$15.25 | \$15.00 | \$14.63 |

:18 Second Display Time Animation & Video Ads

| No. Screens | 1-3 Weeks | 4-15 Weeks | 16-29 Weeks | 30-43 Weeks | 44 Weeks |
|-------------|-----------|------------|-------------|-------------|----------|
| 1-3 | \$27.00 | \$24.50 | \$22.75 | \$22.40 | \$21.88 |
| 4-8 | \$24.50 | \$22.00 | \$20.50 | \$20.20 | \$19.75 |
| 9-11 | \$22.00 | \$19.50 | \$18.25 | \$18.00 | \$17.63 |

:24 Second Display Time Animation & Video Ads

| No. Screens | 1-3 Weeks | 4-15 Weeks | 16-29 Weeks | 30-43 Weeks | 44 Weeks |
|-------------|-----------|------------|-------------|-------------|----------|
| 1-3 | \$29.00 | \$26.50 | \$24.75 | \$24.40 | \$23.88 |
| 4-8 | \$26.50 | \$24.00 | \$22.50 | \$22.20 | \$21.75 |
| 9-11 | \$24.00 | \$21.50 | \$20.25 | \$20.00 | \$19.63 |

:30 Second Display Time Animation & Video Ads

| No. Screens | 1-3 Weeks | 4-15 Weeks | 16-29 Weeks | 30-43 Weeks | 44 Weeks |
|-------------|-----------|------------|-------------|-------------|----------|
| 1-3 | \$30.00 | \$27.50 | \$25.75 | \$25.40 | \$24.88 |
| 4-8 | \$27.50 | \$25.00 | \$23.50 | \$23.20 | \$22.75 |
| 9-11 | \$25.00 | \$22.50 | \$21.25 | \$21.00 | \$20.63 |

Audio Announcements

Add \$2.50 to the Weekly Rate per screen, from the charts on the right, to place an Audio Announcement with you onscreen advertisement.

Cinema Screens / per theater

| | |
|-----------------------------------|-----------|
| Juneau - 20th Century Twin | 2 screens |
| Ketchikan - Ketchikan Coliseum | 2 screens |
| Sitka - Sitka Coliseum | 2 screens |
| Juneau - Glacier Valley Cinemas * | 5 screens |

* Screens are networked in this theater and cannot be split up.

Bonus Package Weeks

| | |
|-------------------------|-----------------|
| Sign up for 16-29 Weeks | + 4 Bonus Weeks |
| Sign up for 30-43 Weeks | + 6 Bonus Weeks |
| Sign up for 44 Weeks | + 8 Bonus Weeks |

Additional Discounts & Fees

| | |
|---------------------|-------------|
| Ad Design | \$50 / Hour |
| All Additional Ads | 50% Off |
| Non-Profit Discount | 10% Off |
| Ad Agency Discount | 15% Off |
| Late Fee | +3% / Month |
| Returned Check | \$35.00 |

Lobby Menu Boards

| | |
|---------------------------------------|------------|
| Juneau - 20th Century Twin Lobby | \$5 / Week |
| Juneau - Glacier Valley Cinemas Lobby | \$5 / Week |
| Ketchikan - Ketchikan Coliseum Lobby | \$5 / Week |

- Must be an onscreen advertiser in the cinemas as well.
- Menu Boards get updated at the end of the month rather than weekly.

- You will have to approve your final ad design for accuracy, content & spelling errors before we can display your ad.
- Your approval is final. Alaska Grafix is not responsible for any errors after your final approval has been given.
- New advertisements are added every Friday or Saturday. Approval deadlines are by noon the Wednesday before.
- 5% CBJ sales tax will be applied to ads displayed on the 7 screens in Juneau only.

Quickly calculate your total rate and order online at <http://akonscreen.com/orders.php>