



480 South Whipple Street  
 Fort Bragg CA 95437  
 (707)964-0101

Terrence Vaughn: Editor and Producer

[ads@mendocinotv.com](mailto:ads@mendocinotv.com)

Skip Taube: Advertising Representative

[skippy@mcn.org](mailto:skippy@mcn.org)

## COAST CINEMAS ADVERTISING AGREEMENT:

<b>10 seconds</b> — \$130/month or pay for a year in advance @ \$1300 –images and text montage w/music.
<b>20 seconds</b> — \$240/month or pay for a year in advance @ \$2400 – Dynamic video/photos with voice-over, script, titles and music
<b>30 seconds</b> — \$350/month or pay for a year in advance @ \$3500 – Dynamic video/photos with voice-over, script, titles and music.
<b>Custom</b> --- \$130/month per 10 second increment

- **Our ad team will schedule a production session with you upon signing to select from a variety of styles.**
- **Custom Ad production available, call for quote.**
- **Special Event pricing available upon request. Call for quote.**
- **Subscribers may display their promotional material in the theater lobby.**

*An Initial setup fee applies to first time subscribers.*

- \$300, 10 seconds;
- \$450, 20 seconds;
- \$600, 30 seconds

*(includes basic video production, audio mastering, color conformance, encoding, rate change to 24 fps for cinema standards)*

TARGET DATE TO BE ON THE SCREEN: \_\_\_\_\_

*DEADLINE FOR ART WORK AND SCRIPT SUBMISSION IS THE 15<sup>TH</sup> OF THE PRIOR MONTH*

PRINT NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

WEB SITE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

TERMS: \_\_\_\_\_

I HAVE READ THE INFORMATION IN THIS AGREEMENT LETTER. I UNDERSTAND HOW THE PROGRAM WORKS AND MY FINANCIAL OBLIGATIONS.

SIGNED FOR MENDOCINO TV \_\_\_\_\_ DATE \_\_\_\_\_

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

*"I wanted to thank you again for doing such a great job on the movie theater ad. Rella, Simply Succulent*

*"We have been getting in a lot of people saying they loved it. And even a few tourists who had gone to the movies, saw our ad and then found their way down here!!! Awesome!" Stevie, Roundman's Smoke House*

*"The ad worked! I just got a local dog for boarding! I thought you would like to know." Ann, At Last Farm Dog Day Camp*