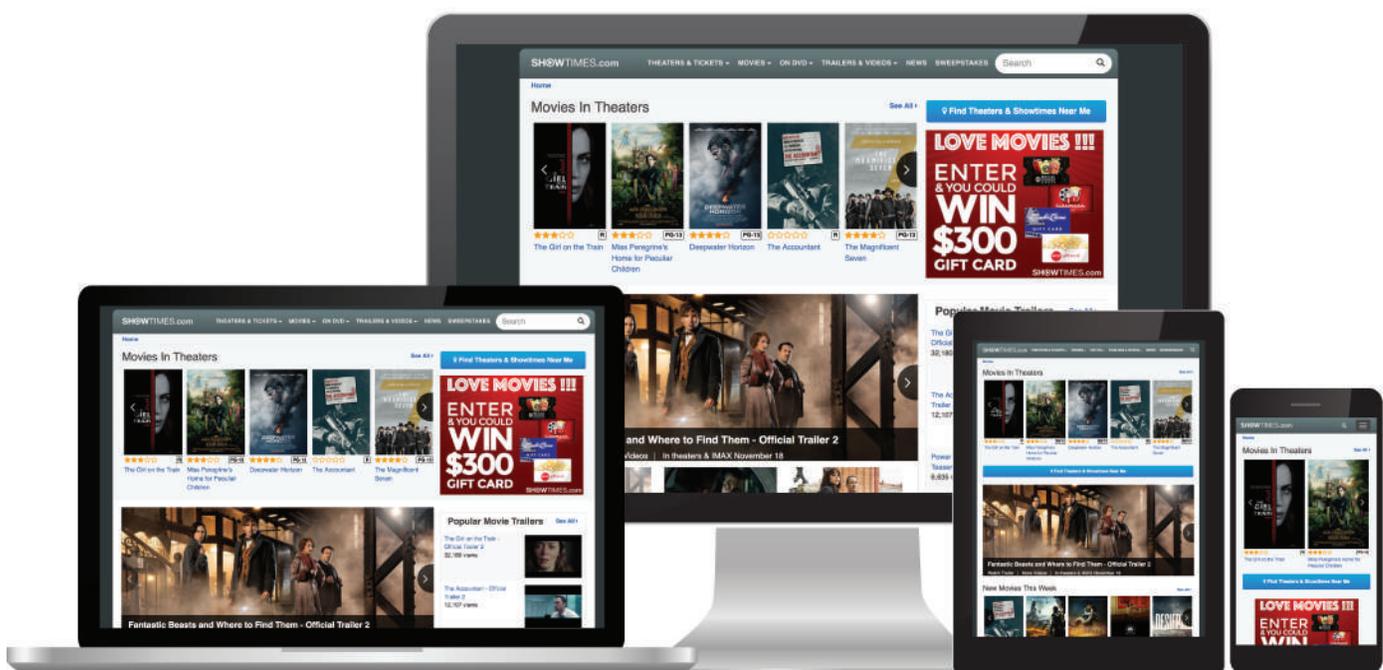


# SHOWTIMES.com

## ONLINE MEDIA KIT



FULLY RESPONSIVE SITE



# showtimes.com

part of the **Tribute Entertainment Media Group** network

that reaches over **4 million moviegoers monthly**

- GEO LOCATION ABILITY ENSURES CONTENT IS RELEVANT TO YOUR MESSAGE
- NO WAITING WITH REDUCED LOAD TIMES
- ENHANCED SEARCH ACROSS ENTIRE DATABASE
- EXPANDABLE INFRASTRUCTURE ALLOWS FOR GROWTH

**2.4 MILLION MOVIEGOERS PER MONTH**  
**5.6 MILLION PAGES PER MONTH**  
**OVER 500,000 PRE ROLL OPPORTUNITIES PER MONTH**

**REACHES MOVIEGOERS ON THEIR MOBILE DEVICES**  
**57% MOBILE**  
**15% TABLETS**  
**28% DESKTOP**

**KEY SECTIONS**  
**SHOWTIMES 67%**  
**MOVIES 19%**  
**TRAILERS 6%**

**REACHES THE TOP RANKED 1-5**  
**NEW YORK | DALLAS | CHICAGO**  
**LOS ANGELES | HOUSTON**

## Showtimes.com

Showtimes.com is part of the Tribute Entertainment Media Group network that reaches over 4 million moviegoers monthly. TEMG's long-standing relationships with studios, distribution companies and theaters guarantees unique access to the stars and directors as well as going behind-the-scenes in the entertainment world.

Showtimes.com provides a leading edge user experience. Additionally, tickets for each showing are also available for purchase. Showtimes offers its audience a look at the movies currently in theaters and on IN HOME, as well as information on upcoming movies.

- Simple front end search options with geo-targeted results for local showtimes and movies
- News, sweepstakes, trailers and celebrity interviews
- Users can rate films and theaters and write their own reviews!
- New backend programming and algorithm provides users with content suggestions tailored to their interests and demographic
- All categories of movie viewing options available on each cinema page including IMAX, 3D, CC and more!

## Experience the magic and power of Tribute Entertainment Media Group with Showtimes.com

### About Tribute Entertainment Media Group

Tribute Entertainment Media Group Inc., established in 1979, is a full-range multi-media company specializing in movie and entertainment content, producing and publishing our online Tribute magazine and Internet properties, as well as providing exclusive interviews with Hollywood's top celebrities. Tribute is also a leader in developing and executing innovative advertising concepts and programs.

STANDARD	SIZE	DEVICE	CPM
Leaderboard	728 x 90	Desktop	\$25
Skyscraper	160 x 600	Desktop	\$20
Big Box	300 x 250	Desktop/Mobile	\$35
Mobile Banner	320 x 50	Mobile	\$30
Adhesion Mobile	320 x 50	Mobile	\$40
Mobile Interstitial	320 x 480	Mobile	\$40
VIDEO			
Pre Roll	15 sec	Desktop/Mobile	\$50
Pre Roll with Companion Big Box		Desktop	\$60
SKINS			
Site Skin	(Min 50,000)	Desktop/Mobile	\$50
Site Skin With Ads	(Min 50,000)	Desktop/Mobile	\$60
EMAIL			
Market Targeting	Geo/ Theatre targeting	Email	Quoted
SWEEPSTAKES (custom packages available)			
Sweepstakes & Promotions Visitors are avid sweepstakes fans, particularly when those sweepstakes are in sync with movie and celebrity content.			
Custom sweepstakes/ includes production & 100k impressions (1 month)		Desktop/Mobile	\$5,000
RISING STARS - IAB AD Units *custom ad units available			
Bill Board	970 x 250	Cross Device	\$50
Half Pages	300 x 600	Cross Device	\$50
Portrait	300 x 1050	Cross Device	\$50
Pushdown	970 x 90	Cross Device	\$75
Sidekick	970 x 90	Cross Device	\$75
Slider	970 x 90	Cross Device	\$75

\* Showtimes.com provides full production capabilities for any custom ad unit

### Targeting Options

Geo-targeting, frequency caps, time of day, time of week, section or content targeting, and demographics.

### Campaign Delivery

Showtimes.com will deliver a post campaign report detailing the number of impressions and click through rates achieved during the campaign period.

### Sweepstakes

Sweepstakes includes draft of rules and regulations, creative development and approvals for sweepstakes ad units. Clients are responsible for any costs associated with sweepstakes fulfillment such as prizeing and delivery.

### Guidelines

IAB CUAP 2.0 advertising standards and ad unit sizes.

Ad units must not download or install programs or plug-ins.

Ad units must not contain creative that attempts to solicit personal information from the user.

Additional elements such as Flash, sound, games or Rich Media are available on request.

For a complete list of guidelines, terms and conditions, contact your Showtimes.com representative.

**Discounts available for frequency, continuity, and dollar volume.**

### Premiums

Custom frequency capping, rich media, roadblocks or expandables: extra 15 percent.

**What is CPM?**

CPM stands for Cost Per Thousand. It is the standard way that most advertising is priced online. As an example, say you are interested in purchasing a Big Box ad 300x250 that has a price of \$35 CPM. This means that 10,000 impressions in this ad placement would cost you \$350.00.

**What is an impression?**

Each time your ad loads on a page it delivers an impression. If you appeared in one of the ad placements that would be 1 impression.

**How long will my ad run for?**

We will run your ad for as long as you like. You specify the start and end dates of your campaign and we run the banner evenly throughout this period.

**How often will my banner show up?**

The frequency in which your banner shows up depends on a number of factors including the length of your campaign, how many impressions you have purchased and whether you are targeting a specific section(s) of the site. Keep in mind most advertisers' banners appear in rotation with other advertisers.

With unique expertise in digital media in the movie industry, we offer you exciting new opportunities to engage moviegoers across America, including:

SWEEPSTAKES | PROMOTIONS | MICROSITES  
AND BREAKTHROUGH AD CREATIVE

**Let us work with you to increase your customers,  
your Box Office and your sales!**



WHAT EVERY MOVIEGOER NEEDS!

# showtimes.com

YOUR MOVIE! YOUR TIMES!

EXPERIENCE THE MAGIC AND POWER of  
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with **showtimes.com**

PRODUCED BY TRIBUTE ENTERTAINMENT MEDIA GROUP  
**THE MOVIE MARKETING EXPERTS FOR OVER 30 YEARS!**