

# Gull Drive-in Ad Rate Card - 2008

**Static Ads** (15 second still image that will run 2x per evening)  
\$50 per exposure (\$100 per night)

**30 Second Video Ads** ( 30 seconds or less that will run 2x per evening)  
\$100 per exposure (\$200 per night)

**60 Second Video Ads** ( 31 to 60 seconds that will run 2x per evening )  
\$200 per exposure (\$400 per night)

One Time Production Fee for video ads (includes scripting, shooting and editing)

30 Seconds - \$1350

60 Seconds - \$1850

Graphic Design Fee for still ads - \$275

Every night will be a double-feature. Ad will run one time before each movie.

Start time of the first movie is 30 minutes after sunset.

Drive-in will be open most Fridays and Saturdays during the summer.

The current schedule is for 22 nights starting May 23<sup>rd</sup>.

Your ad campaign will be extended if we close due to bad weather.

At least one of the four movies each weekend will be rated G or PG. Most of the movies will be rated PG-13. A small percentage of the movies shown will be rated R.

None of the movies will be first run. We only show movies that have been released on DVD. Some will be recent releases and some will be classics from the past 30 years.

Rarely will we show the same movie twice in one weekend. Most of the time there will be four different movies shown each weekend. This will increase our chances for repeat business. We will, however, show the most popular selections more than once during the summer.

Payment in advance is required. DVD Memories LLC accepts Visa, MasterCard and American Express.

Memorial Day Weekend (May 23 – 25) will be the opening weekend. A complete schedule will be available online at [www.gulldrivein.com](http://www.gulldrivein.com).

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