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Santikos inks partnership with Screenvision

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[Santikos Theatres](#) LLC has selected [Screenvision](#) as its movie advertising partner at its theaters in San Antonio and Houston.

New York-based Screenvision will have the exclusive selling and exhibition rights to late pre-show events. Screenvision will also have non-exclusive rights to conduct promotions at the theaters. Screenvision is a leading cinema advertising company. Screenvision offers on-screen advertising, in-lobby promotions, integrated marketing programs to national, regional and local advertisers and providing cinema advertising representation services.

"We are committed to providing our guests with a superior cinematic experience on every level, and partnering with Screenvision on an enhanced national advertising program is in line with that mission," says Santikos Theatre Chief Operating Officer Art Seago.

Santikos operates eight movie theaters with a total of 106 screens. Santikos controls the market share in San Antonio and operates Palladium 19 IMAX and Silverado 16, the first and third most attended theaters in the market. In Houston, Santikos' Silverado 19 IMAX is the fourth busiest theater in term of box office revenue per screen.

"The deal with Santikos furthers our reach in key Southwest markets and further underscores the value top exhibitors see in our ability to maximize their revenue potential from cinema advertising and promotions," says Darryl Schaffer, executive vice president of exhibitor relations for Screenvision.