

CINEMA PROMOTIONS PRODUCTION SPECIFICATIONS

Ceiling Danglers

Dimension	27" H x 20" W (max size)
Paper	80# stock / text paper
Print	Two or four-color process
Finish	Varnished / gloss coated
Layout	3 panels (die cut), string and ceiling hook
Average Ceiling Danglers per Theatre	3 to 5 (based on theatre size)

Counter Cards

Dimension	14" H x 20" W
Paper	Cardboard paper stock
Print	Four-color process
Finish	Varnished / gloss coated
Layout	Self-standing / easel back
Optional	Attachable tear pad
Average Signage per Theatre	2 to 4 (based on theatre size)

Floor Decals

Dimensions	2' W x 3' H / Oversized 2' W x 6' H or 3' W x 4' H
Print	4 Color process
Stock	White Vinyl
Finish	Die Cut
Average Floor Decals/ Theatre	4 to 6

Floor Mats

Dimensions	72" W x 25.5" H
Print	4 Color process/ Silk Screen,
Stock	White Vinyl/Square corners
Layout	2 sided
Average Floor Mats/ Theatre	2 to 4

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Handouts

Dimension	6" H x 4" W (maximum recommended size)
Paper	80# stock/text paper
Print	Two or four-color process
Layout Examples	Perforated, decoder, download card, sticker, tattoo, brochure, cd's
Finishing	Varnished / gloss coated (one or two sided)
Average Handouts per Theatre	Varies

Lobby Banners (12')

Dimension	12' H x 7' W (max size)
Material/Finish	Vinyl, supreme mesh, flag cloth or flexible nylon
Print	Two or four-color process
Layout	Pocket holes or hooks
Average Banner(s) per Theatre	1

Lobby Banners (5')

Dimension	5' H x 7' W (max size)
Material/Finish	Vinyl, supreme mesh, flag cloth or flexible nylon
Print	Two or four-color process
Layout	Pocket holes or hooks
Average Banner(s) per Theatre	1

L Shaped Register Topper

Dimensions	14" W x 12" H
Print	4 Color process
Paper	Cardboard paper Stock
Finish	Laminated
Layout	2 sided
Average L shaper register Toppers/ Theatre	4 to 6

Multi-Image Counter Display

Dimensions	12.8" W X 10.6" H / Viweable area 9.8" W x 8.54" H
Print	4 Color process
Finish	Displays 2-3 images in sequence (Vertical or Horizontal Placement)
Average Floor Decals/ Theatre	1 to 3

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Popcorn Bag (Small)

Dimension	4 1/4" L x 2 3/4" W x 7" H
Weight	46 ounces
Print	Flexo or gravure
Layout	Sent once contract is signed
Finishing / Paper	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies

Popcorn Bag (Medium)

Dimension	5" L x 3 1/2" W x 9 1/4" H
Weight	85 ounces
Print	Flexo or gravure
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies

Popcorn Bag (Large)

Dimension	6" L x 3 3/4" W x 10 1/2" H
Weight	130 ounces
Print	Flexo or gravure
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies

Popcorn Bag (Loews Super Combo)

Dimension	6" L x 3 3/4" W x 11 1/4" H
Weight	130 ounces
Print	Flexo or gravure
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies

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Popcorn Bag (Pacific Extra Large)

Dimension	7 1/2" L x 3 1/2" W x 14 1/4
Weight	170 ounces
Print	Print Flexo
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies

Posters

Dimension / Live Area	39" H x 27" W, 1/8" bleed area
Overall Size with Bleed Area	39.25" H x 27.25" W
Paper	100# stock / text paper
Print	Four-color process
Finish	Varnished / gloss coated
Layout	Two-sided, reverse print for a backlit case
Average Poster(s) per Theatre	1 to 2 (based on theater size)

Staff Buttons (Round)

Dimension	2.25 diameter
Print	Two or four-color process
Finish	Varnished / gloss coated
Layout	Safety pin (back) on a metal button
Average Staff Buttons per Theatre	35

Staff Buttons (Square / Rectangle)

Dimension	2" H x 3" W
Print	Two or four-color process
Finish	Varnished / gloss coated
Layout	Safety pin (back) on a metal button
Average Staff Buttons per Theatre	35

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Standees

Dimension	7' H x 4' W x 3' D
Paper	Cardboard paper stock or flexible nylon
Print	Four-color process
Finish	Varnished / gloss coated
Layout	Self-standing / easel back
Optional	Attachable tear pad or brochure holder
Average Standee per Theatre	1

Static Clings

Dimensions	3" H x 6" W, 12" H x 16" W
Print	4 Color process
Finish	Clear or Opaque Vinyl die cut
Average Static Clings/ Theatre	4 to 6

Tear Sheet Pads

Dimension	4" H x 6" W
Paper	60# stock paper
Print	One color process
Layout	Sheets in pads of 100's with clipboard backer

30 Sheets

Dimensions	Framed: 22',8" W x 10' H Unframed: 22',8" W x 10' H
Print	4 Color process
Paper	100# stock/ Text paper
Finish	Varnished/ Gloss
Layout	2 sided
Average 30 Sheets/ Theatre	1