



# D&E Entertainment

## Theatrical Distribution & Marketing



# Online Advertising Packet

## 2010



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## Advertise With D&E

**D&E Entertainment**, the premiere marketing & theatrical distribution company of alternative content cinema events, now offers advertising and licensing opportunities that will connect your brand to our eclectic group of visitors.

As an advertiser with D&E, you'll have the unique opportunity to get your brand noticed by thousands of film and music enthusiasts. Our flexible campaign approach will position your ad alongside many of the top bands and coolest indie features.

Our visitors are in the core of 18-55 year olds who are active media consumers, buyers of music, and frequent movie goers. We offer the visitor contests, first run trailers, ticket giveaways, updated company newsletters, and a host of unique theatrical events on a worldwide basis.



# D&E Homepage – SLOT A

**D&E ENTERTAINMENT** High Definition Cinema Events

Bringing Music, Films, Sports, and Documentaries to Movie Theatres Worldwide

HOME THEATRES AND TICKETS PAST EVENTS STORE WHAT WE DO CONTACT

**RUSH: BEYOND THE LIGHTED STAGE**  
 JUN 14, 2010 4:54 PM DOCUMENTARY, EVENT, FEATURED, PAST EVENTS, TRAILER, VIDEO

**MUSIC** **INDIE** **COMEDY** **CONTESTS**

**THE KILLERS 'LIVE FROM THE ROYAL ALBERT HALL'**  
 Fans will appreciate how faithful the film is to the band's sight and sound in full HD and 5.1 Surround Sound.

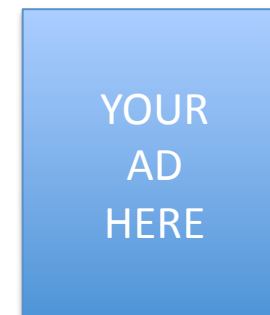
**SUCK**  
 COMING TO THEATRES SEPTEMBER 2ND!  
 After its world premiere at the Toronto International Film Festival, "Suck" made its U.S. debut at the South by Southwest (SXSW) festival in Austin earlier this year.

**CHEECH & CHONG'S 'HEY WATCH THIS'**  
 The best buds of comedy are back and funnier than ever! In their triumphant return 25 years in the making, Cheech & Chong embark on an all-new trip that will leave you rolling with laughter.

**Rush Epiphone Guitar Giveaway**  
 Win 1 of 10 Limited Edition "RUSH: BEYOND THE LIGHTED STAGE" Epiphone Les Paul Guitars!  
 continue reading →

## FEATURES

- D&E Homepage Exposure
- 240x160 color graphic
- Up 30 word slug
- Link to any site
- Monthly & weekly rates





# D&E Homepage – SLOT B (728x90)

The screenshot shows the D&E Entertainment homepage layout. At the top, there are four main categories: MUSIC, INDIE, COMEDY, and CONTESTS. Below these are four featured articles:

- MUSIC:** THE KILLERS 'LIVE FROM THE ROYAL ALBERT HALL'. Fans will appreciate how faithful the film is to the band's sight and sound in full HD and 5.1 Surround Sound. [continue reading](#)
- INDIE:** SUCK. COMING TO THEATRES SEPTEMBER 2ND! After its world premiere at the Toronto International Film Festival, "Suck" made its U.S. debut at the South by Southwest (SXSW) festival in Austin earlier this year. [continue reading](#)
- COMEDY:** CHEECH & CHONG'S 'HEY WATCH THIS'. The best buds of comedy are back and funnier than ever! In their triumphant return 25 years in the making, Cheech & Chong embark on an all-new trip that will leave you rolling with laughter. [continue reading](#)
- CONTESTS:** Rush Epiphone Guitar Giveaway. Win 1 of 10 Limited Edition "RUSH: BEYOND THE LIGHTED STAGE" Epiphone Les Paul Guitars! [continue reading](#)

Below the articles is a large Amazon.com advertisement for a PS3 120 GB console, with the text "Smaller and Lighter" and a "Shop now" link. A blue arrow points from the text "YOUR AD HERE" to this ad.

Below the ad is a Twitter tweet: "Get your copy on Amazon today: 'Rush - Beyond the Lighted Stage [a DVD]' by Sebastian Bach, Jack Black... http://amzn.to/qjDvXE 3 weeks ago".

At the bottom, there are two sections: "RECENT ARTICLES" and "FILM BOOKINGS".

**RECENT ARTICLES:** Free Screening of SUCK at this year's Comic Con International! JULY 21, 2010 12:59 PM NEWS 0 COMMENTS EDIT. E1 Entertainment, D&E, and Fangoria invite you to a free Comic-Con week screening of 'Suck' Thursday, July 22nd @8pm. Screening will take place at UltraStar Cinemas – Mission Valley Center in San Diego, CA... [read more](#)

**FILM BOOKINGS:** WANT TO BOOK A FILM WITH D&E? DIGITAL THEATRES.

## FEATURES

- D&E Homepage Exposure
- 728x90 color graphic
- Link to any site
- Monthly & weekly rates

YOUR AD HERE

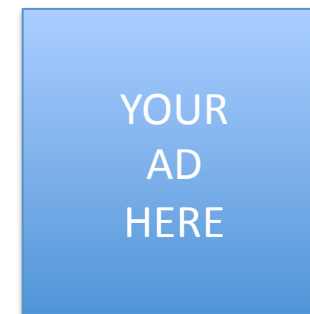


## D&E Homepage – SLOT C (250x360)

The screenshot shows the D&E Entertainment homepage layout. On the left, there are three 'RECENT ARTICLES' with their respective logos: Comic-Con International, Amazon.com, and WIRED. On the right, there is a 'FILM BOOKINGS' section with a dark background and white text. Below the film bookings, there is a 'BUY NOW' section with a blue border, featuring a Genesis album cover. A blue arrow points from a blue box labeled 'YOUR AD HERE' to this 'BUY NOW' section.

### FEATURES

- D&E Homepage Exposure
- D&E 'Site-wide' ad
- 300x250 color graphic wide
- Link to any site
- Monthly & weekly rates





## D&E Price Sheet

SLOT	SIZE	FEATURES	CPM	RATE (/WK.)	RATE (/MO.)
A	240 x 160 (+30 words)	Homepage, graphic + blurb	Flat	\$225	\$875
B	728 x 90	Homepage, unique content border	Flat	\$165	\$625
C	300 x 250	D&E Site Wide - Homepage, Ticket Page, Past Events	Flat	\$200	\$750 <b>Best Value</b>



## D&E Contact Info

**Have a question?**

**Feel free to contact us anytime:**

**[Advertise@DandEntertainment.com](mailto:Advertise@DandEntertainment.com)**

**Or**

**D&E Ads (323) 464-2403**



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