

## Advertising at a Movie Theater: Finney County, Kansas

**Who:** Finney County Community Health Coalition in Garden City, Kansas

**What:** A text4baby promotional slide is being shown prior to the main feature at a local movie theater. The design for the slide was created by partners in Finney County.

**When:** The slide was first shown in the theater in December 2011 and will continue to be shown on all eight screens before each film for one year.

**Where:** At a local theater in Garden City, Kansas, the slide entered rotation with other local and national advertisements.

**Why:** The Coalition saw this opportunity to reach a large and captive audience with critical health information.

**How:** The Coalition was able to find general information about marketing opportunities on the movie theater's website, along with staff contact information, which helped them connect with the right people at the theater to secure the ad space. The slide was developed by a local graphic designer in English and Spanish using text4baby's graphics standards and the Coalition's own ideas. It cost about \$50 to create the slide and \$75 to have the movie theater include the slide in the rotation. It then cost \$1,200 for the slide to run in the theater for one year in all 8 theaters at the complex.

