

Multichoice to advertise on the big screen with CineMARK

Entertainment provider, Multichoice, has signed a Golden Reel contract with CineMARK.

The contract will see DStv advertising on 61 screens around the country every week until September 2008, with a new 30 second advertisement, reminding cinema audiences to turn off their mobile phones before the main feature starts, being screened each month.

For more, visit: <https://www.bizcommunity.com>