

## EMI to raise exposure with CineMARK

The first element of EMI's campaign comprises of on screen advertising in the form of 60" ads promoting EMI artists that will follow movie titles specifically selected according to their expected audience profiles.

EMI is making use of CineMARK's Rolla Banner's at the tunnel entrances to the cinemas screening the movies that the on screen ads are following, as well as advertising on plasma screens in the cinema foyers.

EMI's campaign with CineMARK will run until mid-December 2008.

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