

DC has partnered with Cinemedia to advertise for their 52 title reboot in cinemas before movies. According to Comic Book Resources there will be a 30 second advertisement that will run before movies in theaters. Each advertisement will be tailor made to include information on the areas local store. Ads will run August 31 to September 30. Official Press Release: DC ENTERTAINMENT TEAMS WITH NATIONAL CINEMEDIA FOR MOVIE THEATER ADVERTISING PROGRAM FOR DC COMICS – THE NEW 52! DC Entertainment is proud to announce a partnership with National CineMedia (NCM) for a movie theatre advertising campaign to promote DC COMICS – THE NEW 52! Advertising this unprecedented event at the movies alongside some of Hollywood’s biggest films will make it easy and affordable for retailers to reach a mass audience of readers and generate unparalleled buzz and sales. A 30-second commercial for DC COMICS – THE NEW 52! will be created for retailers by NCM

Read more: <http://www.comicbookmovie.com/fansites/JakeLester/news/?a=41986&t=bc>
[omicsb iDCi Turns To Movie Theaters To Promote Relaunch](http://www.comicbookmovie.com/fansites/JakeLester/news/?a=41986&t=bc)