

Coca-Cola renews contract with CineMARK

Coca-Cola has renewed both its 35mm and digital Golden Reel contracts with CineMARK. This is the fourth year running that Coca-Cola will be advertising on 35mm, and the second year on digital.

On the 35 mm Golden Reel, Coca-Cola owns position one, ensuring that their advertisement is closest to the main feature, and on the digital Golden Reel, Coca-Cola owns position eight.

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