

## the movie issue

GOING TO THE MOVIES IS A **GREAT WAY TO SPEND THE SUMMER MONTHS**, BUT IT'S ALSO AN EASY WAY TO SPEND A LOT OF CASH. DON'T WORRY—WE HAVE THE TIPS AND TRICKS TO HELP YOU **MAKE THE MOST OF YOUR MOVIE MONEY**.



**USE STUDENT DISCOUNTS.** Don't leave home without your student ID, which can save you a few dollars on the price of your ticket.

**JOIN MOVIE THEATRE CLUBS.** Check to see if your favorite theatre offers a reward card with points or credit for every ticket you buy. Some theatres let you earn credits for free popcorn, tickets and other goodies.

**LOOK FOR DISCOUNT TICKETS.** Many organizations offer cheap movie tickets that you can purchase ahead of time. Ask your parents if their employer, or other organization, offers discount movie tickets.

**GO EARLY.** Many theatres offer lower prices for earlier show times. Check the theatre website or call ahead for discount times and plan accordingly.

**BRING YOUR OWN MUNCHIES.** Nothing will empty your wallet quicker than a theatre concession stand. If you aren't allowed to bring your own munchies, avoid the concession stand altogether.

**CHECK THE WEB AND SOCIAL MEDIA SITES.** Some sites, like Fandango, offer contests for free tickets through their Facebook and Twitter page. Do some research and see what you can find.



### the RISING COST of movie tickets



YEAR	1910	1965	1990	2010
PRICE	\$0.07	\$1.01	\$4.23	\$7.95

# THE ELEMENTS OF MONEY GUIDE TO BUYING & RENTING MOVIES



We put the most popular movie rental websites and online stores to the test. Our goal? To find out the most affordable way to watch *The Twilight Saga: New Moon*.

## HERE'S WHAT WE FOUND:

### OUR RECOMMENDATION:

If you think you're going to watch *New Moon* more than three times, consider buying the DVD used at Amazon. If you're only going to watch it once or twice and you already have a Netflix or Blockbuster account, put it in your queue. Redbox is also a great option if you have a location near you.

BTW, buying a download is the most expensive way to watch the movie, so unless you absolutely need *New Moon* on your iPod, save your money for *Eclipse*.

\* For one monthly fee, you get one DVD out at-a-time which you can exchange as often as you want.

STORE	COST	FORMAT
iTunes	\$4.99	Download to rent (24 hours)
	\$19.99	Download to buy
Netflix	\$8.99/mo.	DVD by mail program*
Redbox	\$1.99	DVD to rent (must be returned by 9 pm the next night)
Blockbuster	\$3.99	Download to rent (24 hours)
	\$19.99	Download to buy
	\$8.99/mo.	DVD by mail program*
Amazon	\$7.99	Used DVD
SecondSpin	\$14.99	Used DVD

## DID YOU KNOW?

THE AVERAGE PROFIT MARGIN FOR MOVIE THEATRE CANDY IS NEARLY **THREE HUNDRED PERCENT!**



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## 50 MOVIE FOOD EXPENSES

POPCORN **EXTRA BUTTER** WATER **COKE** PEPSI  
7UP MOUNTAIN DEW **ICE CREAM** HOT DOG  
**RAISINETS** RED VINES **SNOCAPS** GUMMI BEARS  
**GUMMI WORMS** ENERGY DRINK **MOCHA**  
GOOBERS **M&M'S** FUNNEL CAKE **WHOPPERS**  
MILK DUDS **KETTLE CORN** REESE'S PIECES  
**NACHOS** DR. PEPPER **FANTA** SNAPPLE **PRETZELS**  
PICKLES **ORANGES** LICE TEA **WINGS** CORN DOG  
**DOVE BARBEN** & JERRY'S **COFFEE** CHIPS **SUSHI**  
PEANUTS **PIZZA** FRIES **ROOT BEER** DOVE BAR  
**CHEESE STICKS** HAMBURGER **SLUSHEE**  
HOT CHOCOLATE **SOUR JACKS** SALKA-SELTZER