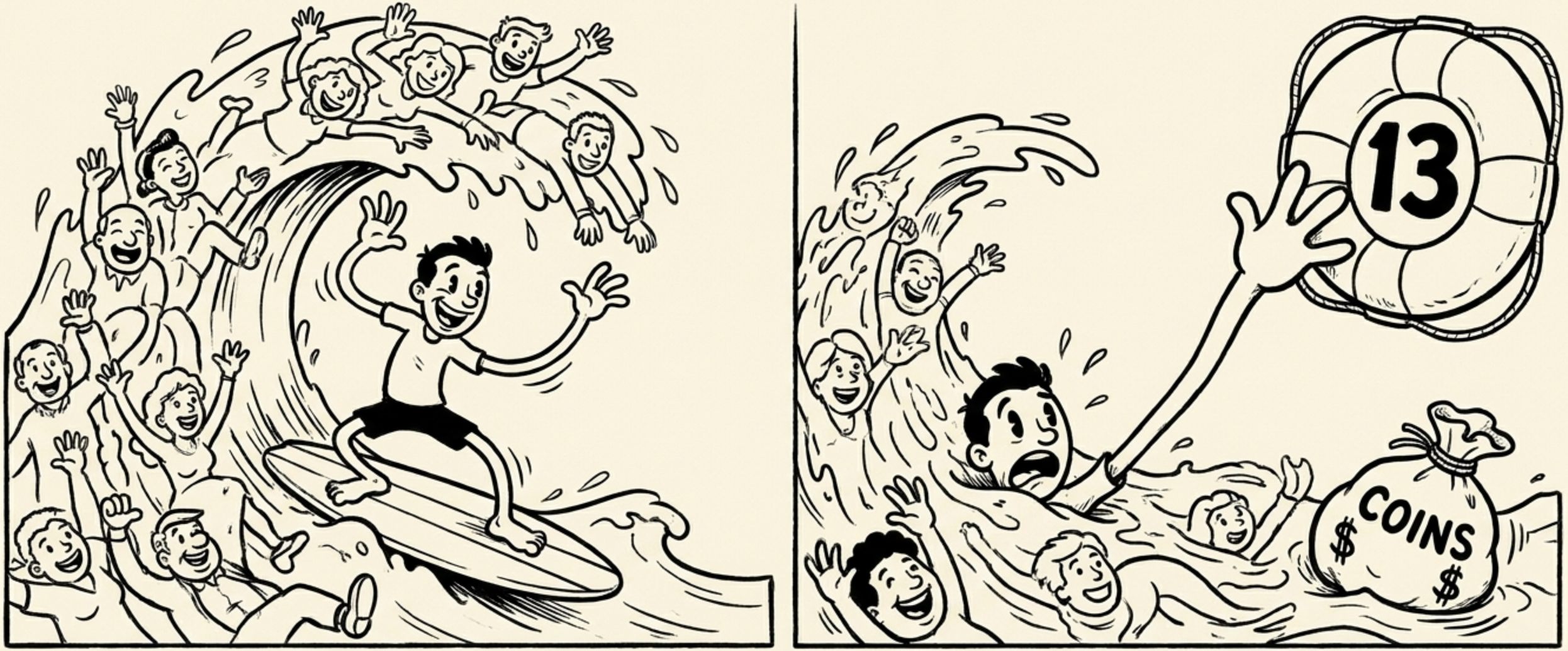


Friday-the-13th promotions create demand spikes where studios must price the margin, not the crowd.

Swimming through clients is terrible for the posture