

darkened
auditorium



captive
audience

MOTIVATE VALMORGAN

c i n e m a a d v e r t i s i n g



no distractions
all eyes on the
big screen

cinema
media rates
unrivalled advertising impact

offscreen advertising



Offscreen Advertising Rates (OMR)

Please note that no activity will be confirmed before all aspects – artworks, dimensions and availability – are approved by the cinema management. Contracts or booking orders will not be accepted if the above condition has not been fulfilled.

| Available Media | Duration/Quantity** | City Centre Muscat | City Centre Qurum |
|--|-------------------------------|--------------------|----------------------|
| Popcorn Box Sponsorship Choice of size - Maxi, Mega, Jumbo | 10,000** | 3,500 | } For both locations |
| | 20,000** | 6,000 | |
| | 50,000** | 12,000 | |
| Ticket Sponsorship | 6 Months | On request | } For both locations |
| | 3 Months | | |
| | 1 Month | | |
| Foyer Displays | 1 Month | 1,000 | 850 |
| | 1 Week | 400 | 350 |
| Sampling (1 X 1.2m) | 1 Week | 350 | 300 |
| | Weekend | 175 | 150 |
| | (3 days: Thur/Fri/Sat) | | |
| Cut Out (Single Sided) | Foyer 1 Month | 800 | 700 |
| | Concourse 1 Month | 650 | 600 |
| Lightboxes (100 X 70cm) | 1 Month | 500 | 450 |
| Backlit Board(s) (2.15 X 1.7m) | 1 Month | 1,200 (for one) | 1,000 (for one) |
| | | 2,000 (for both) | |
| Main Trailer Screen | 1 Month (5 times per hour) | 600 | 550 |
| Escalator Glass Branding | 1 Month | 1,000 | N/A |

Above rates are only for the medium mentioned and do not include production.
Specific requests other than the above activities will be evaluated by the cinema on a case-by-case basis.
Rates not inclusive of taxes.

For production and material specifications on offscreen advertising, kindly contact our sales team.

offscreen advertising



Offscreen Advertising Rates (OMR) - Muscat

Please note that no activity will be confirmed before all aspects – artworks, dimensions and availability – are approved by the cinema management. Contracts or booking orders will not be accepted if the above condition has not been fulfilled.

| Available Media | Duration/Quantity** | Shatti | Ruwi | Azaiba | MGM | Panorama |
|---|------------------------------|--------------------|--------|-------------------|-------|----------|
| Popcorn Box Sponsorship Choice of size - Medium & Large | 10,000** | 3,000 | } | For all locations | | |
| | 20,000** | 5,000 | | | | |
| | 50,000** | 10,000 | | | | |
| Kiosk in Foyer | 1 Month | 900 | 700 | 900 | 900 | 1,100 |
| | 1 Weekend (Thurs/Fri/Sat) | 200 | 150 | 200 | 200 | 250 |
| Foyer Display | 1 Month | 900 | 600 | 1,000 | 1,000 | 900 |
| Roll-up Banner | 4 Weeks | 400 | 200 | 400 | 400 | 500 |
| | 1 Weekend (Thurs/Fri/Sat) | 200 | 100 | 200 | 160 | 200 |
| Flyer/Coupon Distribution | 4 Weeks | 350 | 200 | 350 | 350 | 350 |
| | 1 Weekend (Thurs/Fri/Sat) | 150 | 100 | 150 | 150 | 150 |
| Plasma Screen (5 times an hour) | 4 Weeks | 350 | NA | 350 | 350 | 350 |
| Movie Poster Box (100 X 70cm) | 4 Weeks | 350 | 350 | 350 | 350 | 325 |
| TV (Lobby) | 4 Weeks | NA | NA | 300 | NA | 300 |
| Backlit Board - Lobby Area (100 X 270cm) | 4 Weeks | 400 | NA | NA | NA | NA |
| Backlit Board - Lobby Area (2.3 X 1.75m) | 4 Weeks | 1,000 | NA | NA | NA | NA |
| Backlit Board - Outdoor (2.4 X 1.7m) | 4 Weeks | NA | 425*** | NA | NA | NA |
| Backlit Board - Outdoor (2.3 X 4m) | 4 Weeks | 1,200 | NA | NA | NA | NA |
| Backlit Board - Outdoor (3 X 4m) | 4 Weeks | 1,500 | NA | NA | NA | NA |
| Car Display | 4 Weeks | 1,000 (per Car) | NA | NA | NA | NA |
| Digital TV Standee - 47" TV Screen | 4 Weeks | TBC | TBC | TBC | NA | TBC |

Rates not inclusive of taxes.

Municipality charges apply - where required.

offscreen advertising



سیتی سینما
CITY CINEMA

Offscreen Advertising Rates (OMR)

Please note that no activity will be confirmed before all aspects – artworks, dimensions and availability – are approved by the cinema management. Contracts or booking orders will not be accepted if the above condition has not been fulfilled.

| Available Media | Duration/Quantity** | Sohar | Salalah | Sur | Buraimi |
|--|------------------------------|--------|---------|-------------------|---------|
| Popcorn Box Sponsorship Choice of size - Medium & Large | 10,000** | 3,000 | } | For all locations | |
| | 20,000** | 5,000 | | | |
| | 50,000** | 10,000 | | | |
| Kiosk in Foyer | 1 Month | 700 | 900 | 700 | 700 |
| | 1 Weekend (Thurs/Fri/Sat) | 150 | 200 | 150 | 150 |
| Foyer Display | 1 Month | 700 | 950 | 500 | 375 |
| Roll-up Banner | 4 Weeks | 300 | 400 | 250 | 250 |
| | 1 Weekend (Thurs/Fri/Sat) | 100 | 150 | 100 | 100 |
| Flyer/Coupon Distribution | 4 Weeks | 350 | 350 | 250 | 250 |
| | 1 Weekend (Thurs/Fri/Sat) | 150 | 150 | 100 | 100 |
| Plasma Screen (5 times an hour) | 4 Weeks | 350 | 350 | NA | 250 |
| Movie Poster Box (100 X 70cm) | 4 Weeks | 350 | 350 | 200 | 250 |
| TV (Lobby) | 4 Weeks | NA | 300 | NA | 200 |
| Backlit Board - Lobby Area (100 X 270cm) | 4 Weeks | NA | NA | 250 | NA |
| Car Display | 4 Weeks | NA | NA | 550 | NA |
| Digital TV Standee - 47" TV Screen | 4 Weeks | TBC | TBC | TBC | TBC |

Rates not inclusive of taxes.

Municipality charges apply - where required.



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Contact



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SCREEN ADVERTISING WORLD ASSOCIATION



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UNITED ARAB EMIRATES