

darkened  
auditorium

captive  
audience



# MOTIVATE VAL MORGAN

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

## CINEMACITY



### Offscreen Advertising Rates (AED)

Please note that no activity will be confirmed before all aspects - artwork, 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	Arabian Center
<b>Popcorn Box Sponsorship</b> Choice of size	1 Year	176,500
	6 Months	106,000
	3 Months	70,500
<b>Foyer Displays (3 X 3m)</b>	1 Month	35,000
	1 Week	14,000
<b>Ticket Sponsorship</b>	1 Year	141,000
	6 Months	88,500
	3 Months	53,000
<b>Sampling (1.5 X 1.5m)</b>	Weekend (3 days: Thu/Fri/Sat)	7,000
<b>Cut Out (Single Sided)</b>	1 Month	12,000
<b>Floor Decals - Qty 4 (1 X 1m)</b>	1 Month	12,000
<b>Plasma Screen Branding - Qty 26 Screens (15 sec. stills)</b>	1 Month	22,500
<b>Static Light Box - Qty 2</b>	1 Month	12,000
<b>Table Tops - Qty 28 Tables</b>	1 Month	6,000
<b>Arch</b>	1 Month	23,500



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.

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# offscreen advertising



## CINE ROYAL



### Offscreen Advertising Rates (AED)

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Available Media	Duration	Khalidiyah Mall	Dalma Mall	Ruwais Mall	Deerfields Mall
Popcorn Sponsorship	1 Year	70,000	}	For all locations	
	6 Months	45,000			
	3 Months	35,000			
Ticket Sponsorship	1 Year	57,000	}	For all locations	
	6 Months	34,000			
	3 Months	22,500			
Entrance Arch	1 Month	50,000	50,000	10,000	NA
Banner Wall Display	1 Month	50,000	50,000	NA	NA
Hanging Banners (3 Units)	1 Month	40,000	40,000	NA	NA
Foyer Stand Display	1 Month	NA	NA	12,000	55,000
Stair Advertising	1 Month	25,000	25,000	5,000	NA
Main Snack Bar Sponsorship + Snack Bar Panels	1 Month	25,000	25,000	5,000	NA
LCD	1 Month	20,000	NA	5,000	NA
Floor Advertising	1 Month	25,000	25,000	5,000	NA
Lightbox 4 units	1 Month	30,000	NA	NA	NA
Lightbox 3 units	1 Month	NA	35,000	5,000	NA
Concourse Display	1 Month	35,000	35,000	NA	35,000
Secondary Snack Bar Sponsorship	1 Month	15,000	15,000	NA	NA
Coffee Counter Sponsorship	1 Month	7,000	7,000	NA	NA
VIP Snack Bar Sponsorship	1 Month	5,000	5,000	NA	NA
Foyer Sampling	3 Days	NA	NA	3,000	NA
Main Foyer Cut-out	1 Month	NA	NA	5,000	NA
Pillar Advertising	1 Month	165,000	165,000	NA	NA
Cinema Sampling (3 Screens)	3 Days	14,000	14,000	3,000	14,000
	1 Day	6,500	6,500	1,500	6,500
Digital Screens (16 LED Screens)	1 Month	NA	NA	NA	20,000

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## Offscreen Advertising Rates (AED) Across Circuit

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Available Media	Duration/Quantity **	All Locations
<b>Popcorn Box Sponsorship Choice of size</b> - Maxi, Mega, Jumbo	10,000**	20,000
	20,000**	35,000
	50,000**	65,000
<b>Ticket Sponsorship</b>	1 Year	220,000
	6 Months	125,000
	3 Months	70,000



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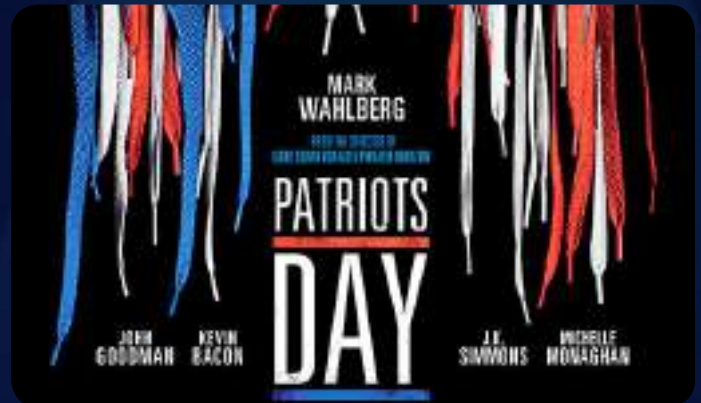
# offscreen advertising



## Offscreen Advertising Rates (AED) - Abu Dhabi & Sharjah

Please note that no activity will be confirmed before all aspects - artwork, 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	Al Wahda Mall	Al Raha Mall	Al Shaab Village
<b>Sampling - Concourse Area</b>	1 Week	14,000	8,000	8,000
	Weekend (3 days:Thu/Fri/Sat)	11,000	5,000	5,000
<b>Foyer/Car Displays</b>	Ground Floor (Per Month)	62,000	24,000	24,000
	Upper Floor (Per Month)	37,000	19,500	19,500
<b>Lightbox (1)</b>	Per Month	9,500	6,000	6,000
<b>Floor Decals (2)</b>	Per Month	7,500	6,000	6,000
<b>Roll Ups</b>	Two Per Month	12,600	7,500	7,500
<b>Wall Branding</b>	Per Month	18,500	14,500	14,500
<b>Pillar Wrap</b>	Per Month	13,000	9,500	9,500
<b>Cut Outs</b>				
<b>1.5 X 1.8M (Single Sided)</b>	Per Month	13,000	8,500	8,500
<b>2.5 X 1.8m (Double Sided)</b>	Per Month	23,000	24,000	24,000
<b>Entrance Glass</b>	Each Screen Per Month	TBC	18,000	18,000
<b>Brochure Holders/ Handouts</b>	Per Month	8,000	6,500	6,500
<b>Plasma Screens</b>	Per Month	8,000	NA	22,500



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## Offscreen Advertising Rates (AED) - Al Ain

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Available Media	Duration	Al Foah Mall	Barari Outlet Mall	Sports Club
<b>Sampling - Concourse Area</b>	1 Week	8,000	<b>C O M I N G  S O O N</b>	5,000
	Weekend (3 days:Thu/Fri/Sat)	5,000		3,000
<b>Foyer/Car Displays</b>	Ground Floor (Per Month)	24,000		21,500
	Upper Floor (Per Month)	19,500		NA
<b>Lightbox (1)</b>	Per Month	6,000		4,000
<b>Floor Decals (2)</b>	Per Month	6,000		4,000
<b>Roll Ups</b>	Two Per Month	7,500		4,000
<b>Wall Branding</b>	Per Month	14,500		12,000
<b>Pillar Wrap</b>	Per Month	9,500		7,000
<b>Cut Outs</b>				4,000
<b>1.5 X 1.8M (Single Sided)</b>	Per Month	8,500	11,500	
<b>2.5 X 1.8m (Double Sided)</b>	Per Month	24,000		
<b>Entrance Glass</b>	Each Screen Per Month	18,000	10,000	
<b>Brochure Holders/ Handouts</b>	Per Month	6,500	3,000	
<b>Plasma Screens</b>	Per Month	22,500	NA	



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## Offscreen Advertising Rates (AED)

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### ACTIVATIONS

Available Media	Duration	The Dubai Mall
<b>Foyer Display (4 X 4 X 1.8m)</b>	1 Month	193,200
	1 Week	67,200
	2 Weeks	102,900
	3 Weeks	144,900
	1 Weekend	48,300
<b>Foyer Display (3 X 3 X 1.8m)</b>	1 Month	96,600
	1 Week	54,600
	2 Weeks	67,200
	3 Weeks	85,100
	1 Weekend	36,800
<b>Platinum Kiosk (1.5 X 1.5m)</b>	1 Month	96,600
	1 Week	54,600
	2 Weeks	67,200
	3 Weeks	85,100
	1 Weekend	36,800
<b>Car Display</b>	1 Month	193,200
	1 Week	67,200
	2 Weeks	102,900
	3 Weeks	144,900
	1 Weekend	48,300
<b>Platinum Suite Corridor Stand Display</b>	1 Month	48,300
	1 Week	18,400
	2 Weeks	30,500
	3 Weeks	38,900

### BRANDING

Available Media	Duration/Quantity**	The Dubai Mall
<b>Ticket Jacket Branding</b>	65,000**	78,800
	21,000**	31,500
<b>Ticket Branding</b>	100,000**	26,300
<b>Popcorn Box Branding - Large</b>	100,000**	110,800
	50,000**	60,900
	10,000**	18,400
<b>Escalator Branding</b>	1 Month	96,600
<b>Foyer Wall Branding (Sold with Kiosk)</b>	1 Month	24,200
	1 Week	6,300
<b>Seat Branding - Platinum Suite (4 Screens)</b>	1 Month	36,800
<b>Seat Branding - Regular (Screens Seating 176)</b>	1 Month	36,800
<b>Side Wall Branding</b>	1 Month	73,500
<b>Entrance Panel Wrap</b>	1 Month	120,800
<b>Gobo Lights - In Screen (3 Screens)</b>	1 Month	48,300
	1 Week	18,400
	2 Weeks	29,400
	3 Weeks	42,600
<b>Black Corridor Pillar Branding (Per Piece)</b>	1 Month	24,200

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## Offscreen Advertising Rates (AED)

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### SAMPLING

Available Media	Duration	The Dubai Mall
Sampling Booth (1.5 X 1.5m)	1 Weekend	43,600
Sampling from Booking Counter	1 Weekend	48,300
Sampling Inside the Cinema (3 Regular Cinemas)	1 Weekend	27,800

### DIGITAL NETWORK

Available Media	Duration	The Dubai Mall
	1 Month	113,400
Video Wall + 11 LCD Screens (Circuit)	1 Week	47,800
	2 Weeks	73,500
	3 Weeks	93,500
Digital Poster Box Network (98 Digital Screens)	1 Month	72,500

### ONLINE

Available Media	Duration	The Dubai Mall
Online Banner (Website + Mobile App)	1 Month	43,600



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# offscreen advertising



## Offscreen Advertising Rates (AED)

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### ACTIVATIONS

Available Media	Duration	Dubai Marina Mall
Foyer Display (4 X 4 X 1.8m)	1 Month	96,600
	1 Week	54,600
	2 Weeks	67,200
	3 Weeks	84,500
	1 Weekend	34,100

### BRANDING

Available Media	Duration/Quantity**	Dubai Marina Mall
Ticket Jacket Branding	65,000**	78,800
	21,000**	31,500
Popcorn Box Branding - Large	20,000**	34,100
	10,000**	18,400
Popcorn Box Branding - Regular	20,000**	47,300
	10,000**	24,200
Escalator Branding	1 Month	73,500
Seat Branding	1 Month	36,800
Video Wall Branding Black Panel Branding	1 Month	24,200

### SAMPLING

Available Media	Duration	Dubai Marina Mall
Sampling Booth (1.5 X 1.5m)	1 Weekend	33,800
Sampling from Booking Counter	1 Weekend	30,500
Sampling Inside the Cinema (3 Cinemas)	1 Weekend	20,000

### DIGITAL NETWORK

Available Media	Duration	Dubai Marina Mall
Video Wall + 3 LCD Screens (Circuit)	1 Month	49,400
	1 Week	13,700
	2 Weeks	24,700
	3 Weeks	41,000

### ONLINE

Available Media	Duration	Dubai Marina Mall
Online Banner (Website + Mobile App)	1 Month	43,600



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روكسي سينما  
R O X Y C I N E M A S

## Offscreen Advertising Rates (AED)

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Available Media

Duration

City Walk

The Beach

Boxpark

COMING SOON

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## Offscreen Advertising Rates (AED) Across Circuit

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Available Media	Duration/Quantity **	All Locations
<b>Popcorn Box Sponsorship</b> Choice of size - Maxi, Mega, Jumbo	10,000**	30,000
	30,000**	75,000
	50,000**	100,000
	70,000**	122,500
*rates are not inclusive of production		
<b>Ticket Sponsorship</b>	1 Year	282,500
	6 Months	168,000
	3 Months	94,000



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## Offscreen Advertising Rates (AED) Dubai

Please note that no activity will be confirmed before all aspects - artwork, 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	City Centre Mirdif	City Centre Deira	Mercato	Burjuman	Cineplex Grand Hyatt	City Centre Shindagha
<b>Foyer/Car Displays (3 X 3 X 1.5m)</b>	1 Month	82,500	82,500	NA	82,500	82,500	
	1 Week	33,000	33,000	NA	33,000	33,000	
<b>Concourse Displays (2 X 2 X 2m)</b>	1 Month	43,500	43,500	39,150	NA	43,500	
	1 Week	17,500	17,500	15,750	NA	17,400	
<b>Sampling (1.5 X 1.5m)</b>	Weekend (3days:Thu/Fri/Sat)	18,000	18,000	16,200	18,000	18,000	
<b>Sampling Inside Regular Cinema (Max 3 Cinemas)</b>	Weekend (3days:Thu/Fri/Sat)	9,500	9,500	8,550	9,500	9,500	
<b>Sampling Inside VOX Gold Cinemas</b>	Weekend (3days:Thu/Fri/Sat)	12,500	NA	NA	12,500	NA	
<b>Cut Out</b>							
<b>Double Sided</b>	1 Month	35,000	35,000	NA	35,000	35,000	
<b>Single Sided</b>	1 Month	21,500	21,500	19,350	21,500	21,500	
<b>Lightboxes/Plasma Screens*</b>	1 Month	23,500*	23,500*	17,000	17,000	17,000	
<b>Pillar Wrap (One face)</b>	1 Month	22,500	22,500	NA	NA	NA	
<b>Escalator Glass Branding</b>	1 Month	NA	NA	NA	32,000	32,000	
<b>Floor Decals (1 x 1m) - 2</b>	1 Month	12,500	12,500	NA	12,500	12,500	
<b>1 LED Banner</b>	1 Month	NA	23,000	21,000	21,000	NA	

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# offscreen advertising



## Offscreen Advertising Rates (AED) Dubai

Please note that no activity will be confirmed before all aspects - artwork, 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	Mall of the Emirates
Digital Screens take-over (3 Digital Screens above Candybar, 4 pillars in Foyer, Concourse Plasma Screen)	1 Month	150,000
Area Above Candybar - Digital Screen	1 Month	100,000
Lightbox at Entrance to VOX TheATre	1 Month	27,500
Lightbox (100 X 70cm)	1 Month	25,000
Sampling Inside Regular Cinema (Max 3 Cinemas)	Weekend (3days:Thu/Fri/Sat)	22,000
Sampling Inside TheATre by Rhodes	Weekend (3days:Thu/Fri/Sat)	20,000
Pillar Branding (Screens) - 4 Pillars	1 Month	90,000
1 LED Banner - Concourse	1 Month	31,500



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## Offscreen Advertising Rates (AED) - Abu Dhabi & Northern Emirates

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Available Media	Duration	Marina Mall - Abu Dhabi	YAS Mall - Abu Dhabi	Nation Towers - Abu Dhabi	City Centre Ajman	City Centre Fujairah	Al Hamra Mall
<b>Foyer/Car Displays (3 X 3 X 1.5m)</b>	1 Month	88,500	88,500	88,500	47,000	37,500	30,000
	1 Week	35,500	35,500	35,500	19,000	15,000	12,500
<b>Sampling (1.5 X 1.5m)</b>	Weekend (3days:Thu/Fri/Sat)	15,500	15,500	15,500	9,500	7,500	6,000
<b>Sampling Inside Regular Cinema (Max 3 Cinemas)</b>	Weekend (3days:Thu/Fri/Sat)	8,500	8,500	8,500	4,500	3,600	3,000
<b>Sampling Inside VOX Gold Cinemas</b>	Weekend (3days:Thu/Fri/Sat)	5,000	5,000	5,000	NA	5,000	5,000
<b>Cut Out</b>							
<b>Double Sided</b>	1 Month	32,500	32,500	32,500	18,000	14,500	11,500
<b>Single Sided</b>	1 Month	18,000	18,000	18,000	12,000	9,500	7,500
<b>Lightboxes/ Plasma Screens*</b>	1 Month	13,000	13,000	15,000	9,500	7,500	6,000
<b>Pillar Wrap (One face)</b>	1 Month	18,500	NA	NA	12,000	NA	NA
<b>Escalator Glass Branding</b>	1 Month	NA	40,000	NA	NA	NA	NA
<b>1 LED Banner</b>	1 Month	17,000	17,000	17,000	NA	12,000	11,500



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## Contact



MOTIVATE VAL MORGAN  
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