

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 (LE)

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/Quantity** | Mall of Egypt |
|--|----------------------------------|---------------|
| Popcorn Box Sponsorship Choice of Size - Maxi, Mega, Jumbo | 10,000** | 35,000 |
| | 20,000** | 75,000 |
| | 50,000** | 100,000 |
| Sampling Inside The Regular Cinema (Max 3 Cinemas) | Weekend (3 days: Thu/Fri/Sat) | 10,000 |
| Sampling Inside Kids Cinema | Weekend (3 days: Thu/Fri/Sat) | 5,000 |
| Sampling In Gold Class Lounge | Weekend (3 days: Thu/Fri/Sat) | 10,500 |
| Sampling Inside Gold Class Cinema | Weekend (3 days: Thu/Fri/Sat) | 8,500 |
| Sampling In Concourse Area (1.5 X 1.5m) | Weekend (3 days: Thu/Fri/Sat) | 17,500 |
| Sampling in Foyer Area (3 X 3m) | 4 Weeks | 125,000 |
| Digital Screen in Foyer Area | 4 Weeks | 30,000 |
| Lightboxes Above Candy Bar (2) | 4 Weeks | 35,000 |
| Digital Pillar in Foyer Area | 4 Weeks | 50,000 |
| Floor Decals (3) | 4 Weeks | 40,700 |



Rates not inclusive of taxes.
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.

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



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Contact



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SCREEN ADVERTISING WORLD ASSOCIATION



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UNITED ARAB EMIRATES