

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**	4,000	} For both locations
	20,000**	6,750	
	50,000**	13,500	
Ticket Sponsorship	6 Months	On request	} For both locations
	3 Months		
	1 Month		
Foyer Displays	1 Month	1,100	950
	1 Week	450	400
Sampling (1 x 1.2m)	1 Week	400	350
	1 Weekend	200	175
	(3 Days: Thurs/Fri/Sat)		
Cut Out (Single Sided)			
Foyer	1 Month	900	700
Concourse	1 Month	700	650
Lightboxes (1 x 0.7m)	1 Month	550	500
Backlit Board(s) (2.15 x 1.7m)			
For One	1 Month	1,350	1,100
For Both	1 Month	2,200	NA
Main Trailer Screen (5 times per hour)	1 Month	650	600
Escalator Glass Branding	1 Month	1,500	NA

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



سیتی سینما
CITY CINEMA

Offscreen Advertising Rates (OMR) - Muscat

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Available Media	Duration/Quantity**	Shatti	Ruwi	Azaiba	MGM	Panorama
Popcorn Box Sponsorship Choice of size - Medium & Large	10,000**	3,300	}	For all locations		
	20,000**	5,500				
	50,000**	11,000				
Kiosk (Foyer)	1 Month	1,000	800	1,000	1,000	1,200
	1 Weekend (3 Days: Thurs/Fri/Sat)	225	175	225	225	275
Foyer Display	1 Month	1,000	650	1,100	1,100	1,000
Roll-up Banner	1 Month	450	225	450	450	550
	1 Weekend (3 Days: Thurs/Fri/Sat)	225	110	225	175	225
Flyer/Coupon Distribution	1 Month	400	225	400	400	400
	1 Weekend (3 Days: Thurs/Fri/Sat)	175	125	175	175	175
Plasma Screen (5 times an hour)	1 Month	400	NA	400	400	400
Movie Poster Box (1 x 0.7m)	1 Month	400	400	400	400	375
TV (Lobby)	1 Month	325	NA	325	NA	325
Backlit Board - Lobby Area	1 Month	NA	385	NA	NA	NA
Backlit Board - Outdoor (2.4 x 1.7m)	1 Month	NA	600	NA	NA	NA
2 Backlit Boards - Outdoor (2.3 x 4m)	1 Month	1,325	NA	NA	NA	NA
2 Backlit Boards - Outdoor (3 x 4m)	1 Month	1,750	NA	NA	NA	NA
Car Display (per car)	1 Month	1,100	NA	NA	NA	NA
Digital TV Standee - 47" TV Screen	1 Month	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)

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Available Media	Duration/Quantity**	Sohar	Salalah	Sur	Buraimi
Popcorn Box Sponsorship Choice of size - Medium & Large	10,000**	3,300	}	For all locations	
	20,000**	5,500			
	50,000**	11,000			
Kiosk (Foyer)	1 Month	800	1,000	800	800
	1 Weekend	175	225	175	175
	(3 Days: Thurs/Fri/Sat)				
Foyer Display	1 Month	800	1,050	550	425
Roll-up Banner	1 Month	325	450	275	275
	1 Weekend	110	175	110	110
	(3 Days: Thurs/Fri/Sat)				
Flyer/Coupon Distribution	1 Month	400	400	275	275
	1 Weekend	175	175	110	110
	(3 Days: Thurs/Fri/Sat)				
Plasma Screen (5 times an hour)	1 Month	400	400	NA	NA
Movie Poster Box (1 x 0.7m)	1 Month	400	400	250	275
TV (Lobby)	1 Month	NA	350	NA	NA
Backlit Board - Lobby Area (1 x 2.7m)	1 Month	NA	NA	275	NA
Car Display (per car)	1 Month	NA	NA	600	NA
Digital TV Standee - 47" TV Screen	1 Month	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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OFFICIAL FESTIVAL REPRESENTATIVE
UNITED ARAB EMIRATES