

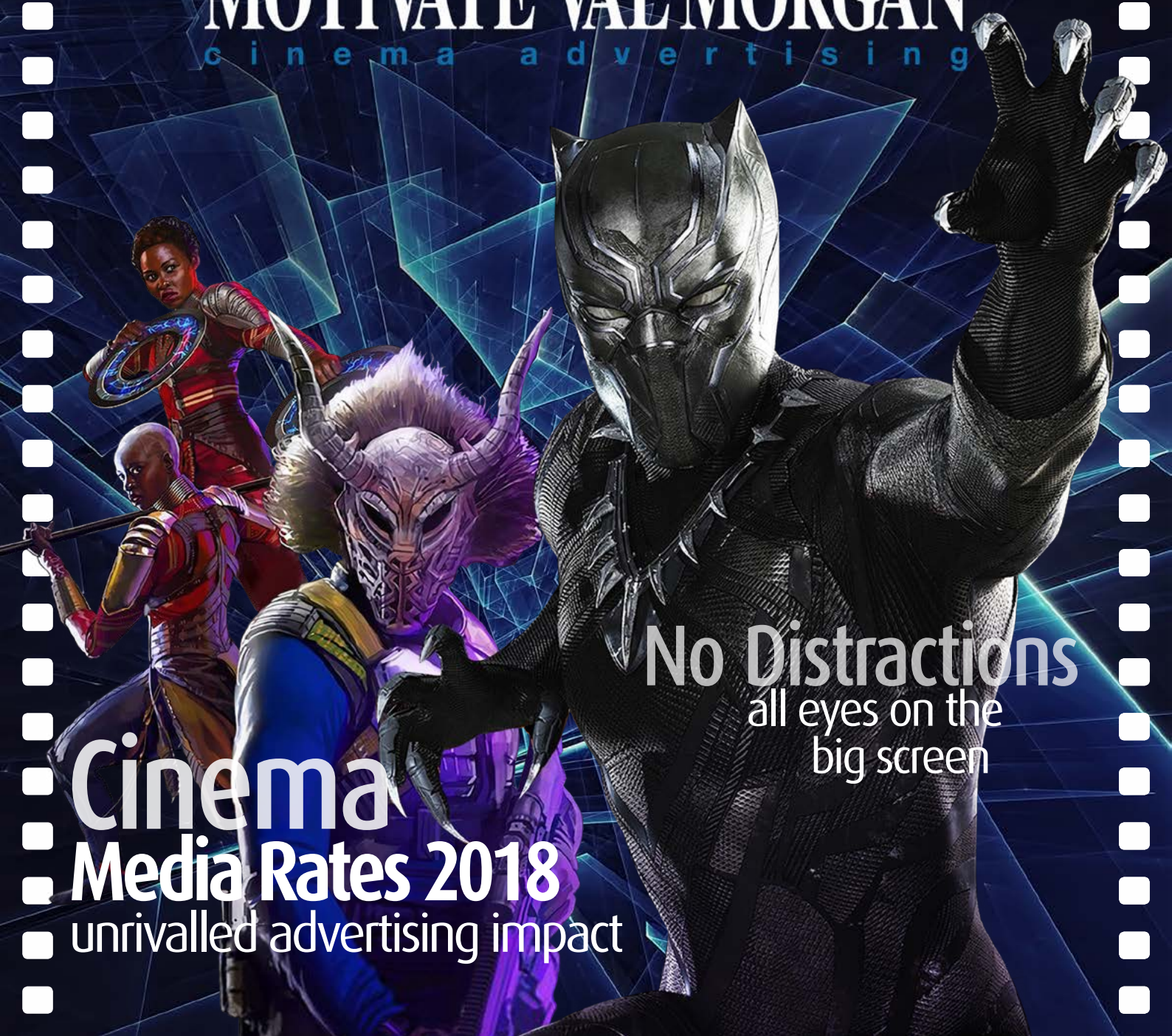
Darkened  
auditorium

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 2018  
unrivalled advertising impact

# offscreen advertising



## Offscreen Advertising Rates (USD)

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 Beirut
Popcorn Box Sponsorship (Medium Size)	10,000**	3,700
	15,000**	5,500
	20,000**	7,000
Foyer Display	1 Month	4,000
	1 Week	1,600
Sampling (1.5 X 1.5m)	1 Weekend (3days: Thu/Fri/Sat)	1,000
Concourse Display/Cutout	1 Month	2,500
	1 Week	1,500
Movie Guide	1 Week	1,000
Lightboxes	1 Month	1,000
Floor Stickers	1 Month	1,250
Video Wall	1 Month	1,500
Bulk Head Display Video/Still Image	1 Week	2,000
Bathroom Advertising (per spot)	1 Month	250

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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**sawa**

SCREEN ADVERTISING WORLD ASSOCIATION

