

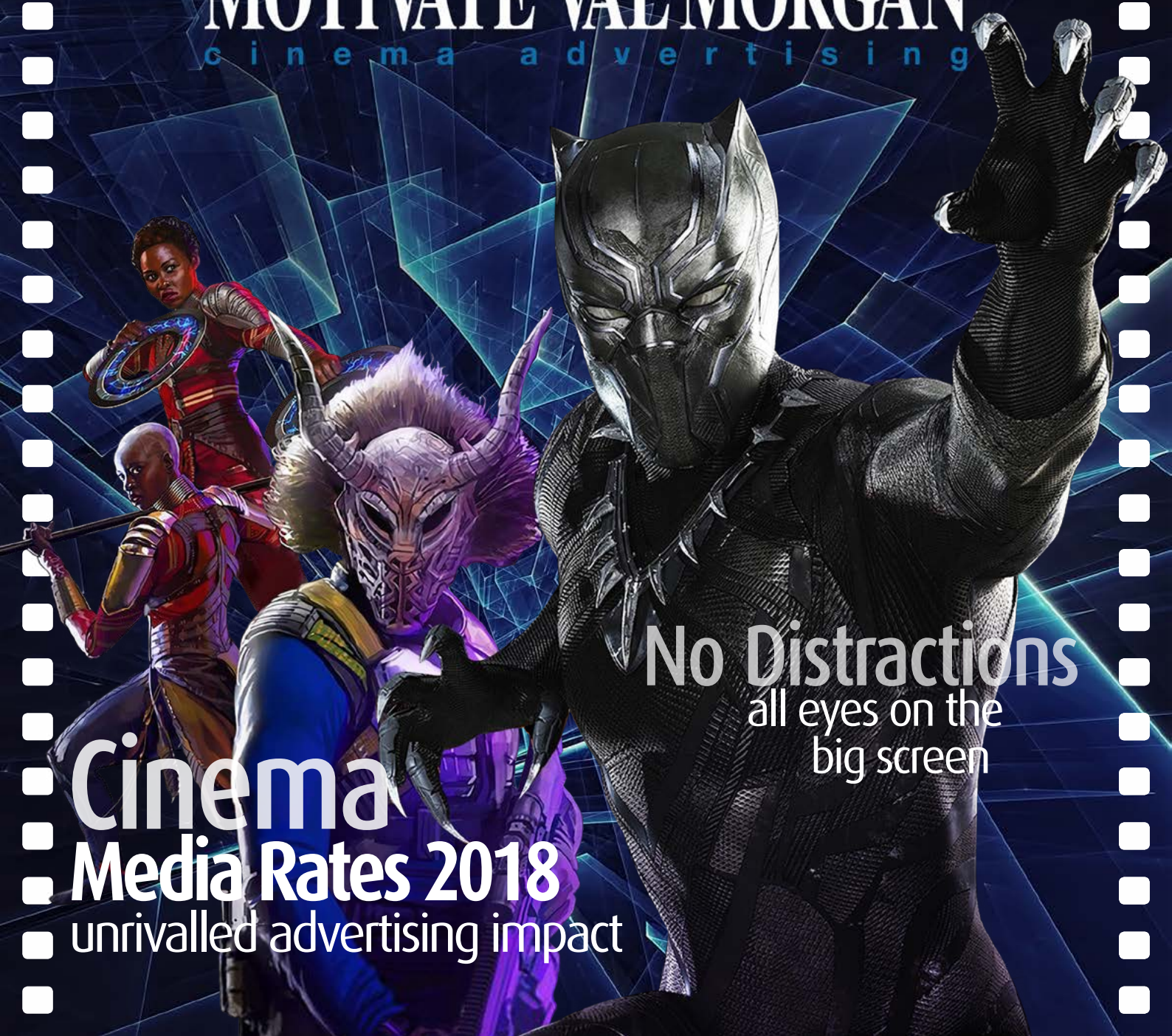
Darkened  
auditorium

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



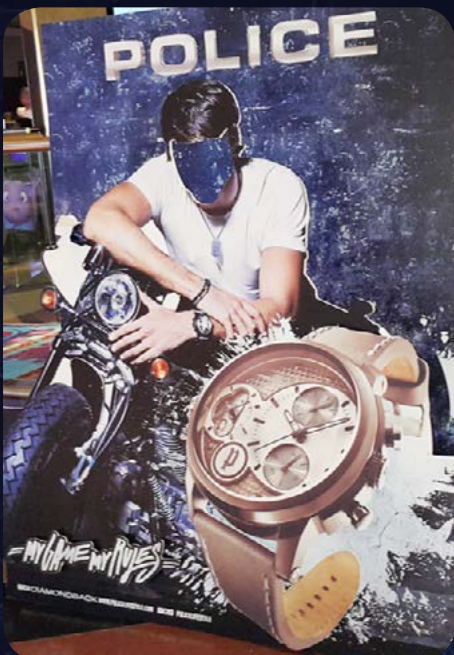
# offscreen advertising



## Offscreen Advertising Rates (SAR)

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**	Riyadh Park Mall
<b>Popcorn Box Sponsorship</b> Choice of Size - Maxi, Mega, Jumbo	5,000**	30,000
	15,000**	75,000
	25,000**	100,000
	35,000**	122,500
<b>Foyer Display (4 x 4m)</b>	1 Month	120,000
<b>Concourse Die Cut (1 x 1.5m)</b>	1 Month	50,000
<b>Plasma Screen</b> (Approximately every 3 minutes) (Max. 4 advertisers at a given time)	1 Month	50,000
<b>Sampling in Concourse Area</b>	1 Weekend (3days: Thu/Fri/Sat)	30,000
<b>Sampling Inside Regular Cinema</b> (4 Cinemas)	1 Weekend (3days: Thu/Fri/Sat)	24,000



Offscreen advertising is only available for Onscreen advertisers.  
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.





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## Contact

Office No 423-424, Building 8, Dubai Media City,  
PO Box 2331, Dubai, United Arab Emirates  
Phone: +971 4 3903550 Fax: +971 4 3904845  
E-mail: [valmorgan@motivate.ae](mailto:valmorgan@motivate.ae)  
[www.motivatevalmorgan.com](http://www.motivatevalmorgan.com)

**sawa**

SCREEN ADVERTISING WORLD ASSOCIATION

