

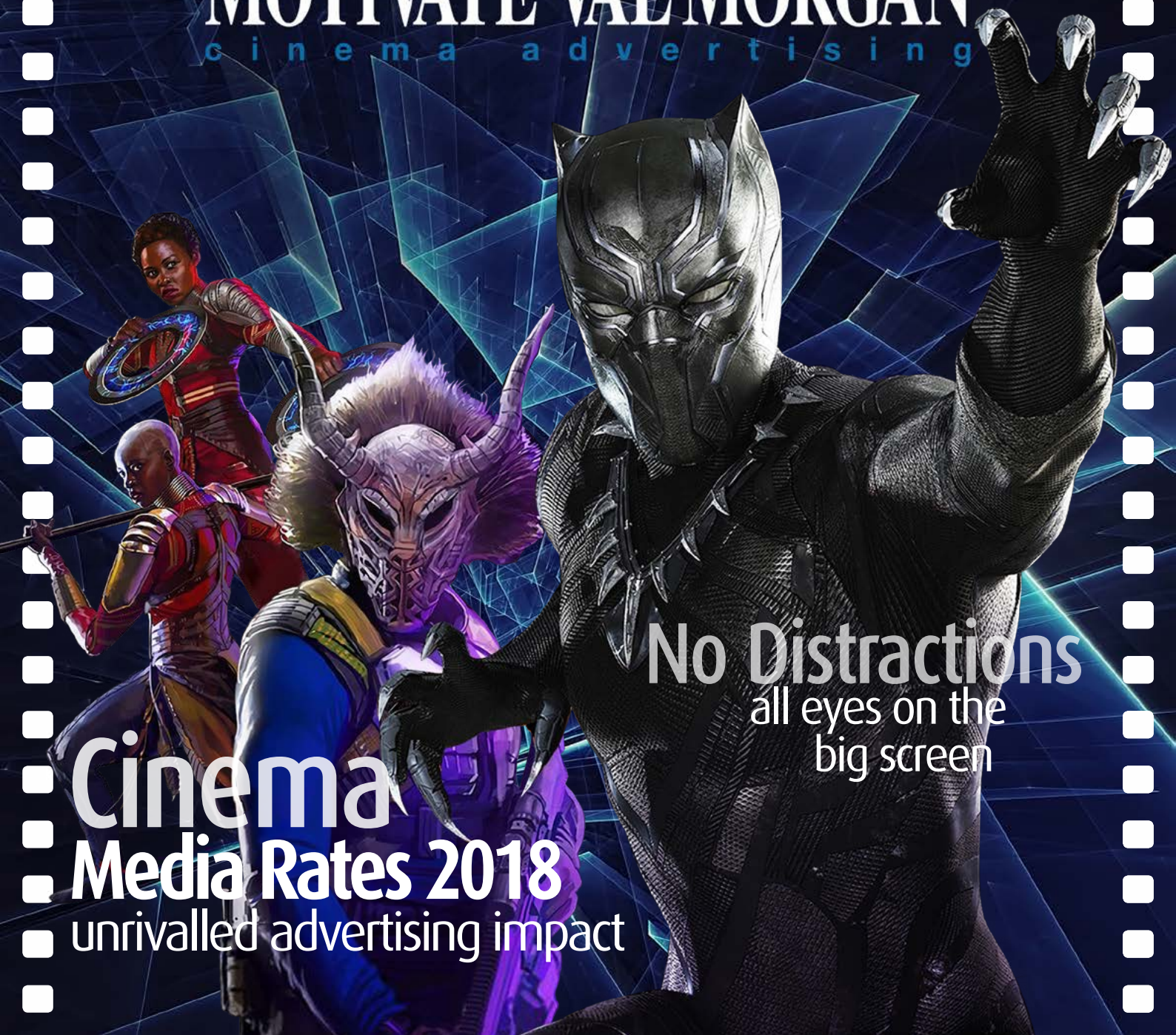
Darkened  
auditorium

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

# onscreen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Riyadh Park Mall	VIP	38		112
	2**	40		112
	3**	40		112
	IMAX	212		112
	<b>4</b>	<b>330</b>	<b>130,000</b>	<b>448</b>

### Durations

- Other time lengths will be on Pro-rata basis
  - 1 week at 40% of the above rate
  - 2 weeks at 65% of the above rate
  - 3 weeks at 90% of the above rate



\*\* VOX kids



# Material Requirements

## 2D

Here are 2D conversion Source Movie requirements for better conversion

- **Video Specs**

- **Ideal Quality**

- 1998 × 1080 (Square pixels)  
@ 24fps

- **Good Quality**

- 1920 x 1080 (square pixels)  
@ 24fps

\*(If the fps is 25/30 will be pull-down and interpreted to 24 fps after 2D conversion)

- **Formats Requirements**

- High Res. .Mov

- **Audio Specs**

- Stereo L/R

**Please Note:**

- For English commercials, please ensure to provide Arabic subtitles
- For Arabic commercials, please ensure to provide English subtitles

## 3D

Here are 3D conversion Source Movie requirements for better conversion

- **Video Specs**

- **High Quality**

- 4K
    - 3840 × 2160 (Square pixels)  
@ 24fps

- **Good Quality**

- 2K
    - 2048 x 1080 (square pixels)  
@ 24fps

\*(If the fps is 25/30 will be pull-down and interpreted to 24 fps after 3D conversion)

- **Formats Requirements**

- High Res. .Mov

- **Audio Specs**

- Stereo L/R

**Please Note:**

- For English commercials, please ensure to provide Arabic subtitles
- For Arabic commercials, please ensure to provide English subtitles



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## Contact

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**sawa**

SCREEN ADVERTISING WORLD ASSOCIATION

