

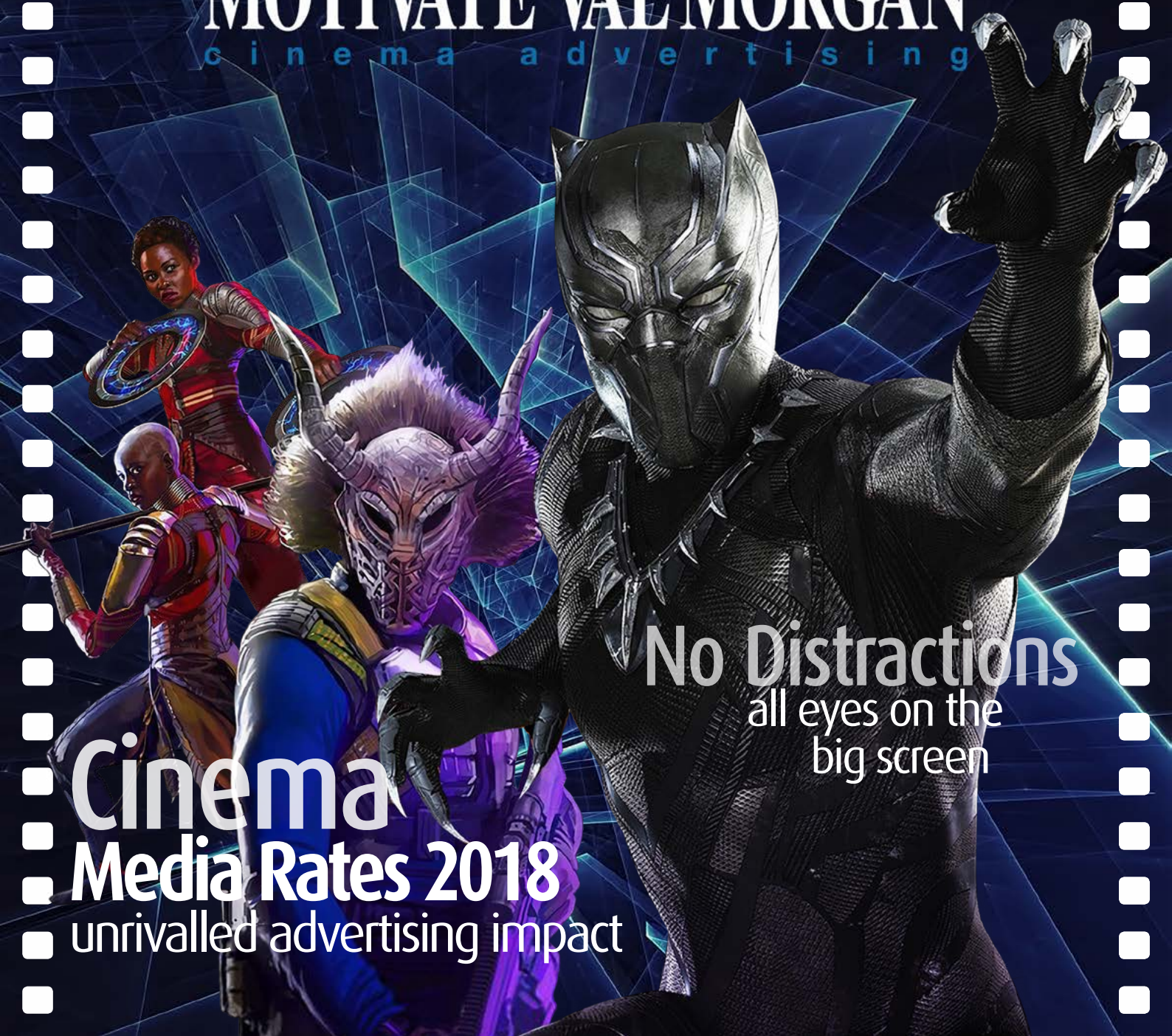
Darkened  
auditorium

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 (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/Quality**	Mall of Egypt
<b>Popcorn Box Sponsorship</b> Choice of Size - Maxi, Mega, Jumbo	10,000**	35,000
	20,000**	75,000
	50,000**	100,000
<b>Sampling Inside Regular Cinema</b> (Max 3 Cinemas)	1 Weekend (3days: Thu/Fri/Sat)	10,000
<b>Sampling Inside Kids Cinema</b>	1 Weekend (3days: Thu/Fri/Sat)	5,000
<b>Sampling In Gold Class Lounge</b>	1 Weekend (3days: Thu/Fri/Sat)	10,500
<b>Sampling Inside Gold Class Cinema</b>	1 Weekend (3days: Thu/Fri/Sat)	8,500
<b>Sampling In Concourse Area (1.5 X 1.5m)</b>	1 Weekend (3days: Thu/Fri/Sat)	17,500
<b>Foyer Display (3 X 3m)</b>	1 Month	125,000
<b>Digital Screen in Foyer Area</b>	1 Month	30,000
<b>Lightboxes Above Candy Bar (2)</b>	1 Month	35,000
<b>Digital Pillar in Foyer Area</b>	1 Month	50,000
<b>Floor Decals (3)</b>	1 Month	40,700



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.

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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**	City Centre Alexandria
Popcorn Box Sponsorship Choice of Size - Maxi, Mega, Jumbo	10,000**	35,000
	30,000**	75,000
	50,000**	100,000
Lightbox in Foyer Area (2)	1 Month	35,000
Lightbox in Concourse Area	1 Month	30,000
Digital Screen in Foyer Area	1 Month	30,000
Banner Box in Foyer Area	1 Month	50,000
Sampling in Concourse Area (1.5 X 1.5m)	1 Weekend (3days: Thu/Fri/Sat)	17,500
Sampling Inside Regular Cinema (Max 3 Cinemas)	1 Weekend (3days: Thu/Fri/Sat)	10,000



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## Contact

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**sawa**

SCREEN ADVERTISING WORLD ASSOCIATION

