

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 (QAR)

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**	Doha Festival City
Popcorn Box Sponsorship Choice of Size - Maxi, Mega, Jumbo	10,000**	35,000
	30,000**	80,000
	50,000**	110,000
	70,000**	127,000
Foyer Display (3 x 3m)	1 Month	125,000
Seat Branding (Head Rest)	1 Month	55,000
Big Screen on Right Side of Cinema Entrance (15-20 times an hour)	1 Month	75,000
Pillar Branding Screens - 2 Pillars (15-20 times an hour)	1 Month	60,000
Hero Screens - Area Above Candy Bar (15-20 times an hour)	1 Month	90,000
Lightbox in Foyer	1 Month	25,000
Lightbox in Concourse	1 Month	15,000
Sampling (1.5 X 1.5m)	1 Weekend (3days: Thu/Fri/Sat)	25,000
L Shaped Plasma Screen at Entrance of the Concourse Area - Next to MAX Screen (30 times an hour)	1 Month	35,000
Large Poster Box in Concourse Area	1 Month	31,500
Sampling Inside Regular Cinema (Max 3 Cinemas)	1 Weekend (3days: Thu/Fri/Sat)	18,000
Sampling Inside VOX THEATRE Cinemas	1 Weekend (3days: Thu/Fri/Sat)	18,000



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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SCREEN ADVERTISING WORLD ASSOCIATION

