

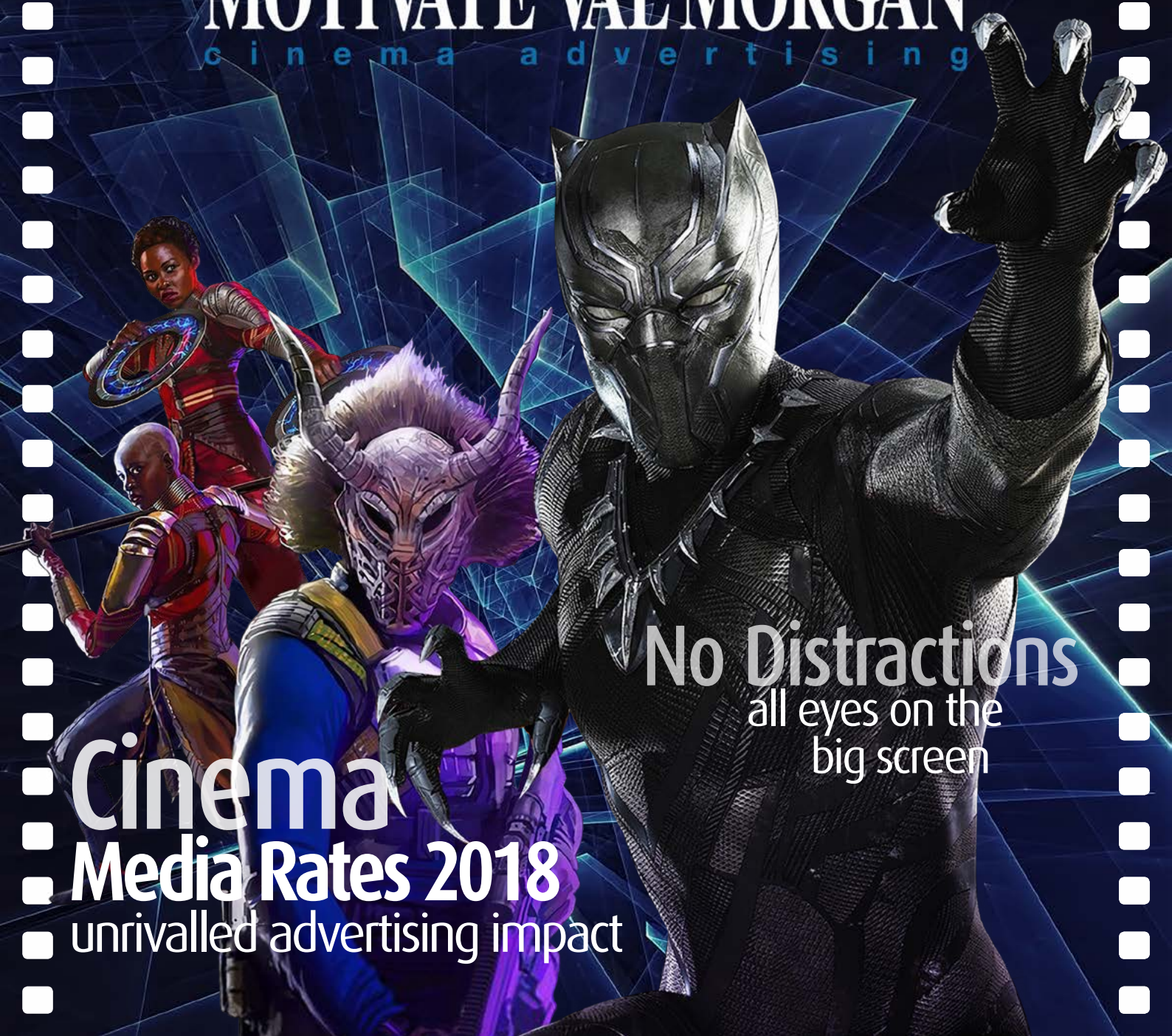
Darkened
auditorium

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

SCREEN ADVERTISING WORLD ASSOCIATION

