

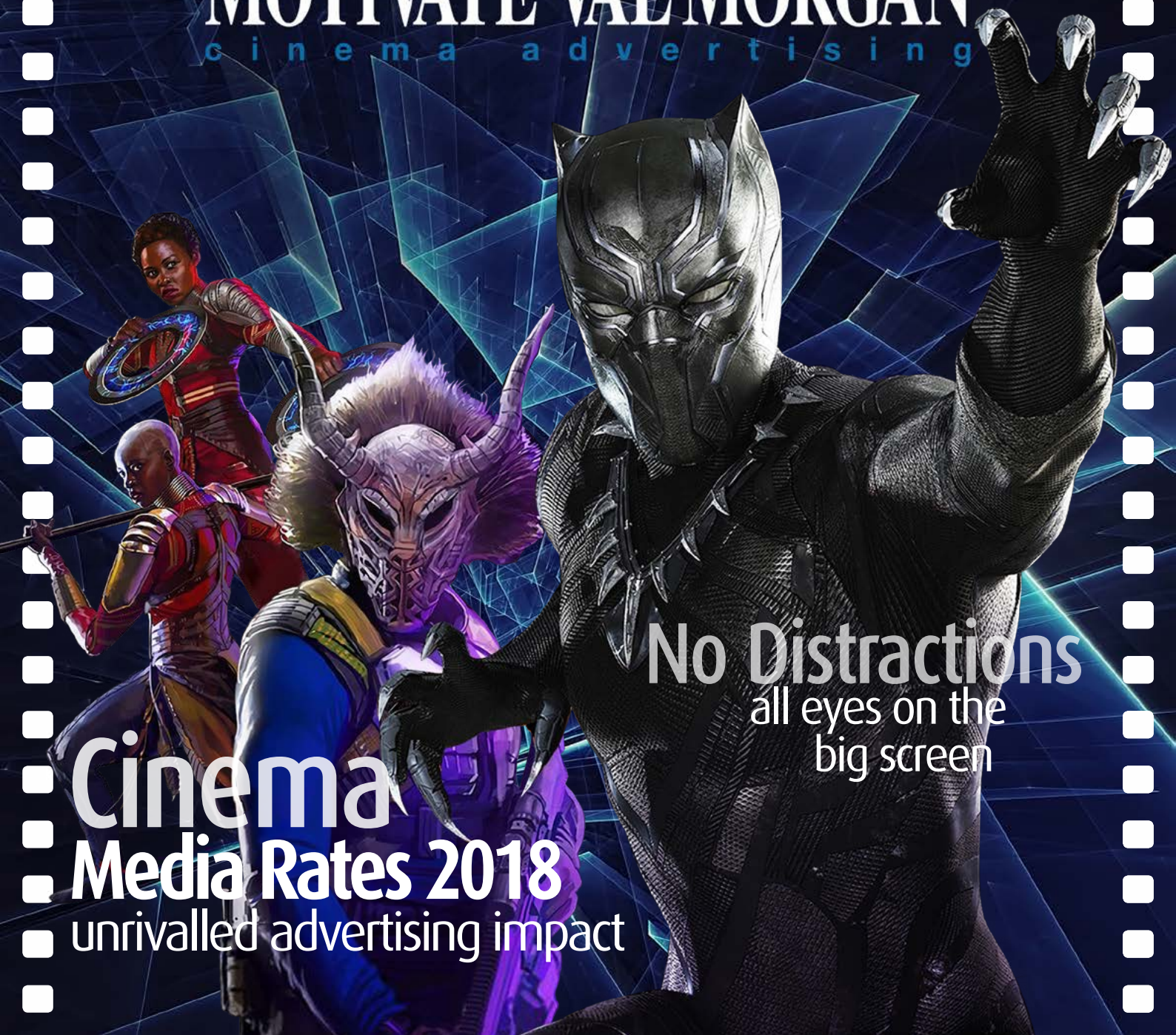
Darkened
auditorium

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	IMAX	212		112
	2**	40		112
	3**	40		112
	VIP	38		112
	4	330	130,000	448

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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sawa

SCREEN ADVERTISING WORLD ASSOCIATION

