

Darkened  
auditorium



Captive  
audience

# MOTIVATE VAL MORGAN

c i n e m a a d v e r t i s i n g



Cinema  
Media Rates 2020  
unrivalled advertising impact

Cinema  
turns audiences  
into customers

# onscreen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Riyadh Park	IMAX	212		140
	2**	40		140
	3**	40		140
	VIP1	34		140
	MAX	260		140
	6	86		140
	7	78		140
	8	77		140
	VIP2	30		140
	10	113		140
	11	68		140
	12	58		140
		<b>12</b>	<b>1,096</b>	<b>240,000</b>

### The Roof

The Roof	1	49		140
	2	52		140
	3	87		140
	4	46		140
	5**	49		140
	6	87		140
	7	98		140
	8	77		140
	<b>8</b>	<b>545</b>	<b>61,000</b>	<b>1,120</b>

### Kingdom Centre

Kingdom Centre	VVIP1	24		140
	VVIP2	30		140
	VVIP3	30		140
	VVIP4	30		140
	VVIP5	24		140
	VVIP6	30		140
	VVIP7	30		140
	VVIP8	30		140
	<b>8</b>	<b>228</b>	<b>138,000</b>	<b>1,120</b>

\*\* VOX kids

	Screen	Seats	30 Sec (SAR)	Spots
Atyaf Mall	1**	33		140
	2**	50		140
	3	43		140
	4	57		140
	5	57		140
	6	43		140
	7	64		140
	8	62		140
	9	62		140
	VIP1	30		140
	VIP2	30		140
	<b>11</b>	<b>531</b>	<b>50,000</b>	<b>1,540</b>



#### Durations

• Other time lengths will be on Pro-rata basis

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

#### Material Requirements & Minimum Standards

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

# onscreen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>Al Qasr Mall</b>	MAX	160		140
	2	81		140
	3	105		140
	4	113		140
	5	104		140
	6	54		140
	7	119		140
	8	91		140
	9	64		140
	10	53		140
	11**	44		140
	12**	45		140
	13	106		140
	14	90		140
	15	37		140
	<b>15</b>	<b>1,266</b>	<b>117,000</b>	<b>2,100</b>

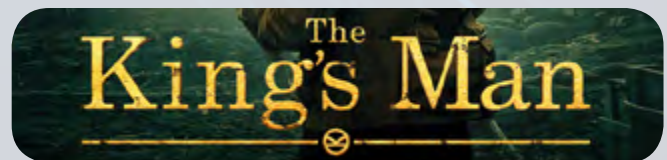
	Screen	Seats	30 Sec (SAR)	Spots	
<b>Riyadh Front</b>	1	49		140	
	2	49		140	
	MAX	292		140	
	4	38		140	
	5	58		140	
	6	73		140	
	7	137		140	
	8	137		140	
	9	137		140	
	10	137		140	
	11	75		140	
	12	43		140	
	13**	57		140	
	14**	57		140	
	GC1	32		140	
	GC2	32		140	
	GC3	12		140	
	GC4	12		140	
		<b>18</b>	<b>1,427</b>	<b>192,000</b>	<b>2,520</b>

GC - Gold Class

\*\* VOX kids

	Screen	Seats	30 Sec (SAR)	Spots
<b>Sahara Mall</b>	1	98		140
	2	128		140
	3	110		140
	4	110		140
	5	110		140
	6	69		140
	7	128		140
	8	128		140
	9**	47		140
	GC1	20		140
GC2	28		140	
	<b>11</b>	<b>976</b>	<b>90,000</b>	<b>1,540</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Hamat Flamingo</b>	MAX	242		140
	2	59		140
	3	74		140
	4	96		140
	5	56		140
	6	47		140
	7	106		140
	8	54		140
	<b>8</b>	<b>734</b>	<b>70,000</b>	<b>1,120</b>



#### Durations

- Other time lengths will be on Pro-rata basis

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

#### Material Requirements & Minimum Standards

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

# onscreen advertising



## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
<b>Red Sea Mall</b>	1	160		140
	2	160		140
	3	123		140
	4	161		140
	5	161		140
	6	126		140
	IMAX	277		140
	VIP	50		140
	9**	66		140
	GC1	46		140
	GC2	46		140
	GC3	46		140
	<b>12</b>	<b>1,422</b>	<b>225,000</b>	<b>1,680</b>

### Jeddah Park

<b>Jeddah Park</b>	1	139		140
	2	139		140
	3	40		140
	4	40		140
	5**	38		140
	6	72		140
	7	72		140
	8	72		140
	9	72		140
	10	139		140
	11	139		140
	12	40		140
	13	40		140
	14	40		140
	15	72		140
	VIP	46		140
	17	72		140
	18	72		140
	<b>18</b>	<b>1,344</b>	<b>180,000</b>	<b>2,520</b>

### Dammam

	Screen	Seats	30 Sec (SAR)	Spots
<b>West Avenue Mall</b>	MAX	227		140
	2**	40		140
	3	161		140
	4	161		140
	5	161		140
	6	161		140
	<b>6</b>	<b>911</b>	<b>70,000</b>	<b>840</b>



#### Durations

- Other time lengths will be on Pro-rata basis

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

#### Material Requirements & Minimum Standards

##### RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

\*\* VOX kids

GC - Gold Class

# onscreen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>KAFD</b>	1	405		140
	<b>1</b>	<b>405</b>	<b>79,000</b>	<b>140</b>
<b>Panorama Mall</b>	1	77		140
	2	77		140
	3	84		140
	4	77		140
	5	84		140
	6	77		140
	7	88		140
	8	84		140
	9	66		140
	10	79		140
	<b>10</b>	<b>793</b>	<b>110,000</b>	<b>1,400</b>

### Durations

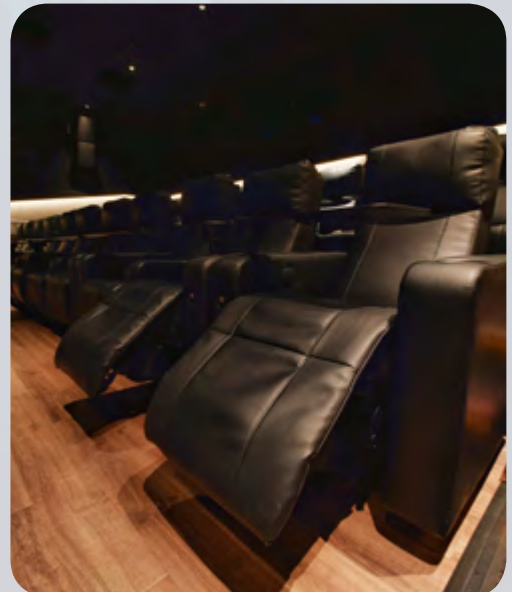
• Other time lengths will be on Pro-rata basis

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

### Material Requirements & Minimum Standards

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



# onscreen advertising



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
<b>Mall of Arabia</b>	1*	434		140
	2	312		140
	3	263		140
	4	68		140
	5	68		140
	6	68		140
	7	68		140
	8	68		140
	9	98		140
	10	98		140
	11**	151		140
	12#	125		140
Suite1	35		140	
Suite2	35		140	
Suite3	35		140	
	<b>15</b>	<b>1,926</b>	<b>250,000</b>	<b>2,100</b>

### Dammam

	Screen	Seats	30 Sec (SAR)	Spots
<b>Nakheel Mall</b>	1	151		140
	2	87		140
	3	85		140
	4	84		140
	5	68		140
	6	92		140
	7	92		140
	<b>7</b>	<b>659</b>	<b>60,000</b>	<b>980</b>

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>Al Hamra Mall</b>	1	186		140
	2	125		140
	3	51		140
	4	51		140
	5	51		140
	6	93		140
	<b>6</b>	<b>557</b>	<b>60,000</b>	<b>840</b>



#### Durations

- Other time lengths will be on Pro-rata basis
- 1 week 60% discount on the above
- 2 weeks 35% discount on the above
- 3 weeks 10% discount on the above

#### Material Requirements & Minimum Standards

##### RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

\* Muvi Xperience

\*\* Screen X

# Muvi Junior

# 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



# MOTIVATE VAL MORGAN

c i n e m a a d v e r t i s i n g

## Contact

Office No 423-424, Building 8, Dubai Media City,  
PO Box 2331, Dubai, United Arab Emirates  
Phone: +971 4 3903550 Fax: +971 4 3904845  
E-mail: [valmorgan@motivate.ae](mailto:valmorgan@motivate.ae)  
[www.motivatevalmorgan.com](http://www.motivatevalmorgan.com)

**sawa**  
SCREEN ADVERTISING WORLD ASSOCIATION



**CANNES LIONS**  
OFFICIAL FESTIVAL REPRESENTATIVE  
UNITED ARAB EMIRATES