on screen advertising

VOX CINEMAS سينما

on screen advertising packages

VOX CINEMAS سينما

Total Domination Top Four (30-Sec Four Weekly Rates)

Maximize your coverage with the Total Domination Package to increase your visibility among the cinema-going audience.

Screen	Seats	30 Sec (USD) Paid	30 Sec (USD) Free	Spots
IMAX®+GC1	463+30	6,500		336
2+GC2	295+22	4,500		336
3+GC4	151+30	3,500		336
4*	60		3,000	168
5	150		3,000	168
6+GC3	158+22	3,500		336
7	67		2,300	168
8	78		2,300	168
9	68		2,300	168
10	113		2,800	168
11	47		2,300	168
15	**1,754**	**18,000**	**18,000**	**2,520**

GC - Gold Class   * 4DX

Durations

07 Sec	75% discount	15 Sec	40% discount
45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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

For digital screens

- One DCP (Digital Cinema Package) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or seperate tracks with sync beeps

Multi-Screen Packages (30-Sec Four Weekly)

Optimize your coverage by chosing any one of the Multi-Screen Options.

Jumbo Multi-Screen Package (Top Three)

Screen	Seats	30 Sec (USD) Paid	30 Sec (USD) Free	Spots
IMAX®+GC1	463+30	6,500		336
2+GC2	295+22	4,500		336
4*	60		3,000	168
6+GC3	158+22	3,500		336
8	78		2,300	168
9	68		2,300	168
11	47		2,300	168
10	**1,243**	**14,500**	**9,900**	**1,680**

Mega Multi-Screen Package (Top Two)

Screen	Seats	30 Sec (USD) Paid	30 Sec (USD) Free	Spots
IMAX®+G1	463+30	6,500		336
2+G2	295+22	4,500		336
9	68		2,300	168
11	47		2,300	168
6	**925**	**11,000**	**4,600**	**1,008**

Gold Class Package

GOLD

Screen	Seats	30 Sec (USD)	Spots
GC1	30		168
GC2	22	5,800	168
GC3	22		168
GC4	30		168
4	**104**	**5,800**	**672**

Rates not inclusive of taxes.

on screen advertising

30-Second Four Weekly Film Advertising Rates

Beirut	Seats	USD
City Centre Beirut	60	4,600

Durations

07 Sec	75% discount	15 Sec	40% discount
45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

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

• Rates for other time lengths are available on request
• Same rates apply for 'Follow a Movie'
• Rates for 'Follow a Movie' is for the entire period the selected movie is playing

Material Requirements & Minimum Standards

• RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
• Audio: Full mix or seperate tracks with sync beeps

on screen advertising packages

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

Premium Cinema Screens

VOX Cinemas

	Screen	Seats	USD
City Centre Beirut	GC1	30	1,450
	GC2	22	1,450
	GC3	22	1,450
	GC4	30	1,450

THE FABELMANS
DIRECTED BY STEVEN SPIELBERG

THE OFFERING
NO SOUL IS SAFE

OPERATION FORTUNE
RUSE DE GUERRE
DIRECTED BY GUY RITCHIE

Durations

07 Sec	75% discount	15 Sec	40% discount
45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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

For digital screens

- One DCP (Digital Cinema Package) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or seperate tracks with sync beeps

GC - Gold Class

Rates not inclusive of taxes.

on screen advertising packages

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cinema advertising

Lebanon Premium Screen Package

Lebanon Premium Screen Package (30-Second Four Weekly Rates)

Maximise your coverage of sophisticated cinema audiences in the Lebanon with the Lebanon Premium Screen package.
Your ad appears on **4 screens across 1 cinema. Four weekly 30-second rate is USD 4,350** inclusive of one digital transfer (DCP).
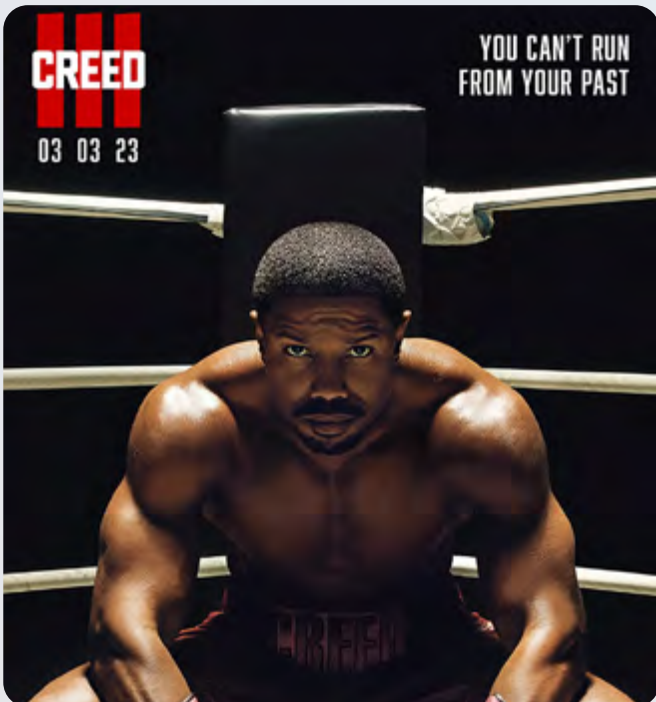
3D & 4D format

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**
  - h.264/ h.265 Pro.Mp4/.Mov
  - Cineform.mov/.avi
  - Apple Pro.Res. mov

- **Audio Specs**
  - Stereo L/R

4DX

- **Format requirement**

4D programming task is proceeded with the files **with an 8 second blank at the beginning** of the commercial for the 4Dx effects to start:

  - MOV File with 8 sec blank at the beginning - **has to be 24fps**

  - DCP with 8 sec blank at the beginning

4Dx needs the above two format files for 4D programming and eventually they will deliver the DCP and Codes to client at the end of task.

- **Lead time of 4D programming task**

  - 1~2 weeks

- **What happens then:**

  - 4Dx proceeds with the 4D programming and delivers the DCP with Codes to receive feedback from us and the advertiser/agency

  - And additional revisions of 4D programming is proceeded according to the feedback and request for certain 4D effects.

digital advertising production (dcp)

STANDARD REQUIREMENTS FOR GOOD QUALITY TRANSFERS TO DCP

Picture Format*
- Image sequences with uncompressed or lossless compressed file types such as TGA or TIF with 1998 x 1080 (for widescreen)
- RAW File : High resolution .mov file (1998 x 1080 pixels) OR TGA File

Audio Format*
- Full mix or seperate tracks for true Dolby transfers
- Separate, unmixed audio tracks for each element such as voice-over, music as AIFF or WAV files on CD or ProTools V.7 files on CD
- Separate audio channels must be unmixed and unprocessed with any filters like 'maximize' or 'normalize'
- Each track must have a sync signal at the beginning
- Stereo mix for reference on the video file

Safe Action:
36 pixels from left and right
21 pixels from top and
bottom

Safe Title:
71 pixels from left and right
41 pixels from top and
bottom

Guidelines
Text and graphics must be within the 'safe title' area. Outside of the 'safe action area' has the risk to be cropped during projection.

The entire commercial including text & graphics must not be rendered in 'interlaced/field' mode. The commercial must be rendered in 'progressive/frame' mode.

There should be no problem with the general image quality. (Color and light inconsistency, compression defects, low sampling, underexposure, overexposure, transfers with bad connections, etc).

Alternative:
- Digital Betacam recording with 1.85:1 frame aspect ratio. (720 x 415 non-square pixels within the PAL frame of 720 x 576 non-square pixels)
- Master Film within tape formats and resolutions such as HDCAM (1920x1080), HDCAM-SR (1920x1080), Digital Betacam (720x576)

*For Cinemascope, kindly contact our sales team.

DCP (Digital Cinema Package) Specifications

If you are supplying us with finished DCP please ensure that the content supplied adheres to the specifications outlined below, and that files are pre-checked for quality.

Content is to be in widescreen 1.85:1(1998 x 1080) format due to technical restrictions on changing to cinemascope format. The images **should not** be in letter-box format.

Content is to be supplied on a USB flash drive or emailed via online file sharing portals such as wetransfer, dropbox etc.

DCPs which are in the normal ad presentation must be in Flat format. Scope DCPs are only accepted if the DCP is booked for sponsorship, ticker or silence your mobile position. Kindly get in touch with your respective sales representative on the position of the DCP.

When a DCP gets rejected, the title of the revised DCP must change. We will not accept the revised DCP with the same title as that of the original DCP.

For Example:

QC attempt 1:
Client_Brand_ADV_F_EN_AE_51_2K_20160108_IOP_OV"

If attempt 1 fails, the title of the second DCP should be:
Client_Brand_New_ADV_F_EN_AE_51_2K_20160108_IOP_OV

If attempt 2 fails the title of the third DCP should be:
Client_Brand_New2_ADV_F_EN_AE_51_2K_20160108_IOP_OV

PICTURE FORMAT

The images shall be compressed with JPEG2000 ACTIVE IMAGE ONLY per the DCI specification and shall have the following attributes:

4:4:4 12 bits per sample, X'Y'Z' color space, DCI-P3 Color Gamut Image sizes:

- 2K scope: 2048 x 858
- 2K flat: 1998 x 1080

AUDIO FORMAT

The audio files shall have the following attributes:

- Files must be in reels matching the image file reels
- The sampling clock rate shall be exactly 48,000.000 Hz or 48 KHz at exactly 24 fps

The presentation level for sound must not exceed a loudness level of 82dB Leq.

SUBTITLES

For non-English DCP's, please ensure to provide English subtitles

DCP (Digital Cinema Package)

Specifications

SOUND LEVEL RESTRICTIONS

We require a loudness level that does not exceed an average of 82dB - JPEG 2000 sound elements. This standard is based on measurements by the Dolby LEQ Meter, which gives a numeric value to a loudness average over the length of a commercial. The sound level of 82dB is considered internationally to be the acceptable maximum level.

DCP FORMAT

The DCP files shall be wrapped using the MXF Interop for DCI. The DCP shall consist of the following types of files:

- Asset map
- Vol Index
- Packing List (PKL)
- Composition Playlist (CPL)s
- MXF Wrapped image track file(s)
- MXF Wrapped audio track file(s)

CONTENT KIND CATEGORIZATOIN

When creating the DCP, it is **mandatory** to categorize the "ContentKind" of the DCP with "advertisement" and **not** "feature"

IMAX REQUIREMENTS

- Aspect ratio must be 1998 X 1080
- Sound Level should be -6 db to -9db
- Picture frame rate must be 24 fps
- If 3D content needs to be played, need to contact IMAX team for encoding the DCP in IMAX 3d

DCP (Digital Cinema Package) Specifications

COMPOSITION PLAYLISTS [CPLs] MUST COMPLY WITH THE DIGITAL CINEMA TITLE NAMING CONVENTION

The below describes the naming convention for the Content Title Text and Annotation Text fields in a Composition Playlist (CPL) for all Digital Cinema Packages (DCP).

The most significant information about the DCP is contained in the first 40 characters of the CPL text fields, to accommodate certain digital cinema servers with limited user interface character displays.

Additional information is included for servers that can display more than 40 characters.

The title name must appear in the Content Title Text field and it may appear in the Annotation Text field.

Underscores separate each field of information in the title name. Hyphens can be used to separate words or parts within a field.

No blank spaces are to be used. Generally, upper case letters are used, with lower case letters used in specific instances as described below.

DCP TITLE REQUIREMENTS
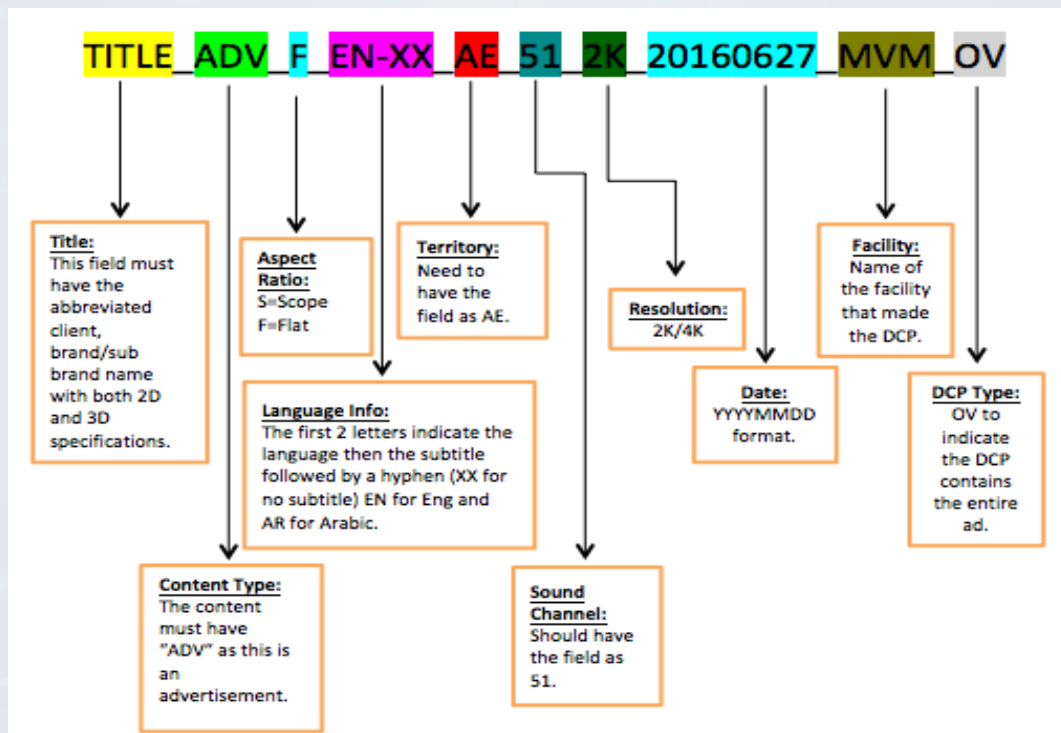
Incorrectly Named DCP:

- Client_brand_ENG-15secs
- Client_04_1_dcp

Correctly Named DCP:

- Client_Brand_ADV_F_EN_AE_51_2K_20160108_IOP_OV
- Client_Brand_ADV-1_F_AR-EN_INT-G_20_2K_20160608_SMPTE_OV

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SAWA
SCREEN ADVERTISING WORLD ASSOCIATION

CANNES LIONS
OFFICIAL FESTIVAL REPRESENTATIVE
UNITED ARAB EMIRATES