

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 2023
unrivalled advertising impact

Cinema
turns audiences
into customers

on screen advertising

CINEMACITY

30-Second Four Weekly Film Advertising Rates

Abu Dhabi	Screen	Seats	AED
Alqana	XXL+VIP13	340+50	19,500
	2	89	4,500
	3	88	4,500
	4	103	5,000
	5	115	6,000
	6+VIP12	127+40	8,500
	7	109	5,500
	8+VIP15	170+48	11,500
	9	125	6,500
	10+VIP14	200+50	12,500
	11	147	7,500
Follow an English Blockbuster			31,250
Follow an English Movie			25,000
Follow an Asian/Arabic Movie			12,500

Sharjah	Screen	Seats	AED
Zero 6 Mall	IMAX+ST1	366+32	23,000
	2	249	12,750
	3+ST2	277+32	20,750
	4	121	6,250
	5	108	5,750
	6	108	5,750
	Follow an English Blockbuster		
Follow an English Movie			23,000
Follow an Asian/Arabic Movie			12,750

Rahmania	Screen	Seats	AED
	1	88	5,000
	2	96	6,000
	3	86	5,000
	4	86	5,000
Follow an English Blockbuster			6,250
Follow an English Movie			5,000
Follow an Asian/Arabic Movie			4,000

Dubai	Screen	Seats	AED
Arabian Center	1	156	15,000
	2+VIP6	176+98	28,000
	3	176	17,750
	4	159	15,000
	5	121	12,750
	7	122	12,750
	8	98	10,250
	Follow an English Blockbuster		
Follow an English Movie			16,200
Follow an Asian/Arabic Movie			11,500

Fountain Views	Screen	Seats	AED
	VIP1	22	7,250
	VIP2	62	17,250
	VIP3	30	8,750
	VIP4	30	8,750
	VIP5	54	17,250
	VIP6#	28	9,000
Follow an English Blockbuster			21,500
Follow an English Movie			17,250
Follow an Asian/Arabic Movie			8,750

ST - STAR THEATERS

- AZUL

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)
- Audio: Full mix or separate tracks with sync beeps



on screen advertising

سينيپوليس cinépolis

C I N E M A S سينما

30-Second Four Weekly Film Advertising Rates

Sharjah

	Screen	Seats	AED
Oasis Mall	Macro XE	259	20,750
	P1	269	20,750
	3*	57	7,500
	P2	83	7,000
	P3	88	7,000
	P4	88	7,000
	P5	88	7,000
	P6	88	7,000
	P7	88	7,000
	P8	88	7,000
	Follow an English Blockbuster		25,750
	Follow an English Movie		20,600
	Follow an Asian/Arabic Movie		7,000

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

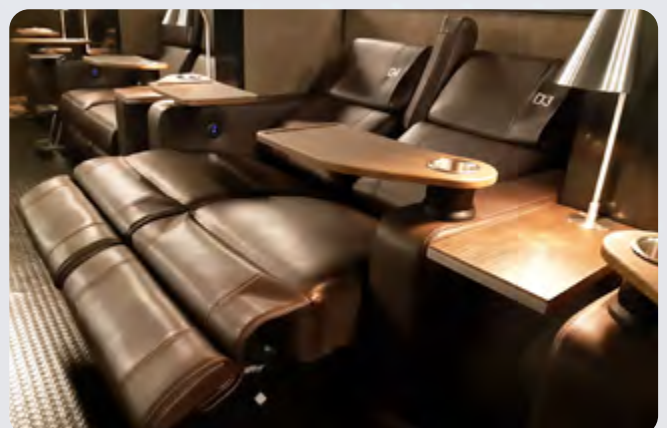
Material Requirements & Minimum Standards

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)
- Audio: Full mix or separate tracks with sync beeps

P - Premium

*Junior



on screen advertising

ROYAL CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Abu Dhabi

	Screen	Seats	AED	
Dalma Mall	3	169	11,500	
	4	123	5,250	
	5	99	4,500	
	6+R2	232+43	28,750	
	7	61	8,500	
	8	117	5,750	
	9	234	20,250	
	RP+R1	286+61	31,750	
	11	232	20,250	
	12	99	4,500	
	13	125	5,250	
	14	169	11,500	
	Follow an English Blockbuster			36,000
	Follow an English Movie			28,800
Follow an Asian/Arabic Movie			14,250	
Deerfields Mall	1*	61	4,500	
	RP+R1	336+46	34,500	
	3	155	9,750	
	4	98	8,750	
	5	98	8,750	
	6	97	8,750	
	7	97	8,750	
	8	222	17,250	
	9+R3	218+24	25,250	
	10+R2	206+24	28,750	
	11	282	17,250	
	Follow an English Blockbuster			31,500
	Follow an English Movie			25,200
	Follow an Asian/Arabic Movie			13,750

	Screen	Seats	AED	
Khalidiyah Mall	RP+R	369+30	25,250	
	2	288	19,000	
	3	301	22,000	
	4	173	9,250	
	5	141	5,750	
	6	110	5,250	
	7	183	12,750	
	8	70	6,250	
	Follow an English Blockbuster			28,750
	Follow an English Movie			23,000
Follow an Asian/Arabic Movie			11,500	
Ruwais Mall	1	116	12,750	
	2	116	12,750	
	3	91	10,250	
	4	91	10,250	
	Follow an English Blockbuster			11,500
	Follow an English Movie			9,200
Follow an Asian/Arabic Movie			7,000	



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)
- Audio: Full mix or separate tracks with sync beeps



R - Royal Class RP - Royal Plus * Royal Kids

on screen advertising



اوسكار سينما Oscar Cinema

30-Second Four Weekly Film Advertising Rates

Abu Dhabi

	Screen	Seats	AED
Al Wahda Mall	1+P*	290 + 39	27,500
	3	141	12,750
	4	161	17,750
	5	163	17,750
	6	162	17,750
	7	101	7,500
	8	143	12,750
	9	125	10,250
	Follow an English Blockbuster		
Follow an English Movie			25,200
Follow an Asian/Arabic Movie			13,750

Al Ain

	Screen	Seats	AED
Al Foah Mall	1+P*	216+48	15,000
	2	180	8,000
	3	152	7,500
	4	105	6,250
	5	130	7,000
Follow an English Blockbuster			17,250
Follow an English Movie			13,800
Follow an Asian/Arabic Movie			7,000

Sports Club

1	807	8,000
Follow an Asian/Arabic Movie		7,000



P* - Pearl Suite

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)
- Audio: Full mix or separate tracks with sync beeps



on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
The Dubai Mall	1	53	5,250
	2	53	5,250
	3+PS3	176+32	36,250
	4+PS4	176+30	36,250
	5	53	5,250
	6	53	5,250
	7**+PS2	213+32	43,250
	8##+PS5	176+24	36,250
	9	140	17,250
	10	136	17,250
	11	75	8,000
	12	76	8,000
	13	155	17,250
	14	78	8,000
	15***	28	10,250
	16***	48	12,750
	17	83	12,750
	18#	23	9,250
	19#	40	11,500
	21**+PS1	302+32	48,750
	22*	120	13,750
	Follow an English Blockbuster		
Follow an English Movie			51,750
Follow an Asian/Arabic Movie			18,975

Dubai Marina Mall	1	79	9,250
	2**	170	25,250
	3	70	9,250
	4	192	25,250
	5	88	9,750
	6	88	9,750
	7	70	9,250
Follow an English Blockbuster			36,000
Follow an English Movie			28,750
Follow an Asian/Arabic Movie			8,050

PS - Platinum Suite

*MX4D

**DOLBY Cinema

***Dine-In Cinema

##ScreenX

#Junior

	Screen	Seats	AED
The Springs Souk	1	59	7,000
	2	90	10,250
	3###	31	13,750
	4	45	5,250
	5	39	4,500
	6#	41	4,500
Follow an English Blockbuster			13,000
Follow an English Movie			10,350
Follow an Asian/Arabic Movie			5,175



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

4 Week Campaign on MX4D

Location	Screen	Seats	AED
The Dubai Mall	19	94	25,000

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)
- Audio: Full mix or separate tracks with sync beeps

on screen advertising packages



Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all Reel locations with the Emirates Blockbuster package. Your ad appears on **39 screens across 3 cinemas. Four weekly 30-second rate is AED 255,250** inclusive of one digital transfer (DCP).

Follow a Movie Package

Position your brand by targeting an audience of a specific English Blockbuster, English, Asian or Arabic Movie.



English Blockbuster Movie

The commercial will play for as long as the movie runs across the 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 91,000.

Notes:

- English Blockbuster movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



English Movie

The commercial will play for as long as the movie runs across the 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 72,680.

Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



Asian Movie

The commercial will play for as long as the movie runs across the 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 25,760.

Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



Arabic Movie

The commercial will play for as long as the movie runs across the 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 25,760.

Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
City Centre	MAX1+T1	386+40	31,750
Mirdif	MAX2+T2	261+40	28,750
	3	152	9,750
	4*	124	18,500
	5	161	10,250
	6	162	10,250
	7	161	10,250
	8	261	19,000
	9**	40	4,000
	10**	40	4,000
	IMAX Sapphire+T3+T4	128+40+40	28,750
	12	144	9,250
	13	144	9,250
	14	144	9,250
	15	57	4,500
	16	48	4,000
	Follow an English Blockbuster		46,750
	Follow an English Movie		37,400
	Follow an Asian/Arabic Movie		13,750

	Screen	Seats	AED
City Centre	MAX1+GC1	546+40	50,500
Deira	MAX2+GC2	380+40	46,000
	3+GC3	259+32	33,250
	4	105	7,000
	5	207	9,750
	6	181	9,250
	7	181	9,250
	8	209	9,750
	9	104	7,000
	10*	124	18,500
	11+GC4	257+32	31,750
	12**	37	5,250
	17	135	8,000
	18	153	8,000
	19	107	7,000
	20	35	5,250
	Follow an English Blockbuster		57,500
	Follow an English Movie		46,000
	Follow an Asian/Arabic Movie		30,000

T - THEATRE GC - Gold Class ** VOX Kids
* 4DX # - SAMSUNG ONYX

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 separate tracks with sync beeps

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' are for the entire period that the selected movie plays
- 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

	Screen	Seats	AED
Wafi City	1	116	5,250
	2	116	5,250
	3+VIP5	264+44	13,750
	4+VIP1	143+42	7,500
	5+VIP3	120+42	7,000
	6	120	5,750
	MAX+VIP4	474+68	24,250
	8+VIP2	149+42	8,750
	9**	71	3,500
	15#	56	3,000
	Follow an English Blockbuster		30,250
	Follow an English Movie		24,200
	Follow an Asian/Arabic Movie		13,750

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
Mall of The Emirates	IMAX®+T1	359+36	48,250
	2*	160	21,750
	ATMOS+T3	178+36	21,250
	4	138	15,000
	5	140	15,000
	6	140	15,000
	7	48	5,250
	8	48	5,250
	9	48	5,250
	10	48	5,250
	11**	47	5,250
	12**	48	5,250
	13	108	9,250
	14+T4	152+34	15,000
	15	110	11,500
	16	78	6,250
	17+T2	187+36	41,500
	18**	94	9,250
	19	92	9,250
	20	116	11,500
Follow an English Blockbuster			70,500
Follow an English Movie			56,400
Follow an Asian/Arabic Movie			19,000

Mercato	1	120	12,750
	2	143	15,000
	3	177	21,750
	4	174	21,750
	5	174	21,750
	6	129	12,750
	7	110	9,250
Follow an English Blockbuster			24,500
Follow an English Movie			19,600
Follow an Asian/Arabic Movie			13,750

	Screen	Seats	AED
Burjuman	MAX+GC1	224+50	27,500
	2**	43	4,500
	3+GC2	190+50	19,000
	4	31	4,000
	5	48	5,250
	6+GC3	136+50	15,000
	7	124	12,750
	8	41	4,500
	9	38	4,500
	10+GC4	220+50	25,250
Follow an English Blockbuster			31,500
Follow an English Movie			25,200
Follow an Asian/Arabic Movie			17,250

MEGAPLEX	1	460	20,250
	2	388	20,250
	3	296	20,250
	4	296	20,250
	5	200	17,250
	6	200	17,250
	7	130	11,000
	8	130	11,000
	9	130	11,000
	10*	68	11,000
	11	100	9,250
	12	94	9,250
Follow an English Blockbuster			22,750
Follow an English Movie			18,200
Follow an Asian/Arabic Movie			15,750



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' are for the entire period that the selected movie plays
- 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 separate tracks with sync beeps

T - THEATRE
** VOX Kids

GC - Gold Class
* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
City Centre	1	131	9,750
Shindagha	2	143	10,250
	3	124	9,250
	4	130	9,750
	5	205	12,750
	6	45	4,000
	7	91	6,250
Follow an English Blockbuster			14,250
Follow an English Movie			11,400
Follow an Asian/Arabic Movie			8,750

OUTDOOR at Galleria Mall	1	98	8,750
		Follow a Movie	8,600

Nakheel Mall	MAX+T1	282+16	28,750
	2+T2	107+16	15,000
	3+T3	109+16	15,000
	4	45	4,500
	5	38	3,500
	6**	46	4,500
	7	39	3,500
	8+T4	59+16	11,500
	9	31	3,000
	10	47	4,500
	11	56	4,500
Follow an English Blockbuster			36,000
Follow an English Movie			28,800
Follow an Asian/Arabic Movie			15,000

	Screen	Seats	AED
Dubai	IMAX+VIP1	323+46	30,000
Festival City Mall	2	156	13,500
	3	182	15,500
	4	182	15,500
	5+VIP2	263+46	25,500
	6	155	13,000
	7	122	11,000
	8	122	11,000
	9	99	8,000
	10	98	8,000
	13###	64	5,500
	14	69	5,500
	15	80	6,500
	16	80	6,500
	17**	78	6,500
	18**	78	6,500
Follow an English Blockbuster			30,250
Follow an English Movie			24,200
Follow an Asian/Arabic Movie			13,750



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

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Material Requirements & Minimum Standards

For digital screens

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- Audio: Full mix or separate tracks with sync beeps



T - THEATRE
** VOX Kids

GC - Gold Class
* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

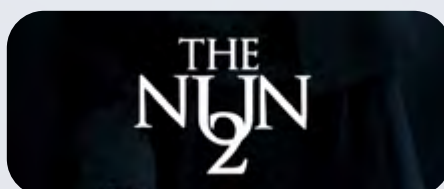
Abu Dhabi

	Screen	Seats	AED
YAS Mall - Abu Dhabi	MAX1+T1	478+36	41,500
	2	90	7,000
	3	144	10,250
	4	131	10,250
	5	81	6,250
	MAX2+T3	214+36	25,250
	7	43	4,500
	8	80	6,250
	9	69	6,250
	10**	38	4,500
	11**	68	6,250
	12**	40	4,500
	13*	96	12,750
	17	193	16,000
	18	135	10,250
	19+T2	241+36	28,750
	20	193	16,000
Follow an English Blockbuster			46,750
Follow an English Movie			37,400
Follow an Asian/Arabic Movie			14,250

	Screen	Seats	AED
Reem Mall	MAX	357	29,000
	2**	47	4,000
	3	93	7,500
	4	99	8,000
	5	91	7,250
	6	120	9,500
	7	161	13,000
	8	161	13,000
Follow an English Blockbuster			36,250
Follow an English Movie			29,000
Follow an Asian/Arabic Movie			13,000

	Screen	Seats	AED
Nation Towers - Abu Dhabi	1	84	7,500
	2	52	6,250
	3	72	7,000
	4+T4	111+23	15,000
	ATMOS1+T1	124+21	16,000
	ATMOS2+T2	124+21	16,000
	7+T3	121+23	15,000
Follow an English Blockbuster			18,000
Follow an English Movie			14,400
Follow an Asian/Arabic Movie			13,250
Abu Dhabi Mall	MAX	168	17,250
	2	170	16,000
	3	136	13,750
	4	118	11,500
	5	85	9,250
	6**	47	5,750
Follow an English Blockbuster			21,500
Follow an English Movie			17,200
Follow an Asian/Arabic Movie			13,750

	Screen	Seats	AED
The Galleria Al Maryah Island	IMAX+T4	418+12	28,750
	VIP1	50	5,250
	3**	66	6,250
	4**	60	6,250
	5+T1	144+32	18,500
	6	46	4,500
	7	46	4,500
	8	46	4,500
	9	42	4,500
	10	57	5,750
	11	128	9,750
	12+T2	164+32	20,750
	VIP2+T3	175+32	23,000
	14	52	4,750
	15	42	3,500
	16	47	4,000
	17	47	4,000
Follow an English Blockbuster			37,250
Follow an English Movie			29,800
Follow an Asian/Arabic Movie			13,750



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

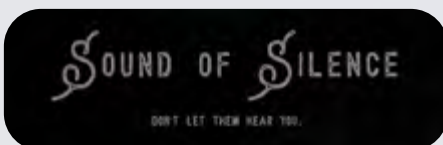
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' are for the entire period that the selected movie plays
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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 separate tracks with sync beeps



T - THEATRE

GC - Gold Class

** VOX Kids

* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

Sharjah

	Screen	Seats	AED
City Centre Sharjah	MAX+GC2	309+48	28,750
	2+GC1	149+40	17,250
	3	69	7,000
	4	130	11,500
	5	128	11,500
	6	79	9,250
	7	81	8,000
	8	83	8,000
	9**	48	5,750
	10**	72	7,000
Follow an English Blockbuster			36,000
Follow an English Movie			28,800
Follow an Asian/Arabic Movie			17,250

City Centre Al Zahia	MAX1+GC1	344+32	23,000
	MAX2+GC2	189+40	14,500
	VIP	70	8,750
	4+GC3	189+38	14,500
	5	155	11,500
	6	68	5,750
	7	59	5,250
	8	59	5,250
	9	59	5,250
	10	60	5,250
	11	45	3,500
	12	45	3,500
	13**	33	3,000
Follow an English Blockbuster			28,750
Follow an English Movie			23,000
Follow an Asian/Arabic Movie			14,250

Ajman

	Screen	Seats	AED
City Centre Ajman	1	301	7,500
	2*	64	3,500
	3**	44	2,250
	4	130	5,250
	5	75	4,000
	6	156	5,250
	7	74	4,000
	8	156	5,250
	MAX	369	8,000
	Follow an English Blockbuster		
Follow an English Movie			7,400
Follow an Asian/Arabic Movie			4,500

Fujairah

	Screen	Seats	AED
City Centre Fujairah	MAX+GC1	251+78	11,000
	2+GC2	167+78	11,000
	3*	72	7,000
	4	74	5,250
	5	97	6,250
	6	98	6,250
	7	74	5,250
	8	120	8,000
	9	153	8,000
	Follow an English Blockbuster		
Follow an English Movie			9,800
Follow an Asian/Arabic Movie			7,000

Al Ain

	Screen	Seats	AED	
Al Jimi Mall	1**	47	3,500	
	2	87	7,000	
	3	92	7,000	
	4	49	3,500	
	5+T2	164+23	15,000	
	MAX+T1	153+31	15,000	
	Follow an English Blockbuster			18,750
	Follow an English Movie			15,000
	Follow an Asian/Arabic Movie			7,000

Ras Al Khaimah

	Screen	Seats	AED
Al Hamra Mall - RAK	MAX+GC	293+18	10,250
	2	75	5,250
	3	72	5,250
	4	196	8,000
	5	61	4,500
	6	101	6,250
	7	50	4,500
Follow an English Blockbuster			12,250
Follow an English Movie			9,800
Follow an Asian/Arabic Movie			5,750

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

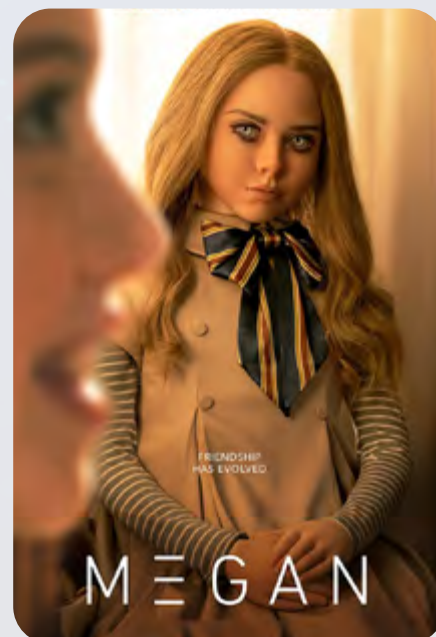
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' are for the entire period that the selected movie plays
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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 separate tracks with sync beeps



GC - Gold Class

** VOX Kids

* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai	Seats	AED
City Centre Deira	124	25,300
City Centre Mirdif	124	25,300
Mall of the Emirates	160	38,000
MEGAPLEX	68	12,650
Abu Dhabi	Seats	AED
Yas Mall - Abu Dhabi	96	25,300
Ajman	Seats	AED
City Centre Ajman	64	12,650
Fujairah	Seats	AED
City Centre Fujairah	72	12,650



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
- Same rates apply for 'Follow a Movie'
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing

1 week
2 weeks
3 weeks

60% discount
35% discount
10% discount

on the above
on the above
on the above

Material Requirements & Minimum Standards

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

on screen advertising packages



Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all VOX locations with the Emirates Blockbuster package. Your ad appears on **282 screens across 21 cinemas**. **Four weekly 30-second rate is AED 1,329,625** inclusive of one digital transfer (DCP).

Follow a Movie Package

Position your brand by targeting an audience of a specific English Blockbuster, English, Asian or Arabic Movie.



English Blockbuster Movie

The commercial will play for as long as the movie runs across the 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 518,800.

Notes:

- English Blockbuster movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



English Movie

The commercial will play for as long as the movie runs across the 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 492,860.

Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



Asian Movie

The commercial will play for as long as the movie runs across the 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 271,938.

Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



Arabic Movie

The commercial will play for as long as the movie runs across the 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 271,938.

Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.

on screen advertising



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

Cinemacity

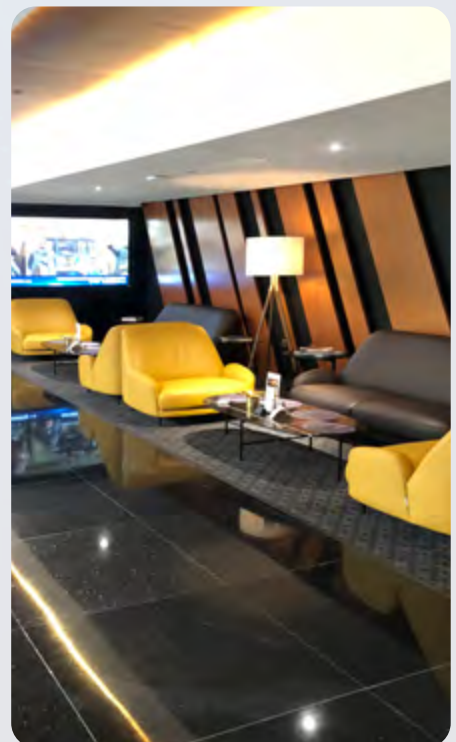
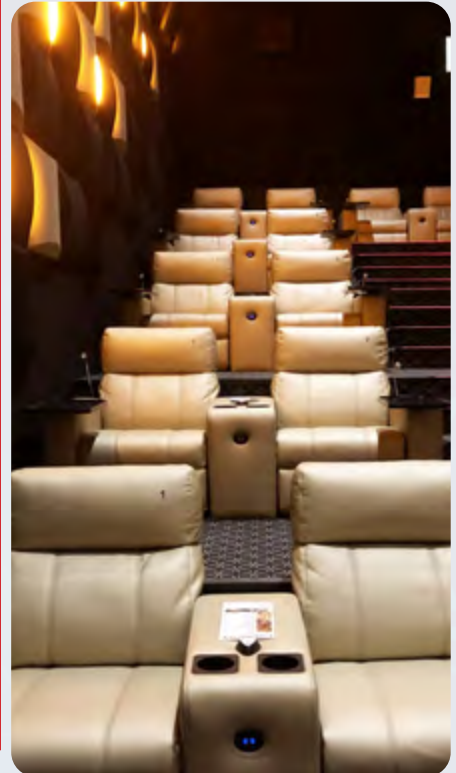
	Screen	Seats	AED
Zero 6 Mall	ST1	32	9,000
	ST2	32	9,000
Alqana	VIP11	40	14,000
	VIP12	50	17,500
	VIP13	50	17,500
	VIP14	48	16,500
Fountain Views	VIP1	22	7,250
	VIP2	62	17,250
	VIP3	30	8,750
	VIP4	30	8,750
	VIP5	54	17,250
	VIP6#	28	9,000
Arabian Centre	VIP6	26	10,250

Oscar Cinema

	Screen	Seats	AED
Al Wahda Mall	P*	39	11,500
Al Foah Mall	P*	48	6,500

Royal Cinemas

	Screen	Seats	AED
Dalma Mall	R1	61	14,000
	R2	43	12,500
Khalidiyah Mall	R	30	10,500
Deerfields Mall	R1	46	14,000
	R2	24	12,000
	R3	24	12,000



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

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 separate tracks with sync beeps

ROYAL CINEMAS

R - Royal Class
P - Platinum Class

OSCAR CINEMA

P* - Pearl Suite

CINEMACITY

ST - Star Theaters
- Azul

on screen advertising



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

Reel Cinemas

	Screen	Seats	AED
The Dubai Mall	PS1	32	19,500
	PS2	32	19,500
	PS3	32	19,500
	PS4	30	19,500
	PS5	24	17,500



VOX Cinemas

	Screen	Seats	AED
City Centre Mirdif	T1	40	12,500
	T2	40	12,500
	T3	40	12,500
	T4	40	12,500

Burjuman	GC1	50	11,500
	GC2	50	11,500
	GC3	50	11,500
	GC4	50	11,500

Yas Mall - Abu Dhabi	T1	36	16,500
	T2	36	16,500
	T3	36	16,500

Al Hamra Mall - RAK	GC	18	4,500
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The Galleria	T1	32	14,000
Al Maryah Island	T2	32	14,000
	T3	32	14,000
	T4	12	6,000

City Centre Al Zahia	GC1	32	9,000
	GC2	40	9,000
	GC3	38	9,000

Dubai Festival City Mall	VIP1	46	14,000
	VIP2	46	14,000



	Screen	Seats	AED
Mall of the Emirates	T1	36	19,500
	T2	36	19,500
	T3	36	19,500
	T4	34	19,500

City Centre Deira	GC1	40	15,000
	GC2	40	15,000
	GC3	32	14,000
	GC4	32	14,000

Al Jimi Mall	T1	31	6,000
	T2	23	6,000

Nation Towers - Abu Dhabi	T1	21	6,500
	T2	21	6,500
	T3	23	6,500
	T4	23	6,500

City Centre Sharjah	GC1	40	11,500
	GC2	48	11,500

City Centre Fujairah	GC1	78	4,500
	GC2	78	4,500

Nakheel Mall	T1	16	6,000
	T2	16	6,000
	T3	16	6,000
	T4	16	6,000

Wafi City	VIP1	42	3,500
	VIP2	42	3,500
	VIP3	42	3,500
	VIP4	68	6,000
	VIP5	44	3,500

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.

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 separate tracks with sync beeps

REEL CINEMAS

PS - Platinum Suite

VOX CINEMAS

G - Gold class

T - THEATRE

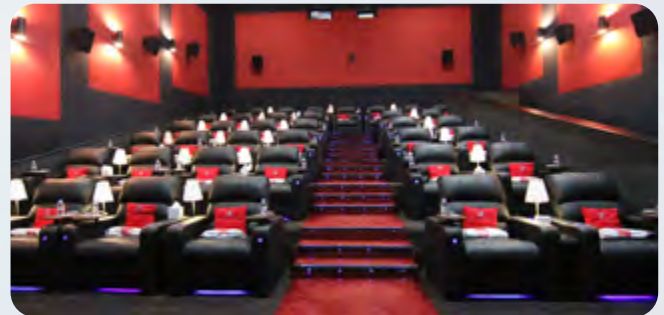
on screen advertising packages



Emirates Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the UAE with the Emirates Premium Screen package. Your ad appears on **74 screens across 25 cinemas**. **Four weekly 30-second rate is AED 597,450** inclusive of one digital transfer (DCP).



on screen advertising packages



Cinema Circuit Package

Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across the **Motivate Val Morgan** circuit (VOX, Oscar, Royal, Cinemacity and Cinépolis) with the Emirates Blockbuster package. Your ad appears on **390 screens across 34 cinemas**. **Four weekly 30-second rate is AED 1,890,500** inclusive of one digital transfer (DCP).

Follow a Movie Package

Position your brand by targeting audience of a specific English Blockbuster, English, Asian or Arabic movie.



English Blockbuster Movie

The commercial will play for as long as the movie runs across the 33 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 751,000.

Notes:

- English Blockbuster movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



English Movie

The commercial will play for as long as the movie runs across the 33 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 600,840.

Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



Asian Movie

The commercial will play for as long as the movie runs across the 34 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 333,600.

Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



Arabic Movie

The commercial will play for as long as the movie runs across the 33 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 328,000.

Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.

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 separate 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 CATEGORIZATION

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.

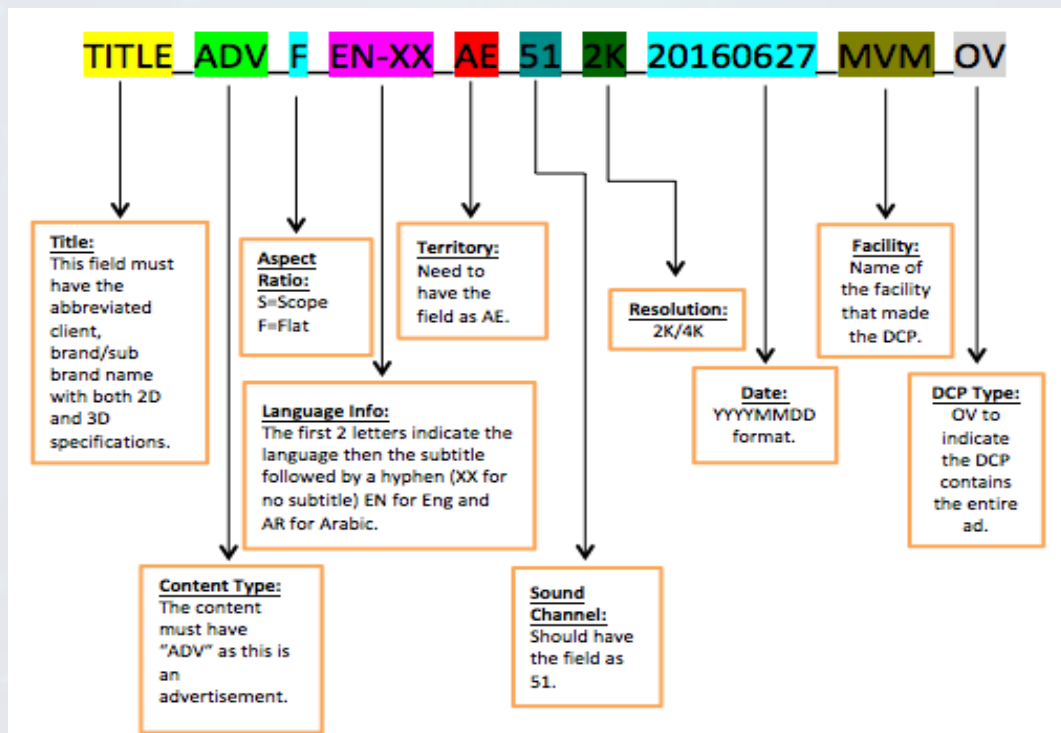
Additional information is included for servers that can display more than 40 characters.

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



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

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