

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



30-Second Four Weekly Film Advertising Rates

Cairo

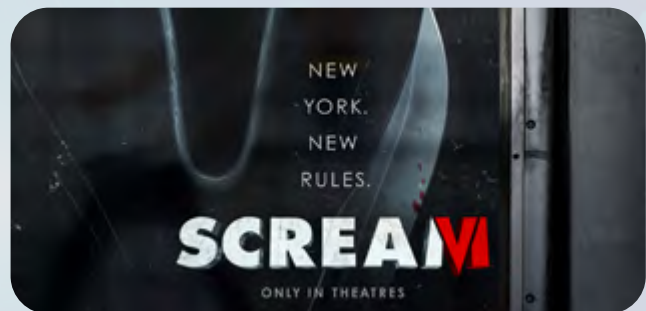
	Screen	Seats	LE
Mall of Egypt	MAX+GC1	225+35	51,000
	2+GC2	263+35	54,000
	3+GC3	192+35	32,000
	4	69	8,000
	5	41	5,000
	6	43	5,000
	7	69	8,000
	8+GC4	199+35	32,000
	9	189	22,000
	10	112	13,000
	11	112	13,000
	12	111	13,000
	13**	31	4,000
	14**	31	4,000
	15	185	22,000
	16	188	22,000
	17*	88	10,500
	Follow a Movie		67,500

City Centre Almaza

IMAX+GC1	311+38	63,250
2+GC2	220+34	46,000
MAX+GC3	147+38	24,250
4	105	12,650
5	76	8,000
6*	50	6,500
7	89	9,000
8**	69	7,000
9	48	6,000
10	44	6,000
11	44	6,000
12	44	6,000
13	44	6,000
	Follow a Movie	79,000

Alexandria

	Screen	Seats	LE
City Centre Alexandria	MAX	310	40,250
	2	279	37,500
	3	246	34,500
	4	279	37,500
	5	132	17,250
	6	177	22,500
	7	203	26,000
	Follow a Movie		50,250



GC - Gold Class

** VOX Kids

* 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 separate tracks with sync beeps

on screen advertising



30-Second Four Weekly Film Advertising Rates

Cairo	Seats	LE
Mall of Egypt	88	15,525
City Centre Almaza	50	8,625



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



Egypt Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences across all Egypt locations with the Egypt Blockbuster Package. Your ad will appear on **44 screens at 3 cinema locations**. **Four weekly 30-second rate is LE 370,325** inclusive of one digital transfer (DCP).

Follow a Movie Package

Position your brand by targeting an audience of a specific movie.



Follow a Movie

The commercial will play for as long as the movie runs at the 3 locations (on every screen the movie plays) for a guaranteed period of 4 weeks for LE 157,400.

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)



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

VOX Cinemas

	Screen	Seats	LE
Mall of Egypt	GC1	35	17,250
	GC2	35	17,250
	GC3	35	17,250
	GC4	35	17,250
City Centre Almaza	GC1	38	21,000
	GC2	34	20,000
	GC3	38	20,000



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

GC - Gold Class

on screen advertising packages



Egypt Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Egypt with the Egypt Premium Screen package. Your ad appears on **7 screens across 2 cinemas**. **Four weekly 30-second rate is LE 97,500** inclusive of one digital transfer (DCP).





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

Contact

34th Floor, Media One Tower, Dubai Media City,
PO Box 2331, Dubai, United Arab Emirates
Phone: +971 4 3903550 Fax: +971 4 3904845
E-mail: valmorgan@motivate.ae
www.motivatevalmorgan.com

