

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

Muscat

	Screen	Seats	OMR
City Centre Muscat	MAX	255	1,900
	2	88	1,000
	3	149	1,500
	4	218	1,800
	5*	60	1,000
	6	36	500
	7	36	500
	8	36	500
	9	36	500
	10	36	500
Follow an English Blockbuster			2,250
Follow an English Movie			1,800
Follow an Asian/Arabic Movie			1,500

City Centre Qurum	MAX	179	1,800
	2	150	1,500
	3	94	850
	4	95	850
	5	115	1,150
	6	97	1,150
	7	97	1,150
Follow an English Blockbuster			2,250
Follow an English Movie			1,800
Follow an Asian/Arabic Movie			1,250

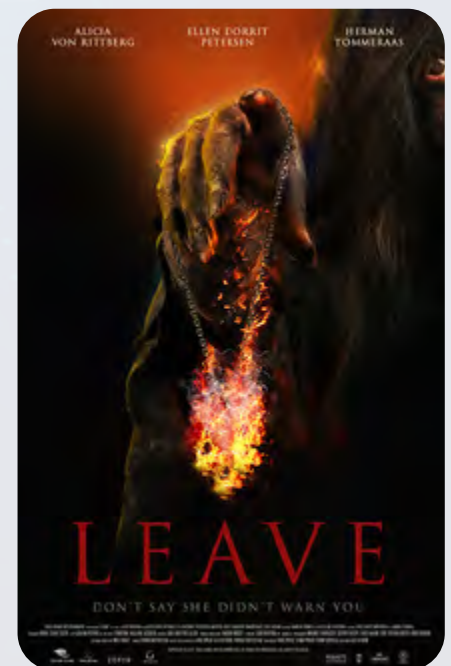


	Screen	Seats	OMR
Azaiba	1	102	900
	2	96	900
	3	129	1,100
	4	131	1,100
Follow an English Blockbuster			1,250
Follow an English Movie			1,000
Follow an Asian/Arabic Movie			1,000

MGM	MAX	170	1,150
	2**	48	350
	3	50	350
	4	75	600
	5	131	900
Follow an English Blockbuster			1,500
Follow an English Movie			1,200
Follow an Asian/Arabic Movie			900
Follow a Kids Movie			780



	Screen	Seats	OMR
Mall of Oman	IMAX	321	2,600
	2**	20	300
	3	174	1,700
	4	235	1,800
	5	235	1,800
	6	47	600
	7	49	600
	8	49	600
	9	49	600
	10	49	600
	11	49	600
	12	47	600
	GC1	49	1,150
	GC2	49	1,150
	GC3	49	1,150
Follow an English Blockbuster			3,250
Follow an English Movie			2,600
Follow an Asian/Arabic Movie			1,900



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

*4DX

**VOX kids

#MX4D

GC - Gold Class

on screen advertising



30-Second Four Weekly Film Advertising Rates

Sohar

	Screen	Seats	OMR
City Centre	MAX	300	900
Suhar	2	138	600
	3	95	400
	4	117	500
	5	44	170
	6**	48	170
	7	96	400
	8	79	350
	9	79	350
	Follow an English Blockbuster		
Follow an English Movie			1,000
Follow an Asian/Arabic Movie			600
Follow a Kids Movie			650

Nizwa

	Screen	Seats	OMR
Nizwa	MAX	226	900
Grand Mall	2	99	450
	3	60	300
	4	120	600
	5	46	230
	Follow an English Blockbuster		
Follow an English Movie			1,000
Follow an Asian/Arabic Movie			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

- 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

**VOX kids

on screen advertising



30-Second Four Weekly Film Advertising Rates

Muscat	Seats	OMR
City Centre Muscat	60	1,400



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



Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at VOX locations with the Oman Blockbuster Package. Your ad will appear on **55 screens across 7 cinema locations. Four weekly 30-second rate OMR 23,835.**

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 in 7 Cinemas for a guaranteed period of 4 weeks for OMR 11,050.

Note:

- 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 in 7 Cinemas for a guaranteed period of 4 weeks for OMR 8,840.

Note:

- 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 in 7 Cinemas for a guaranteed period of 2 weeks for OMR 6,588.

Note:

- 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 in 7 Cinemas for a guaranteed period of 2 weeks for OMR 6,588.

Note:

- 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

on screen advertising

سينيپوليس cinépolis CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Muscat

	Screen	Seats	OMR
Avenues Mall	Macro XE+L1	312+40	3,200
	P1	131	1,100
	3*	97	1,000
	4**+L4	94+37	2,400
	P2+L2	145+40	2,400
	P3	133	1,250
	P4	81	800
	P5	81	800
	P6	103	1,150
	P7+L3	134+46	2,400
	Follow an English Blockbuster		
Follow an English Movie			2,000
Follow an Asian/Arabic Movie			1,000

Sohar

	Screen	Seats	OMR	
Oasis Mall	Macro XE1	260	800	
	Macro XE2	97	350	
	P1	98	350	
	P2	92	350	
	P3	92	350	
	P4	148	500	
	7*	78	400	
	P5	148	500	
	Follow an English Blockbuster			1,000
	Follow an English Movie			800
	Follow an Asian/Arabic Movie			400

Salalah

	Screen	Seats	OMR	
Oasis Mall	Macro XE	230	900	
	P1	109	500	
	P2	109	500	
	P3	109	500	
	P4	103	500	
	P5	109	500	
	7*	67	400	
	P6	101	500	
	Follow an English Blockbuster			1,250
	Follow an English Movie			1,000
	Follow an Asian/Arabic Movie			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
- 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

P - Premium

L - Luxury

*Junior

** 4D Emotion

on screen advertising packages

سينيپوليس
cinépolis
C I N E M A S س ي ن م ا

Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at VOX locations with the Oman Blockbuster Package. Your ad will appear on **30 screens across 3 cinema locations. Four weekly 30-second rate OMR 12,200.**

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 in 3 Cinemas for a guaranteed period of 4 weeks for OMR 4,038.

Note:

- 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 in 3 Cinemas for a guaranteed period of 4 weeks for OMR 3,230.

Note:

- 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 in 3 Cinemas for a guaranteed period of 2 weeks for OMR 1,615.

Note:

- 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 in 3 Cinemas for a guaranteed period of 2 weeks for OMR 1,615.

Note:

- 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

on screen advertising



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

Cinépolis Cinemas

	Screen	Seats	OMR
Avenues Mall	L1	40	1,150
	L2	40	1,150
	L3	46	1,150
	L4	37	1,150

VOX Cinemas

	Screen	Seats	OMR
Mall of Oman	GC1	49	1,150
	GC2	49	1,150
	GC3	49	1,150



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

L - Luxury

GC - Gold Class

on screen advertising packages



Oman Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Oman with the Oman Premium Screen package. Your ad appears on **7 screens across 2 cinemas**. **Four weekly 30-second rate is OMR 6,038** inclusive of one digital transfer (DCP).



on screen advertising packages



Cinema Circuit Package

Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of Oman cinema audiences across the **Motivate Val Morgan** circuit (VOX and Cinépolis) with the Oman Blockbuster package. Your ad appears on **85 screens across 10 cinemas**. **Four weekly 30-second rate is OMR 36,035** 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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 15,088.

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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 12,070.

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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,203.

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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,203.

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.

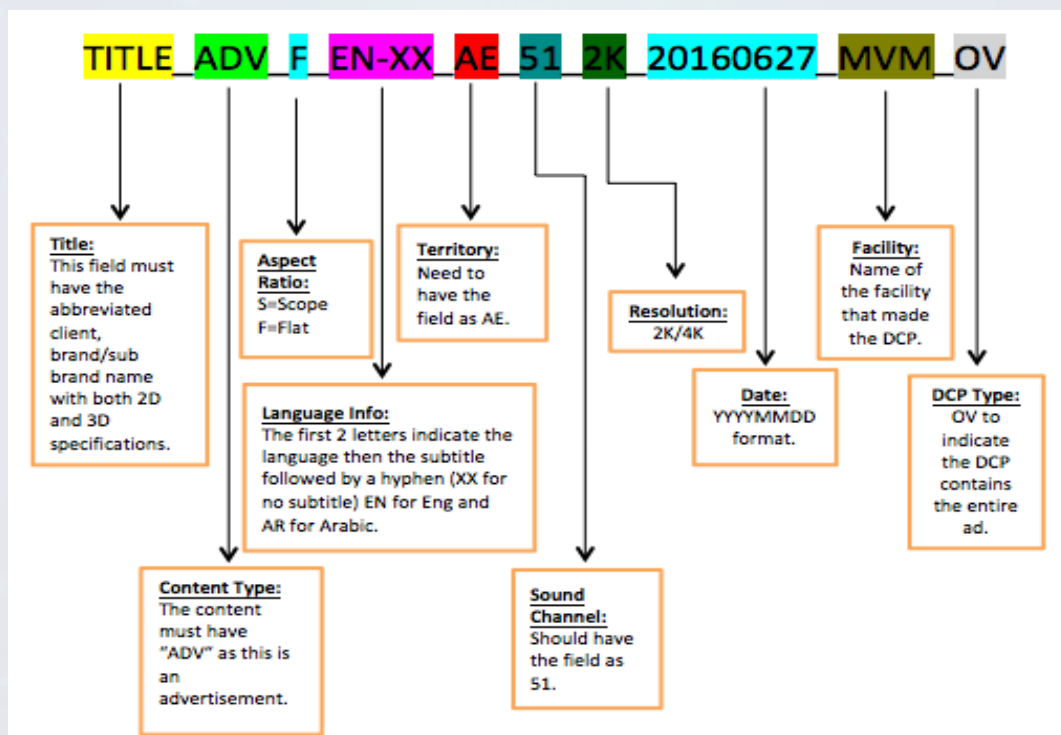
Additional information is included for servers that can display more than 40 characters.

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

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

