

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 2024
unrivalled advertising impact

Cinema
turns audiences
into customers

on screen advertising



30-Second Four Weekly Film Advertising Rates

Cairo

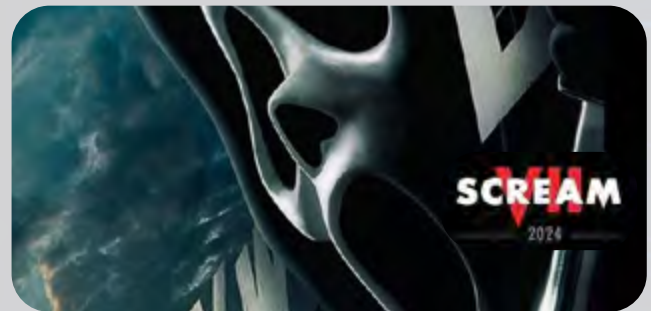
	Screen	Seats	LE
Mall of Egypt	MAX+GC1	225+35	63,700
	2+GC2	263+35	67,500
	3+GC3	192+35	40,000
	4	69	10,000
	5	41	6,300
	6	43	6,300
	7	69	10,000
	8+GC4	199+35	40,000
	9	189	27,500
	10	112	16,200
	11	112	16,200
	12	111	16,200
	13**	31	5,000
	14**	31	5,000
	15	185	27,500
	16	188	27,500
	17*	88	13,200
Follow a Movie			84,400

City Centre Almaza

IMAX+GC1	311+38	79,100
2+GC2	220+34	57,500
MAX+GC3	147+38	30,300
4	105	15,800
5	76	10,000
6*	50	8,200
7	89	11,300
8**	69	8,700
9	48	7,500
10	44	7,500
11	44	7,500
12	44	7,500
13	44	7,500
Follow a Movie		98,850

Alexandria

	Screen	Seats	LE
City Centre Alexandria	MAX	310	50,300
	2	279	46,900
	3	246	43,200
	4	279	46,900
	5	132	21,600
	6	177	28,200
	7	203	32,500
Follow a Movie			62,800



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	19,450
City Centre Almaza	50	10,550



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 463,050** 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 196,840.

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)



Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.

on screen advertising

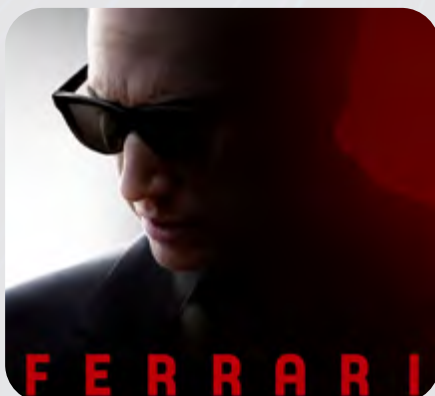


Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas

	Screen	Seats	LE
Mall of Egypt	GC1	35	21,600
	GC2	35	21,600
	GC3	35	21,600
	GC4	35	21,600
City Centre Almaza	GC1	38	26,300
	GC2	34	25,000
	GC3	38	25,000



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 121,988** 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

