

**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

### Rai

	Screen	Seats	KWD
The Avenues	MAX1+T2	316+31	5,700
	MAX2+T3	244+31	5,060
	3+T1	202+17	3,290
	4+T4	221+22	4,110
	5	161	1,645
	6***	60	885
	7	48	500
	8	49	500
	9	49	500
	10	49	500
	11	49	500
	12**	49	500
	13**	47	500

Follow an English Blockbuster 7,150

Follow an English/Arabic Movie 3,300

Follow an Asian Movie 3,300



T - THEATRE

\*\* VOX KIDS

\*\*\* HUB

### 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



## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### VOX Cinemas

	Screen	Seats	KWD
The Avenues	T1	17	1,265
	T2	31	2,530
	T3	31	2,530
	T4	22	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

1 week	60% discount	on the above
2 weeks	35% discount	on the above
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#### Material Requirements & Minimum Standards

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T - THEATRE



# on screen advertising packages



## Kuwait Premium Screen Package

### Kuwait Premium Screen Package (30-Second Four Weekly Rates)

Maximise your coverage of sophisticated cinema audiences in the Kuwait with the Kuwait Premium Screen package. Your ad appears on **4 screens across 1 cinema**. **Four weekly 30-second rate is KWD 6,169** inclusive of one digital transfer (DCP).



Rates not inclusive of taxes.





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c i n e m a   a d v e r t i s i n g

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