

**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

### Beirut

|                    | Screen                     | Seats  | USD   |
|--------------------|----------------------------|--------|-------|
| City Centre Beirut | IMAX®+GC1                  | 463+30 | 7,150 |
|                    | 2+GC2                      | 295+22 | 4,950 |
|                    | 3+GC4                      | 151+30 | 3,850 |
|                    | 4*                         | 60     | 3,300 |
|                    | 5                          | 150    | 3,300 |
|                    | 6+GC3                      | 158+22 | 3,850 |
|                    | 7                          | 67     | 2,530 |
|                    | 8                          | 78     | 2,530 |
|                    | 9                          | 68     | 2,530 |
|                    | 10                         | 113    | 3,080 |
|                    | 11                         | 47     | 2,530 |
|                    | Follow a Blockbuster Movie |        | 7,920 |
|                    | Follow an English Movie    |        | 6,875 |



GC - Gold Class

\* 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 packages



## Total Domination Top Four (30-Sec Four Weekly Rates)

Maximize your coverage with the Total Domination Package to increase your visibility among the cinema-going audience.

| Screen    | Seats        | 30 Sec (USD)  |               | Spots        |
|-----------|--------------|---------------|---------------|--------------|
|           |              | Paid          | Free          |              |
| IMAX®+GC1 | 463+30       | 7,150         |               | 280          |
| 2+GC2     | 295+22       | 4,950         |               | 280          |
| 3+GC4     | 151+30       | 3,850         |               | 280          |
| 4*        | 60           |               | 3,300         | 140          |
| 5         | 150          |               | 3,300         | 140          |
| 6+GC3     | 158+22       | 3,850         |               | 280          |
| 7         | 67           |               | 2,530         | 140          |
| 8         | 78           |               | 2,530         | 140          |
| 9         | 68           |               | 2,530         | 140          |
| 10        | 113          |               | 3,080         | 140          |
| 11        | 47           |               | 2,530         | 140          |
| <b>15</b> | <b>1,754</b> | <b>19,800</b> | <b>19,800</b> | <b>2,100</b> |

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## Multi-Screen Packages (30-Sec Four Weekly)

Optimize your coverage by choosing any one of the Multi-Screen Options.

### Jumbo Multi-Screen Package (Top Three)

| Screen    | Seats        | 30 Sec (USD)  |               | Spots        |
|-----------|--------------|---------------|---------------|--------------|
|           |              | Paid          | Free          |              |
| IMAX®+GC1 | 463+30       | 7,150         |               | 280          |
| 2+GC2     | 295+22       | 4,950         |               | 280          |
| 4*        | 60           |               | 3,300         | 140          |
| 6+GC3     | 158+22       | 3,850         |               | 280          |
| 8         | 78           |               | 2,530         | 140          |
| 9         | 68           |               | 2,530         | 140          |
| 11        | 47           |               | 2,530         | 140          |
| <b>10</b> | <b>1,243</b> | <b>15,950</b> | <b>10,890</b> | <b>1,400</b> |

### Mega Multi-Screen Package (Top Two)

| Screen   | Seats      | 30 Sec (USD)  |              | Spots      |
|----------|------------|---------------|--------------|------------|
|          |            | Paid          | Free         |            |
| IMAX®+G1 | 463+30     | 7,150         |              | 280        |
| 2+G2     | 295+22     | 4,950         |              | 280        |
| 9        | 68         |               | 2,530        | 140        |
| 11       | 47         |               | 2,530        | 140        |
| <b>6</b> | <b>925</b> | <b>12,100</b> | <b>5,060</b> | <b>840</b> |

### Gold Class Package

# GOLD

| Screen   | Seats      | 30 Sec (USD) | Spots      |
|----------|------------|--------------|------------|
| GC1      | 30         |              | 140        |
| GC2      | 22         | 6,380        | 140        |
| GC3      | 22         |              | 140        |
| GC4      | 30         |              | 140        |
| <b>4</b> | <b>104</b> | <b>6,380</b> | <b>560</b> |

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

| Beirut             | Seats | USD   |
|--------------------|-------|-------|
| City Centre Beirut | 60    | 5,060 |



### Durations

|        |              |        |              |
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- 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

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# on screen advertising packages



## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### VOX Cinemas

|                       | Screen | Seats | USD   |
|-----------------------|--------|-------|-------|
| City Centre<br>Beirut | GC1    | 30    | 1,595 |
|                       | GC2    | 22    | 1,595 |
|                       | GC3    | 22    | 1,595 |
|                       | GC4    | 30    | 1,595 |



GC - Gold Class

#### Durations

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# on screen advertising packages



## Lebanon Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Lebanon with the Lebanon Premium Screen package. Your ad appears on **4 screens across 1 cinema**. **Four weekly 30-second rate is USD 4,785** inclusive of one digital transfer (DCP).





MOTIVATE VAL MORGAN  
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