

**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

### Muscat

	Screen	Seats	OMR
<b>City Centre</b>	MAX	255	2,090
<b>Muscat</b>	2	88	1,100
	3	149	1,650
	4	218	1,980
	5*	60	1,100
	6	36	550
	7	36	550
	8	36	550
	9	36	550
	10	36	550
Follow an English Blockbuster			2,475
Follow an English Movie			1,980
Follow an Asian/Arabic Movie			1,650

<b>City Centre</b>	MAX	179	1,980
<b>Qurum</b>	2	150	1,650
	3	94	940
	4	95	940
	5	115	1,270
	6	97	1,270
	7	97	1,270
Follow an English Blockbuster			2,475
Follow an English Movie			1,980
Follow an Asian/Arabic Movie			1,375



	Screen	Seats	OMR
<b>MGM</b>	MAX	170	1,270
	2**	48	390
	3	50	390
	4	75	660
	5	131	990
Follow an English Blockbuster			1,650
Follow an English Movie			1,320
Follow an Asian/Arabic Movie			990
Follow a Kids Movie			858



	Screen	Seats	OMR
<b>Mall of Oman</b>	IMAX	321	2,860
	2**	20	330
	3	174	1,870
	4	235	1,980
	5	235	1,980
	6	47	660
	7	49	660
	8	49	660
	9	49	660
	10	49	660
	11	49	660
	12	47	660
	GC1	49	1,270
	GC2	49	1,270
	GC3	49	1,270
Follow an English Blockbuster			3,575
Follow an English Movie			2,860
Follow an Asian/Arabic Movie			2,090



### 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	990
Suhar	2	138	660
	3	95	440
	4	117	550
	5	44	190
	6**	48	190
	7	96	440
	8	79	390
	9	79	390
Follow an English Blockbuster			1,375
Follow an English Movie			1,100
Follow an Asian/Arabic Movie			660
Follow a Kids Movie			715

### Nizwa

	Screen	Seats	OMR
Nizwa	MAX	226	990
Grand Mall	2	99	500
	3	60	330
	4	120	660
	5	46	250
Follow an English Blockbuster			1,375
Follow an English Movie			1,100
Follow an Asian/Arabic Movie			660



### 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

1,540



### 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 **51 screens across 6 cinema locations. Four weekly 30-second rate OMR 28,866.**

## Follow a Movie Package

Position your brand by targeting audience of a specific English Blockbuster, English, Asian or Arabic movie.

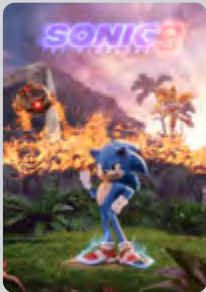


### English Blockbuster Movie

The commercial will play for as long as the movie runs in 6 Cinemas for a guaranteed period of 4 weeks for OMR 10,986.

#### 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 6 Cinemas for a guaranteed period of 4 weeks for OMR 8,789.

#### 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 6 Cinemas for a guaranteed period of 2 weeks for OMR 6,311.

#### 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 6 Cinemas for a guaranteed period of 2 weeks for OMR 6,311.

#### 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  
C I N E M A S

## 30-Second Four Weekly Film Advertising Rates

### Muscat

	Screen	Seats	OMR
Avenues Mall	Macro XE	312	2,640
	2 Premium	131	1,270
	3*	97	1,100
	4**	94	1,980
	5 Premium	145	1,980
	6 Premium	133	1,380
	8 Premium	81	880
	9 Premium	103	1,210
	10 Premium	134	1,980
	Follow an English Blockbuster		2,750
	Follow an English Movie		2,200
	Follow an Asian/Arabic Movie		1,100

### Sohar

	Screen	Seats	OMR
Oasis Mall	Macro XE1	260	880
	Macro XE2	97	390
	3 Premium	98	390
	4 Premium	92	390
	5 Premium	92	390
	6 Premium	148	550
	7*	78	440
	8 Premium	148	550
	Follow an English Blockbuster		1,100
	Follow an English Movie		880
	Follow an Asian/Arabic Movie		440

### Salalah

	Screen	Seats	OMR
Oasis Mall	Macro XE	230	990
	2 Premium	109	550
	3 Premium	109	550
	4 Premium	104	550
	5 Premium	103	550
	6 Premium	109	550
	7*	67	440
	8 Premium	101	550
	Follow an English Blockbuster		1,375
	Follow an English Movie		1,100
	Follow an Asian/Arabic Movie		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
- 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

L - Luxury

\*Junior

\*\* 4D Emotion



# 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 **30 screens across 3 cinema locations. Four weekly 30-second rate OMR 12,570.**

## 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 4,703.

#### 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)

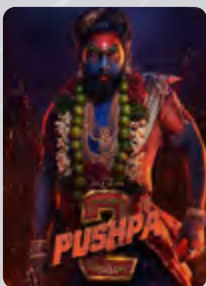


### English Movie

The commercial will play for as long as the movie runs in 3 Cinemas for a guaranteed period of 4 weeks for OMR 3,762.

#### 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 1,881.

#### 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 1,881.

#### 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

#### VOX Cinemas

	Screen	Seats	OMR
Mall of Oman	GC1	49	1,270
	GC2	49	1,270
	GC3	49	1,270



#### 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



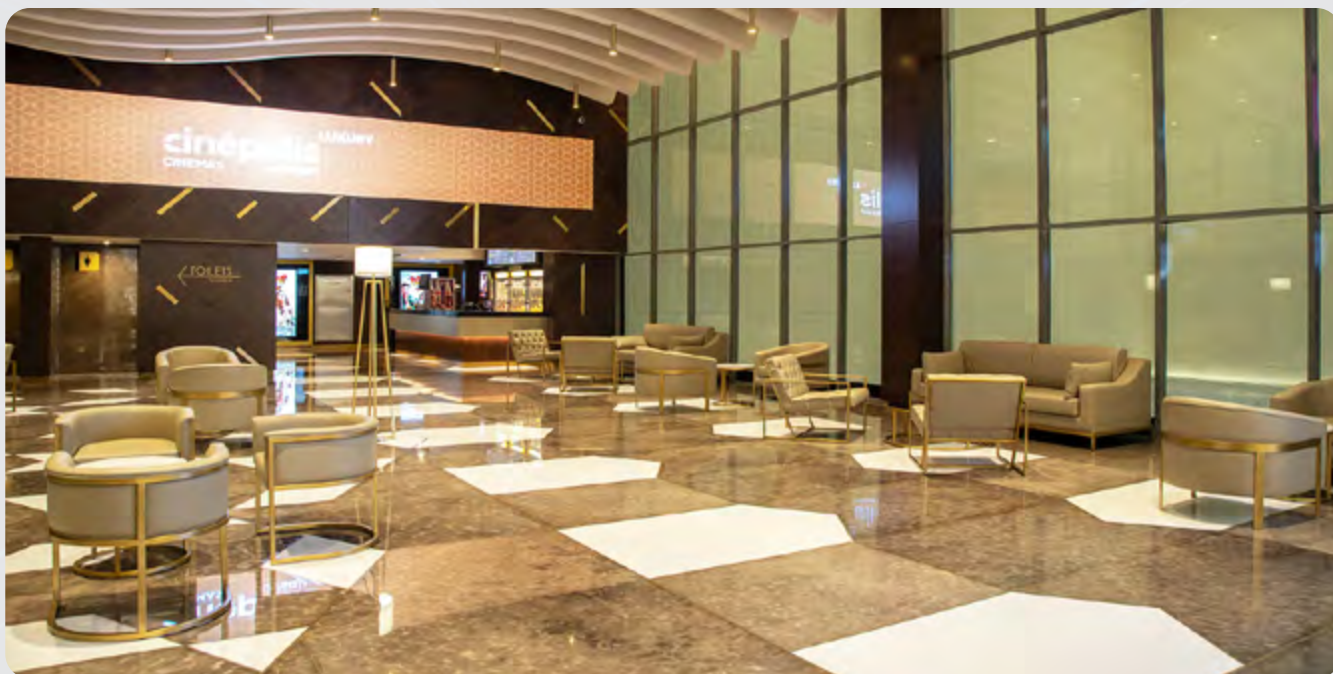
# on screen advertising packages



## 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 **3 screens across 1 cinema**. **Four weekly 30-second rate is OMR 2,858** 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 **77 screens across 9 cinemas**. **Four weekly 30-second rate is OMR 34,530** 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 9 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 15,428.

##### 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 9 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 12,342.

##### 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 9 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,088.

##### 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 9 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,088.

##### 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.





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

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