

on screen advertising



30-Second Four Weekly Film Advertising Rates

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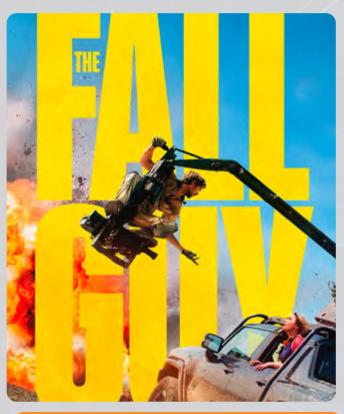
	Screen	Seats	QAR
Doha	MAX1+T1	297+23	36,600
Festival City	MAX2+T2	196+23	34,100
	3**	48	8,800
	4	50	8,800
	5	59	8,800
	6	56	8,800
	7	45	8,800
	8**	48	8,800
	9	55	8,800
	10	58	8,800
	11	112	15,400
	12+T3	145+23	29,200
	13+T4	145+23	29,200
	14*	76	12,700
	Follow an English	n Blockhuster Movie	47 300

Follow an English Blockbuster Movie 47,300 Follow an English Movie 38,000 Follow an Asian/Arabic Movie 25,300



oha Oasis	1*+VIP3	88+16	12,100
	MAX+VVIP	380+12	38,000
	MAX VIP+VIP1	147+20	19,800
	4+VIP2	117+20	16,500
	5+VIP4	69+16	10,200
	6	47	5,500
	7	49	5,500
	8	49	5,500
	9	39	4,400
	10	44	5,200
	11	44	5,200
	12**	28	3,300
	13**	35	3,900
	14**	19	2,500
	- 11 - 1:10		

Follow an English Blockbuster Movie 47,300 Follow an English Movie 38,000 Follow an Asian/Arabic Movie 25,300



07 Sec	75% discount	40% discount

60% discount	on the above
	on the above
	on the above

Material Requirements & Minimum Standards

For digital screens

T - THEATRE

** VOX Kids

*4DX

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Doha	Seats	QAR
Doha Festival City	76	25,300
Doha Oasis	88	25,000









Durations

07 Sec	75% discount	40% discount
45 Sec	30% loading	40% loading
	75% loading	

- Rates for other time lengths are available on reques
- Same rates apply for 'Follow a Movie
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing

1 week	60% discount	on the above
2 weeks	35% discount	on the above
	10% discount	on the above

Material Requirements & Minimum Standards

- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or seperate tracks with sync beeps

on screen advertising packages



Qatar Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at Doha Festival City with the Qatar Blockbuster Package. Your ad will appear on **37 screens** at **2 cinema locations. Four weekly 30-second rate is QAR 219,120** inclusive of one digital transfer (DCP).

Follow a Movie Package

Position your brand by targeting an 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 2 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for QAR 70,950.

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)



English Movie

The commercial will play for as long as the movie runs across the 2 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for QAR 57,000.

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 2 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for QAR 37,950.

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 2 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for QAR 37,950.

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.

on screen advertising

Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas Scroon Soats OAP

	Juleen	Sears	VAK
Doha	T1	23	7,150
Festival City	T2	23	7,150
	T3	23	7,150
	T4	23	7,150
Doha Oasis	VIP1	20	3,850
	VIP2	20	3,850
	VIP3	16	3,850
	VIP4	16	3,850
	VVIP	12	3 850







Durations

Minimum Standards

- One DCP (Digital Cinema Package) for each location
 The visual should be 1998 x 1080 pixels and sound

T - THEATRE

on screen advertising packages

MOTIVATE VAL MORGAN

Qatar Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Qatar with the Qatar Premium Screen package. Your ad appears on **9 screens across 2 cinemas. Four weekly 30-second rate is QAR 35,888** inclusive of one digital transfer (DCP).



