

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

Doha

	Screen	Seats	QAR
Doha Festival City	MAX1+T1	297+23	36,600
	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 Blockbuster Movie		47,300
	Follow an English Movie		38,000
	Follow an Asian/Arabic Movie		25,300



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

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

T - THEATRE

** VOX Kids

* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

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



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.

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	QAR
Doha Festival City	T1	23	7,150
	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

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

T - THEATRE

on screen advertising packages



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).





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

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