

Darkened
auditorium



Captive
audience

موتيفات MÖTIVATE



Cinema
Media Rates 2024
unrivalled advertising impact

Cinema
turns audiences
into customers

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Riyadh Park	IMAX	212		140
	2**	40		140
	3**	40		140
	VIP1	34		140
	MAX	260		140
	6	86		140
	7	78		140
	8	77		140
	VIP2	30		140
	10	113		140
	11	68		140
	12	58		140
	12	1,096	303,600	1,680

The Roof	1	49		140
	2	52		140
	3	87		140
	4	46		140
	5**	49		140
	6	87		140
	7	98		140
	8	77		140
	8	545	77,000	1,120

Kingdom Centre	VVIP1	24		140
	VVIP2	30		140
	VVIP3	30		140
	VVIP4	30		140
	VVIP5	24		140
	VVIP6	30		140
	VVIP7	30		140
	VVIP8	30		140
	8	228	174,900	1,120

GC - Gold Class

** VOX kids

	Screen	Seats	30 Sec (SAR)	Spots
Atyaf Mall	1**	33		140
	2**	50		140
	3	43		140
	4	57		140
	5	57		140
	6	43		140
	7	64		140
	8	62		140
	9	62		140
	VIP1	30		140
	VIP2	30		140
	11	531	63,300	1,540

Sahara Mall	1	98		140
	2	128		140
	3	110		140
	4	110		140
	5	110		140
	6	72		140
	7	128		140
	8	128		140
	9**	57		140
	GC1	20		140
	GC2	30		140
	11	991	113,900	1,540

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Al Qasr Mall	MAX	160		140
	2	81		140
	3	105		140
	4	113		140
	5	104		140
	6	54		140
	7	119		140
	8	91		140
	9	64		140
	10	53		140
	11**	44		140
	12**	45		140
	13	106		140
	14	90		140
	15	37		140
	15	1,266	148,000	2,100
ROSHN Front	1	49		140
	2	49		140
	MAX	292		140
	4	38		140
	5	58		140
	6	73		140
	7	137		140
	8	137		140
	9	137		140
	10	137		140
	11	75		140
	12	43		140
	13**	57		140
	14**	57		140
	GC1	32		140
	GC2	32		140
	GC3	12		140
	GC4	12		140
	18	1,427	243,100	2,520

GC - Gold Class

** VOX kids



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
The Spot, Sheikh Jaber	1**	47		140
	2	119		140
	VIP	48		140
	4	91		140
	5	91		140
	6	133		140
	7	133		140
	7	662	75,900	980

The Esplanade	MAX	280		140
	2	94		140
	3**	62		140
	4	66		140
	5	157		140
	6	157		140
	GC1	32		140
	GC2	20		140
	8	868	101,200	1,120

Century Corner	IMAX	196		140
	2	122		140
	3	93		140
	4	161		140
	5	98		140
	6	50		140
	T1	32		140
	T2	32		140
	9	816	90,800	1,260

GC - Gold Class

** VOX kids

T - THEATRE



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Red Sea Mall	1	160		140
	2	160		140
	3	123		140
	4	161		140
	5	161		140
	6	126		140
	IMAX	277		140
	VIP	50		140
	9**	66		140
	GC1	46		140
	GC2	46		140
	GC3	46		140
	12	1,422	284,600	1,680

Town Square	IMAX	312		140
	2**	47		140
	VIP	49		140
	4***	150		140
	5	43		140
	6	154		140
	7	154		140
	8	49		140
	9#	80		140
	10	49		140
	11	140		140
	12	140		140
	12	1,367	59,400	1,680



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** VOX kids GC - Gold Class *** ICE # MX4D

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dammam

	Screen	Seats	30 Sec (SAR)	Spots
West Avenue Mall	MAX	227		140
	2**	40		140
	3	161		140
	4	161		140
	5	161		140
	6	161		140
	6	911	88,600	840

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** VOX kids



on screen advertising



30-Second Four Weekly Film Advertising Rates

Tabuk

	Screen	Seats	30 Sec (SAR)	Spots
Tabuk Park	1	48		140
	2**	48		140
	3**	56		140
	VIP	56		140
	5	47		140
	6	143		140
	7	143		140
	8	49		140
	9	143		140
	10	49		140
	11	49		140
	11	831	63,300	1,540



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** VOX kids

on screen advertising



30-Second Four Weekly Film Advertising Rates

Hail

	Screen	Seats	30 Sec (SAR)	Spots
Hail Square	1	48		140
	2	48		140
	VIP	48		140
	4	186		140
	5	186		140
	6	186		140
	7	186		140
	8	186		140
	9	186		140
	10**	49		140
	10	1,309	94,900	1,400



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** VOX kids

on screen advertising



30-Second Four Weekly Film Advertising Rates

Jubail

	Screen	Seats	30 Sec (SAR)	Spots
Jubail Galleria Mall	1	87		140
	2**	49		140
	3	87		140
	4	85		140
	5	86		140
	5	394	38,000	700



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** VOX kids



on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Panorama Mall 10	1	77		140
	2	77		140
	3	84		140
	4	77		140
	5	84		140
	6	77		140
	7	88		140
	8	84		140
	9	66		140
	10	79		140
	10	793	139,200	1,400

Riyadh Gallery 9	1	79		140
	2	111		140
	3	79		140
	4	111		140
	5	72		140
	6	171		140
	7*	160		140
	8**	72		140
	9	46		140
	9	901	189,800	1,260

Azizia Plaza 3	1**	114		140
	2	100		140
	3	100		140
	3	314	38,000	420

	Screen	Seats	30 Sec (SAR)	Spots
Al Khair 9	IMAX	112		140
	2**	150		140
	3	65		140
	4	117		140
	5	73		140
	6	73		140
	7	65		140
	8	73		140
	9	73		140
	9	801	101,200	1,260



* DOLBY Cinema

** PRIME at AMC

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Hafr Al Batin

	Screen	Seats	30 Sec (SAR)	Spots
Hafr Al Batin 8	IMAX	148		140
	2	100		140
	3	100		140
	4	100		140
	5	118		140
	6	60		140
	7	99		140
	8	62		140
	8	787	75,900	1,120

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



on screen advertising



30-Second Four Weekly Film Advertising Rates

Al Majma'ah

	Screen	Seats	30 Sec (SAR)	Spots
Karam 5	1**	173		140
	2	141		140
	3	148		140
	4	141		140
	5	148		140
	5	751	56,900	700

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** PRIME at AMC



on screen advertising



30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Star Avenue 9	IMAX	134		140
	2	82		140
	3	77		140
	4	73		140
	5	77		140
	6	73		140
	7	77		140
	8	69		140
	9	78		140
	9	740	50,600	1,260

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



on screen advertising



30-Second Four Weekly Film Advertising Rates

Al Dawadmi

	Screen	Seats	30 Sec (SAR)	Spots
Dawadmi 3	1**	111		140
	2	99		140
	3	100		140
	3	310	19,800	420

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** PRIME at AMC



on screen advertising



30-Second Four Weekly Film Advertising Rates

Al Khobar

	Screen	Seats	30 Sec (SAR)	Spots
Ajdan Walk 9	1*	192		140
	2**	171		140
	3	44		140
	4	44		140
	5	98		140
	6	98		140
	7	98		140
	8	84		140
	9	77		140
	9	906	75,900	1,260

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



*DOLBY Cinema

** PRIME at AMC

THE
BEEKEEPER

on screen advertising



30-Second Four Weekly Film Advertising Rates

Hail

	Screen	Seats	30 Sec (SAR)	Spots
Garden 5	1**	171		140
	2	84		140
	3	98		140
	4	98		140
	5	98		140
	5	549	38,000	700

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** PRIME at AMC



IMAGINARY



on screen advertising



30-Second Four Weekly Film Advertising Rates

Tabuk

	Screen	Seats	30 Sec (SAR)	Spots
Tabuk	1**	182		140
Boulevard 7	2	50		140
	3	84		140
	4	114		140
	4	430	25,300	560

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** PRIME at AMC



on screen advertising



30-Second Four Weekly Film Advertising Rates

Al Hofuf

	Screen	Seats	30 Sec (SAR)	Spots
The Walk 7	1**	88		140
	2	45		140
	3	46		140
	4	46		140
	5	46		140
	6	45		140
	7	46		140
	7	362	22,000	980

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

** PRIME at AMC



Rates not inclusive of taxes.
DCP Production, Quality Check and Censorship - 10,000 SAR (per location)

on screen advertising

muvi

CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Mall of Arabia	1*	430		140
	2	310		140
	3	261		140
	4	67		140
	5	67		140
	6	67		140
	7	67		140
	8	67		140
	9	97		140
	10	97		140
	11**	149		140
	12#	124		140
	SUITES 1	34		140
	SUITES 2	34		140
	SUITES 3	34		140
	15	1,905	316,300	2,100

Haifa Mall	1	202		140
	2	73		140
	3	85		140
	4	71		140
	5	89		140
	6	80		140
	7	80		140
	8	164		140
	9	80		140
	9	924	82,200	1,260

* Xperience

** Screen X

Junior



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising

muvi

CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Aziz Mall	1*	303		140
	2**	186		140
	3	128		140
	4	110		140
	5	157		140
	6	128		140
	7	93		140
	8	109		140
	9	88		140
	9	1,302	113,900	1,260

Atelier La Vie	SUITES 1	56		140	
	SUITES 2	48		140	
	SUITES 3	48		140	
	SUITES 4	48		140	
		4	200	19,000	560



* Xperience

** Screen X

	Screen	Seats	30 Sec (SAR)	Spots	
Al-Yasmin Mall	1	222		140	
	2*	294		140	
	3	192		140	
	4	192		140	
	5	83		140	
	6	83		140	
	7	83		140	
	8	95		140	
	9	95		140	
		9	1,339	101,200	1,260



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



سينما CINEMAS

30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Al Hamra Mall	1	183		140
	2	122		140
	3	51		140
	4	51		140
	5	51		140
	6	91		140
	6	549	75,900	840

U Walk	1	280		140
	2 ^{##}	221		140
	3 ^{**}	149		140
	4	155		140
	5	80		140
	6	80		140
	7	80		140
	8	80		140
	9 ^{***}	147		140
	SUITES 1	40		140
	SUITES 2	40		140
	SUITES 3	24		140
	SUITES 4	32		140
	13	1,408	303,600	1,820

	Screen	Seats	30 Sec (SAR)	Spots
Nakheel Mall	1 ^{##}	276		140
	2	250		140
	3 ^{**}	161		140
	4	108		140
	5 ^{***}	229		140
	6	150		140
	7	77		140
	8	77		140
	9	168		140
	10	96		140
	SUITES 1	24		140
	SUITES 2	24		140
	SUITES 3	32		140
	13	1,672	221,400	1,820

Salaam Mall	1	179		140
	2	153		140
	3	153		140
	4	108		140
	5	108		140
	6	99		140
	7	99		140
	8	157		140
	8	1,056	101,200	1,120

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



** Screen X

*** Onyx

Dolby Cinema

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
The View	1	86		140
	2	105		140
	3	265		140
	4	132		140
	5	89		140
	6	62		140
	7	88		140
	8	80		140
	9	70		140
	9	977	88,600	1,260
Park Avenue	1	177		140
	2	66		140
	3**	173		140
	4	67		140
	5	162		140
	6	50		140
	7	165		140
	8	58		140
	9*	283		140
	10	76		140
	10	1,277	89,100	1,400

* Xperience # Junior ### 4DX ** Screen X

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

Screen Seats 30 Sec (SAR) Spots

muvi Boutique Tala Mall

Boutique 1	125	140
Boutique 2	125	140
Boutique 3	54	140
Boutique 4	83	140

4 387 30,400 560

Boulevard Riyadh City

1*	485	140
2###	192	140
Boutique 1	90	140
Boutique 2	90	140
Boutique 3	65	140
Boutique 4	65	140
17	80	140
18	71	140
19	79	140
SUITES 1	40	140
SUITES 2	40	140
SUITES 3	40	140
SUITES 4	32	140

13 1,369 159,000 1,820



on screen advertising

muvi

CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Dammam

	Screen	Seats	30 Sec (SAR)	Spots
Nakheel Mall	1	151		140
	2	83		140
	3	86		140
	4	85		140
	5	67		140
	6	89		140
	7	89		140
	7	650	75,900	980



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Jubail

	Screen	Seats	30 Sec (SAR)	Spots
Jubail Mall	1	153		140
	2	85		140
	3	51		140
	4	71		140
	5	56		140
	5	416	38,000	700

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



on screen advertising

muvi

CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Hofuf

	Screen	Seats	30 Sec (SAR)	Spots
Al Ahsa Mall	1*	272		140
	2	169		140
	3	76		140
	4	76		140
	5	76		140
	6	76		140
	7	109		140
	8	63		140
	8	917	82,200	1,120

* Xperience

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



on screen advertising

muvi

CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Dhahran

	Screen	Seats	30 Sec (SAR)	Spots
Mall of Dhahran	1##	313		140
	2***	219		140
	3	139		140
	4	100		140
	5	95		140
	6	137		140
	7	99		140
	8	97		140
	9	121		140
	10	104		140
	11	152		140
	12	152		140
	13**	138		140
	14	156		140
	15	234		140
	SUITES 1	32		140
	SUITES 2	40		140
	SUITES 3	40		140
	18	2,368	189,800	2,520

** Screen X

*** Onyx

Dolby Cinema

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



on screen advertising



30-Second Four Weekly Film Advertising Rates

Qassim

	Screen	Seats	30 Sec (SAR)	Spots
Nakheel Plaza Buraydah	1**	314		140
	2	69		140
	3	155		140
	4	69		140
	5	155		140
	6	69		140
	6	831	69,600	840

	Screen	Seats	30 Sec (SAR)	Spots
The Boulevard Unaizah	1	160		140
	2	123		140
	3	160		140
	4	123		140
	5	125		140
	6	101		140
	7*	271		140
	8	224		140
	8	1,287	34,900	1,120

** ScreenX

* Xperience

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



on screen advertising

muvi

CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Taif

	Screen	Seats	30 Sec (SAR)	Spots
Taif City Walk	1	90		140
	2	61		140
	3	81		140
	4	99		140
	5	67		140
	6	99		140
	7	72		140
	8	68		140
	9	68		140
	10	86		140
	10	791	75,900	1,400

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



DESPICABLE ME 4



on screen advertising

muvi

CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Khamis

	Screen	Seats	30 Sec (SAR)	Spots
Mujan Park	1	155		140
	2**	150		140
	3	114		140
	4	89		140
	5	89		140
	6	89		140
	7	172		140
	8	204		140
	9*	306		140
	9	1,368	113,900	1,260

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



FERRARI

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
The Granada Mall	1**	247		140
	2	135		140
	3	75		140
	4	74		140
	5	90		140
	6	90		140
	7	69		140
	8	103		140
	9**	191		140
	10#	40		140
	11#	40		140
	P1	32		140
	P2	32		140
	P3	32		140
	14	1,250	137,500	1,960



**DOLBY Cinema

#Junior

P - Platinum

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)



on screen advertising



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas

	Screen	Seats	SAR
Red Sea Mall	GC1	48	
	GC2	48	
	GC3	48	
	3	144	65,300

Kingdom Centre	VVIP1	24	
	VVIP2	30	
	VVIP3	30	
	VVIP4	30	
	VVIP5	24	
	VVIP6	30	
	VVIP7	30	
	VVIP8	30	
	8	228	174,900

ROSHN Front	GC1	32	
	GC2	32	
	GC3	12	
	GC4	12	
	4	88	48,400

Riyadh Park	VIP1	34	
	VIP2	30	
	2	64	67,100

Sahara Mall	GC1	20	
	GC2	30	
	2	50	26,400

Atyaf Mall	VIP1	30	
	VIP2	30	
	2	60	14,900

	Screen	Seats	SAR
Century Corner	T1	34	
	T2	30	
	T3	30	
	3	96	26,400

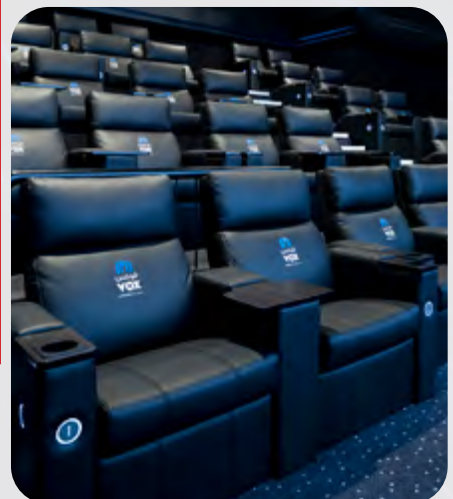
The Esplanade	GC1	32	
	GC2	20	
	2	52	6,600

The Spot Sheikh Jaber	VIP	48	
	1	48	5,000

Tabuk Park	VIP	56	
	1	56	12,100

Town Square	VIP	49	
	1	49	12,100

Hail Square	VIP	48	
	1	48	4,400



VOX Cinemas
GC - Gold Class T - THEATRE

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:
High resolution .mov file (1998 x 1080 pixels)
Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



موتيقية
MÖTIVATE

Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

MUVI Cinemas

	Screen	Seats	SAR
Mall of Arabia	SUITES 1	48	
	SUITES 2	48	
	SUITES 3	48	
	3	102	56,800

U Walk	SUITES 1	40	
	SUITES 2	40	
	SUITES 3	24	
	SUITES 4	32	
	4	136	55,000

Mall of Dhahran	SUITES 1	32	
	SUITES 2	40	
	SUITES 3	40	
	3	112	34,100

Nakheel Mall Riyadh	SUITES 1	24	
	SUITES 2	24	
	SUITES 3	32	
	3	80	39,600

Atelier La Vie	SUITES 1	56	
	SUITES 2	48	
	SUITES 3	48	
	SUITES 4	48	
	4	200	19,000

Boulevard Riyadh City	SUITES 1	40	
	SUITES 2	40	
	SUITES 3	40	
	SUITES 4	32	
	4	152	50,600

AMC Cinemas

	Screen	Seats	SAR
Panorama Mall 10	1	77	
	2	77	
	3	84	
	4	77	
	5	84	
	6	77	
	7	88	
	8	84	
	9	66	
	10	79	
	10	793	139,200

Reel Cinemas

	Screen	Seats	SAR
The Granada Mall	P1	32	
	P2	32	
	P3	32	
	3	96	41,300

Reel Cinemas

P - Platinum



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

High resolution .mov file (1998 x 1080 pixels)

Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising packages

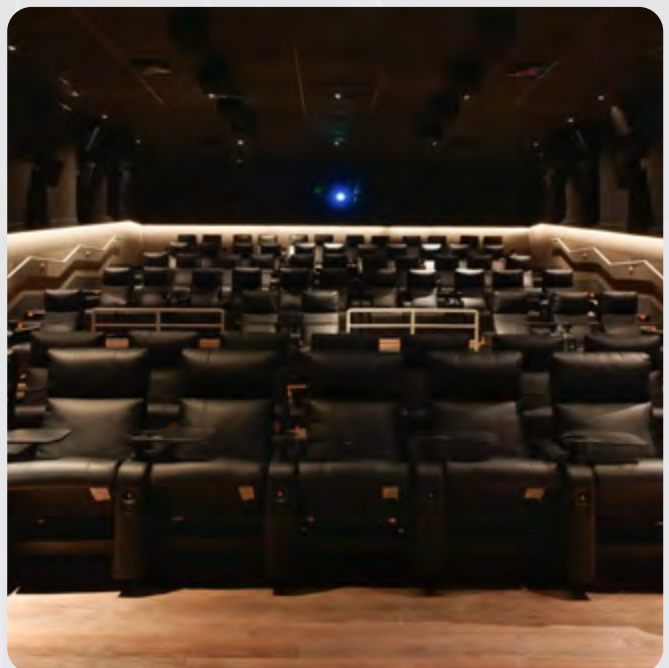


موتيفيت
MOTIVATE

KSA Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Saudi Arabia with the KSA Premium Screen package. Your ad appears on **64 screens across 20 cinemas**. **Four weekly 30-second rate is SAR 674,400** inclusive of one digital transfer (DCP).





موتيفيت MÖTIVATE

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