

**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

### Abu Dhabi

	Screen	Seats	AED
<b>Alqana</b>	XXL+13*	340+50	21,450
	2	89	4,950
	3	88	4,950
	4	103	5,500
	5	115	6,600
	6+12*	127+40	9,350
	7	109	6,050
	8##+15*	170+48	12,650
	9##	125	7,150
	10##+14*	200+50	13,750
	11##	147	8,250
	Follow an English Blockbuster		34,375
	Follow an English Movie		27,500
	Follow an Asian/Arabic Movie		13,800

### Sharjah

	Screen	Seats	AED
<b>Zero 6 Mall</b>	IMAX+7*	366+32	25,300
	2	249	14,050
	3+8*	277+32	22,850
	4	121	6,900
	5	108	6,350
	6	108	6,350
	Follow an English Blockbuster		31,625
	Follow an English Movie		25,300
	Follow an Asian/Arabic Movie		14,000

### Rahmania

	1#	88	5,500
	2#	96	6,600
	3#	86	5,500
	4#	86	5,500
	5#	29	3,000
	Follow an English Blockbuster		6,875
	Follow an English Movie		5,500
	Follow an Asian/Arabic Movie		4,400

### Dubai

	Screen	Seats	AED
<b>Arabian Center</b>	1#	128	16,500
	2#+6*	176+98	30,800
	3#	150	19,550
	4#	133	16,500
	5#	101	14,050
	7#	122	14,050
	8#	98	11,300
	Follow an English Blockbuster		22,250
	Follow an English Movie		17,800
	Follow an Asian/Arabic Movie		12,700

### Fountain Views

	1*	22	8,000
	2#	62	19,000
	3*	30	9,650
	4*	30	9,650
	5#	54	19,000
	6**	28	9,900
	Follow an English Blockbuster		23,750
	Follow an English Movie		19,000
	Follow an Asian/Arabic Movie		9,600

\* - VIP

\*\* - VIP Azul

# - Club Class

## - Cinemacity Plus

### 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

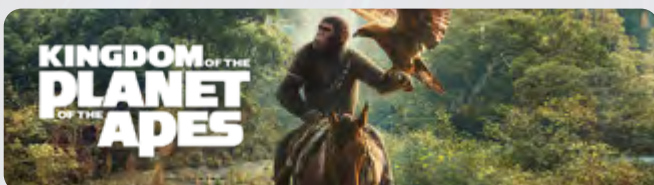
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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)
- Audio: Full mix or separate tracks with sync beeps



# on screen advertising

سينيپوليس  
cinépolis  
C I N E M A S سينما

## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED
Circle Mall	1+GC	120	13,750
	3	45	3,850
	4	79	6,050
	5	66	4,950
	Follow an English Blockbuster		10,375
	Follow an English Movie		8,300
	Follow an Asian/Arabic Movie		5,000



P - Premium

\*Junior

GC- Gold Class

### Sharjah

	Screen	Seats	AED
Oasis Mall	Macro XE	259	22,850
	P1	269	22,850
	3*	57	8,250
	P2	83	7,700
	P3	88	7,700
	P4	88	7,700
	P5	88	7,700
	P6	88	7,700
	P7	88	7,700
	P8	88	7,700
	Follow an English Blockbuster		28,375
	Follow an English Movie		22,700
	Follow an Asian/Arabic Movie		7,700

### 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)
- Audio: Full mix or separate tracks with sync beeps





# on screen advertising

## ROYAL CINEMAS سينما

### 30-Second Four Weekly Film Advertising Rates

#### Abu Dhabi

	Screen	Seats	AED
Dalma Mall	3	169	12,650
	4	123	5,800
	5	99	4,950
	6+R2	232+43	31,650
	7	61	9,350
	8	117	6,350
	9	234	22,300
	RP+R1	286+61	34,950
	11	232	22,300
	12	99	4,950
	13	125	5,800
	14	169	12,650
	Follow an English Blockbuster		39,625
	Follow an English Movie		31,700
	Follow an Asian/Arabic Movie		15,700
Deerfields Mall	1*	61	4,950
	RP+R1	336+46	37,950
	3	155	10,750
	4	98	9,650
	5	98	9,650
	6	97	9,650
	7	97	9,650
	8	222	19,000
	9+R3	218+24	27,800
	10+R2	206+24	31,650
	11	282	19,000
	Follow an English Blockbuster		34,625
	Follow an English Movie		27,700
	Follow an Asian/Arabic Movie		15,100



R - Royal Class

RP - Royal Plus

\* Royal Kids

	Screen	Seats	AED
Khalidiyah Mall	RP+R	369+30	27,800
	2	288	20,900
	3	301	24,200
	4	173	10,200
	5	141	6,350
	6	110	5,800
	7	183	14,050
	8	70	6,900
	Follow an English Blockbuster		31,625
	Follow an English Movie		25,300
	Follow an Asian/Arabic Movie		12,700
Ruweis Mall	1	116	14,050
	2	116	14,050
	3	91	11,300
	4	91	11,300
	Follow an English Blockbuster		12,625
	Follow an English Movie		10,100
	Follow an Asian/Arabic Movie		7,700



#### 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)
- Audio: Full mix or separate tracks with sync beeps



# on screen advertising



## اوسكار سينما Oscar Cinema

### 30-Second Four Weekly Film Advertising Rates

#### Al Ain

	Screen	Seats	AED
Sports Club	1	807	8,800
Follow an Asian/Arabic Movie			7,000



#### 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

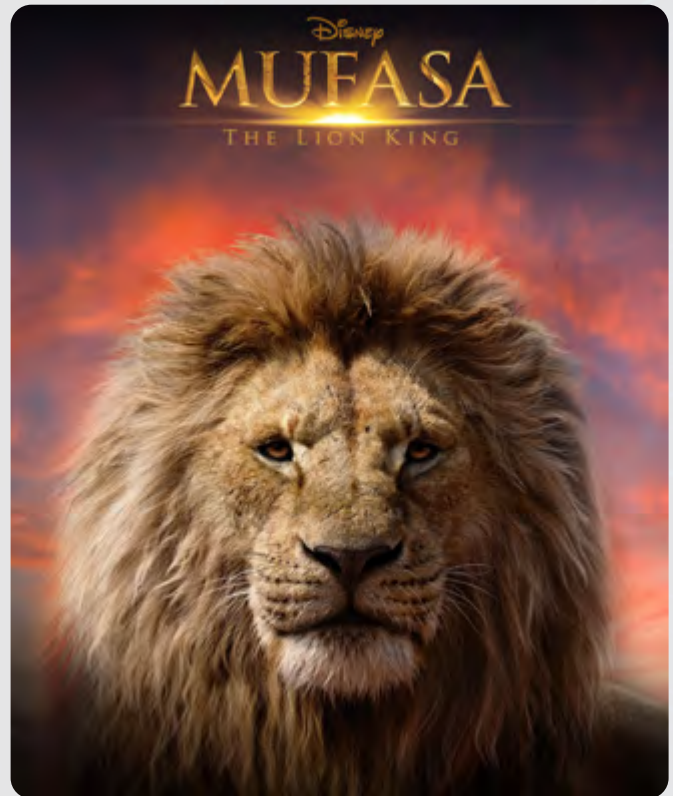
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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)
- Audio: Full mix or separate tracks with sync beeps



# INSIDE OUT 2

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED
<b>The Dubai Mall</b>	1	53	5,800
	2	53	5,800
	3+PS3	176+32	39,900
	4+PS4	176+30	39,900
	5	53	5,800
	6	53	5,800
	7**+PS2	213+32	47,600
	8##+PS5	176+24	39,900
	9	140	19,000
	10	136	19,000
	11	75	8,800
	12	76	8,800
	13	155	19,000
	14	78	8,800
	15***	28	11,300
	16***	48	14,000
	17	83	14,000
	18#	23	10,200
	19#	40	12,700
	21**+PS1	302+32	53,600
	22*	120	15,100
	Follow an English Blockbuster		71,200
	Follow an English Movie		56,900
	Follow an Asian/Arabic Movie		20,900

<b>Dubai Marina Mall</b>	1	79	10,200
	2**	170	27,800
	3	70	10,200
	4	192	27,800
	5	88	10,700
	6	88	10,700
	7	70	10,200
	Follow an English Blockbuster		39,600
	Follow an English Movie		31,600
	Follow an Asian/Arabic Movie		8,900

PS - Platinum Suite \*MX4D \*\*DOLBY Cinema \*\*\*Dine-In Cinema

#Junior ##ScreenX ###Premier

	Screen	Seats	AED
<b>The Springs Souk</b>	1	59	7,700
	2	90	11,300
	3###	31	15,100
	4	45	5,800
	5	39	5,000
	6#	41	5,000
	Follow an English Blockbuster		14,300
	Follow an English Movie		11,400
	Follow an Asian/Arabic Movie		5,700



### 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

### 4 Week Campaign on MX4D

Location	Screen	Seats	AED
The Dubai Mall	19	94	25,000

### 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)
- Audio: Full mix or separate tracks with sync beeps



# on screen advertising packages



## Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all Reel locations with the Emirates Blockbuster package. Your ad appears on **39 screens across 3 cinemas. Four weekly 30-second rate is AED 281,150** 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 100,080.

#### 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 79,920.

#### 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 28,400.

#### 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 28,400.

#### 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



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED
<b>City Centre</b>	MAX1+T1	386+40	34,950
<b>Mirdif</b>	MAX2+T2	261+40	31,650
	3	152	10,750
	4*	124	20,350
	5	161	11,300
	6	162	11,300
	7	161	11,300
	8	261	20,900
	9**	40	4,400
	10**	40	4,400
	IMAX Sapphire+T3+T4	128+40+40	31,650
	12	144	10,200
	13	144	10,200
	14	144	10,200
	15	57	4,950
	16	48	4,400
	Follow an English Blockbuster		51,375
	Follow an English Movie		41,100
	Follow an Asian/Arabic Movie		15,100

T - THEATRE      GC - Gold Class      \*\* VOX Kids  
\* 4DX      # - SAMSUNG ONYX

### 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

#### 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

	Screen	Seats	AED
<b>City Centre</b>	MAX1+GC1	546+40	55,550
<b>Deira</b>	MAX2+GC2	380+40	50,600
	3+GC3	259+32	36,600
	4	105	7,700
	5	207	10,750
	6	181	10,200
	7	181	10,200
	8	209	10,750
	9	104	7,700
	10*	124	20,350
	11+GC4	257+32	34,950
	12**	37	5,800
	17	135	8,800
	18	153	8,800
	19	107	7,700
	20	35	5,800
	Follow an English Blockbuster		63,250
	Follow an English Movie		50,600
	Follow an Asian/Arabic Movie		33,000

<b>Wafi City</b>	1	116	5,800
	2	116	5,800
	3+VIP5	264+44	15,150
	4+VIP1	143+42	8,250
	5+VIP3	120+42	7,700
	6	120	6,350
	MAX+VIP4	474+68	26,700
	8+VIP2	149+42	9,650
	9**	71	3,850
	15#	56	3,300
	Follow an English Blockbuster		33,250
	Follow an English Movie		26,600
	Follow an Asian/Arabic Movie		15,100



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

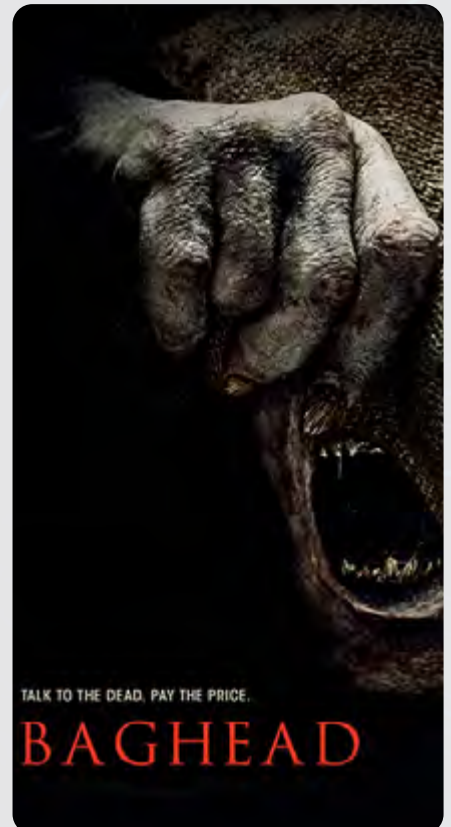
### Dubai

	Screen	Seats	AED
<b>Mall of The Emirates</b>	IMAX®+T1	359+36	53,100
	2*	160	23,950
	ATMOS+T3	178+36	23,400
	4	138	16,500
	5	140	16,500
	6	140	16,500
	7	48	5,800
	8	48	5,800
	9	48	5,800
	10	48	5,800
	11**	47	5,800
	12**	48	5,800
	13	108	10,200
	14+T4	152+34	16,500
	15	110	12,650
	16	78	6,900
	17+T2	187+36	45,650
	18**	94	10,200
	19	92	10,200
	20	116	12,650
Follow an English Blockbuster			77,500
Follow an English Movie			62,000
Follow an Asian/Arabic Movie			20,900

<b>Mercato</b>	1	120	14,050
	2	143	16,500
	3	177	23,950
	4	174	23,950
	5	174	23,950
	6	129	14,050
	7	110	10,200
Follow an English Blockbuster			27,000
Follow an English Movie			21,600
Follow an Asian/Arabic Movie			15,100

	Screen	Seats	AED
<b>Burjuman</b>	MAX+GC1	224+50	30,250
	2**	43	4,950
	3+GC2	190+50	20,900
	4	31	4,400
	5	48	5,800
	6+GC3	136+50	16,500
	7	124	14,050
	8	41	4,950
	9	38	4,950
	10+GC4	220+50	27,800
Follow an English Blockbuster			34,625
Follow an English Movie			27,700
Follow an Asian/Arabic Movie			19,000

<b>MEGAPLEX</b>	1	460	22,300
	2	388	22,300
	3	296	22,300
	4	296	22,300
	5	200	19,000
	6	200	19,000
	7	130	12,100
	8	130	12,100
	9	130	12,100
	10*	68	12,100
	11	100	10,200
	12	94	10,200
Follow an English Blockbuster			25,000
Follow an English Movie			20,000
Follow an Asian/Arabic Movie			17,300



### 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' 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

T - THEATRE  
\*\* VOX Kids

GC - Gold Class  
\* 4DX

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED
<b>City Centre Shindagha</b>	1	131	10,750
	2	143	11,300
	3	124	10,200
	4	130	10,750
	5	205	14,050
	6	45	4,400
	7	91	6,900
Follow an English Blockbuster			15,625
Follow an English Movie			12,500
Follow an Asian/Arabic Movie			9,600

<b>OUTDOOR at Galleria Mall</b>	1	98	9,650
Follow a Movie			11,875

<b>Nakheel Mall</b>	MAX+T1	282+16	31,650
	2+T2	107+16	16,500
	3+T3	109+16	16,500
	4	45	4,950
	5	38	3,850
	6**	46	4,950
	7	39	3,850
	8+T4	59+16	12,650
	9	31	3,300
	10	47	4,950
	11	56	4,950
Follow an English Blockbuster			39,625
Follow an English Movie			31,700
Follow an Asian/Arabic Movie			16,500

	Screen	Seats	AED
<b>Dubai Festival City Mall</b>	IMAX+VIP1	323+46	33,000
	2	156	14,850
	3	182	17,050
	4	182	17,050
	5+VIP2	263+46	28,050
	6	155	14,300
	7	122	12,100
	8	122	12,100
	9	99	8,800
	10	98	8,800
	13###	64	6,050
	14	69	6,050
	15	80	7,150
	16	80	7,150
	17**	78	7,150
	18**	78	7,150
Follow an English Blockbuster			41,250
Follow an English Movie			33,000
Follow an Asian/Arabic Movie			17,100



### 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



T - THEATRE  
\*\* VOX Kids

GC - Gold Class  
\* 4DX



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Abu Dhabi

	Screen	Seats	AED
<b>YAS Mall - Abu Dhabi</b>	MAX1+T1	478+36	45,650
	2	90	7,700
	3	144	11,300
	4	131	11,300
	5	81	6,900
	MAX2+T3	214+36	27,800
	7	43	4,950
	8	80	6,900
	9	69	6,900
	10**	38	4,950
	11**	68	6,900
	12**	40	4,950
	13*	96	14,050
	17	193	17,600
	18	135	11,300
	19+T2	241+36	31,650
	20	193	17,600
	Follow an English Blockbuster		51,375
	Follow an English Movie		41,100
	Follow an Asian/Arabic Movie		15,700

<b>Reem Mall</b>	MAX	357	31,900
	2**	47	4,400
	3	93	8,250
	4	99	8,800
	5	91	8,000
	6	120	10,450
	7	161	14,300
	8	161	14,300
	Follow an English Blockbuster		39,875
	Follow an English Movie		31,900
	Follow an Asian/Arabic Movie		14,300



	Screen	Seats	AED
<b>Nation Towers - Abu Dhabi</b>	1	84	8,250
	2	52	6,900
	3	72	7,700
	4+T4	111+23	16,500
	ATMOS1+T1	124+21	17,600
	ATMOS2+T2	124+21	17,600
	7+T3	121+23	16,500
	Follow an English Blockbuster		19,750
	Follow an English Movie		15,800
	Follow an Asian/Arabic Movie		14,600
<b>Abu Dhabi Mall</b>	MAX	168	19,000
	2	170	17,600
	3	136	15,150
	4	118	12,650
	5	85	10,200
	6**	47	6,350
	Follow an English Blockbuster		23,625
	Follow an English Movie		18,900
	Follow an Asian/Arabic Movie		15,100



	Screen	Seats	AED
<b>The Galleria Al Maryah Island</b>	IMAX+T4	418+12	31,650
	VIP1	50	5,800
	3**	66	6,900
	4**	60	6,900
	5+T1	144+32	20,350
	6	46	4,950
	7	46	4,950
	8	46	4,950
	9	42	4,950
	10	57	6,350
	11	128	10,750
	12+T2	164+32	22,850
	VIP2+T3	175+32	25,300
	14	52	5,250
	15	42	3,850
	16	47	4,400
	17	47	4,400
	Follow an English Blockbuster		41,000
	Follow an English Movie		32,800
	Follow an Asian/Arabic Movie		15,100



#### 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

T - THEATRE

GC - Gold Class

\*\* VOX Kids

\* 4DX

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Sharjah

	Screen	Seats	AED
<b>City Centre Sharjah</b>	MAX+GC2	309+48	31,650
	2+GC1	149+40	19,000
	3	69	7,700
	4	130	12,650
	5	128	12,650
	6	79	10,200
	7	81	8,800
	8	83	8,800
	9**	48	6,350
	10**	72	7,700
Follow an English Blockbuster			39,625
Follow an English Movie			31,700
Follow an Asian/Arabic Movie			19,000

<b>City Centre Al Zahia</b>	MAX1+GC1	344+32	25,300
	MAX2+GC2	189+40	15,950
	VIP	70	9,650
	4+GC3	189+38	15,950
	5	155	12,650
	6	68	6,350
	7	59	5,800
	8	59	5,800
	9	59	5,800
	10	60	5,800
	11	45	3,850
	12	45	3,850
	13**	33	3,300
Follow an English Blockbuster			31,625
Follow an English Movie			25,300
Follow an Asian/Arabic Movie			15,700

### Ajman

	Screen	Seats	AED
<b>City Centre Ajman</b>	1	301	8,250
	2*	64	3,850
	3**	44	2,500
	4	130	5,800
	5	75	4,400
	6	156	5,800
	7	74	4,400
	8	156	5,800
	MAX	369	8,800
Follow an English Blockbuster			10,125
Follow an English Movie			8,100
Follow an Asian/Arabic Movie			5,000

### Fujairah

	Screen	Seats	AED
<b>City Centre Fujairah</b>	MAX+GC1	251+78	12,100
	2+GC2	167+78	12,100
	3*	72	7,700
	4	74	5,800
	5	97	6,900
	6	98	6,900
	7	74	5,800
	8	120	8,800
	9	153	8,800
Follow an English Blockbuster			13,500
Follow an English Movie			10,800
Follow an Asian/Arabic Movie			7,700

### Al Ain

	Screen	Seats	AED
<b>Al Jimi Mall</b>	1**	47	3,850
	2	87	7,700
	3	92	7,700
	4	49	3,850
	5+T2	164+23	16,500
	MAX+T1	153+31	16,500
Follow an English Blockbuster			20,625
Follow an English Movie			16,500
Follow an Asian/Arabic Movie			7,700

### Ras Al Khaimah

	Screen	Seats	AED
<b>Al Hamra Mall - RAK</b>	MAX+GC	293+18	11,300
	2	75	5,800
	3	72	5,800
	4	196	8,800
	5	61	4,950
	6	101	6,900
	7	50	4,950
Follow an English Blockbuster			13,500
Follow an English Movie			10,800
Follow an Asian/Arabic Movie			6,300

#### 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' 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

GC - Gold Class

\*\* VOX Kids

\* 4DX

Rates not inclusive of taxes.





# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Seats	AED
City Centre Deira	124	27,800
City Centre Mirdif	124	27,800
Mall of the Emirates	160	41,800
MEGAPLEX	68	13,900

### Abu Dhabi

	Seats	AED
Yas Mall - Abu Dhabi	96	27,800

### Ajman

	Seats	AED
City Centre Ajman	64	13,900

### Fujairah

	Seats	AED
City Centre Fujairah	72	13,900



## 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



## Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all VOX locations with the Emirates Blockbuster package. Your ad appears on **282 screens across 21 cinemas**. **Four weekly 30-second rate is AED 1,463,925** 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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 570,500.

#### 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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 541,975.

#### 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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 299,155.

#### 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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 299,155.

#### 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

#### Cinemacity

	Screen	Seats	AED
Zero 6 Mall	7*	32	9,900
	8*	32	9,900
Alqana	12*	40	15,400
	13*	50	19,250
	14*	50	19,250
	15*	48	18,150
Fountain Views	1*	22	8,000
	2#	62	19,000
	3*	30	9,650
	4*	30	9,650
	5#	54	19,000
	6**	28	9,900
Arabian Centre	6*	26	11,275

#### Royal Cinemas

	Screen	Seats	AED
Dalma Mall	R1	61	15,400
	R2	43	13,750
Khalidiyah Mall	R	30	11,550
Deerfields Mall	R1	46	15,400
	R2	24	13,200
	R3	24	13,200



#### Cinèpolis

	Screen	Seats	AED
Circle Mall	GC	14	5,500



#### 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

#### ROYAL CINEMAS

R - Royal Class  
P - Platinum Class

#### CINEMACITY

\* - VIP  
\*\* - VIP Azul  
# - Club Class

#### CINÈPOLIS

GC - Gold Class

# on screen advertising



## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### Reel Cinemas

	Screen	Seats	AED
The Dubai Mall	PS1	32	21,450
	PS2	32	21,450
	PS3	32	21,450
	PS4	30	21,450
	PS5	24	19,250



#### 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

#### VOX Cinemas

	Screen	Seats	AED
City Centre Mirdif	T1	40	13,750
	T2	40	13,750
	T3	40	13,750
	T4	40	13,750

Burjuman	GC1	50	12,650
	GC2	50	12,650
	GC3	50	12,650
	GC4	50	12,650

Yas Mall - Abu Dhabi	T1	36	18,150
	T2	36	18,150
	T3	36	18,150

Al Hamra Mall - RAK	GC	18	4,950
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The Galleria	T1	32	15,400
Al Maryah Island	T2	32	15,400
	T3	32	15,400
	T4	12	6,600
	VIP 1	50	5,800

City Centre Al Zahia	GC1	32	9,900
	GC2	40	9,900
	GC3	38	9,900

Dubai Festival City Mall	VIP1	46	15,400
	VIP2	46	15,400



	Screen	Seats	AED
Mall of the Emirates	T1	36	21,450
	T2	36	21,450
	T3	36	21,450
	T4	34	21,450

City Centre Deira	GC1	40	16,500
	GC2	40	16,500
	GC3	32	15,400
	GC4	32	15,400

Al Jimi Mall	T1	31	6,600
	T2	23	6,600

Nation Towers - Abu Dhabi	T1	21	7,150
	T2	21	7,150
	T3	23	7,150
	T4	23	7,150

City Centre Sharjah	GC1	40	12,650
	GC2	48	12,650

City Centre Fujairah	GC1	78	4,950
	GC2	78	4,950

Nakheel Mall	T1	16	6,600
	T2	16	6,600
	T3	16	6,600
	T4	16	6,600

Wafi City	VIP1	42	3,850
	VIP2	42	3,850
	VIP3	42	3,850
	VIP4	68	6,600
	VIP5	44	3,850

#### REEL CINEMAS

PS - Platinum Suite

#### VOX CINEMAS

G - Gold class

T - THEATRE



# on screen advertising packages



## Emirates Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the UAE with the Emirates Premium Screen package. Your ad appears on **74 screens across 24 cinemas**. **Four weekly 30-second rate is AED 651,333** inclusive of one digital transfer (DCP).





# on screen advertising packages



## Cinema Circuit Package

### Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across the **Motivate Val Morgan** circuit (VOX, Oscar, Royal, Cinemacity and Cinépolis) with the Emirates Blockbuster package. Your ad appears on **380 screens across 33 cinemas**. **Four weekly 30-second rate is AED 2,004,950** 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 32 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 791,400.

#### 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 32 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 633,120.

#### 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 33 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 352,800.

#### 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 31 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 352,800.

#### 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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SCREEN ADVERTISING WORLD ASSOCIATION

