

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

Manama

	Screen	Seats	BD
The Avenues	MAX+T1	277+31	3,410
	2	70	1,430
	3	121	2,200
	4	54	1,270
	5	54	1,270
	6+T2	130+31	2,200
	7+T3	130+31	2,200
	Follow an English Blockbuster Movie		
Follow an English/Arabic Movie			3,300
Follow an Asian Movie			1,265

	Screen	Seats	BD
City Centre Bahrain	1+T1	482+26	3,850
	2	196	1,650
	3	119	1,320
	4	130	1,380
	5	113	1,100
	6	116	1,100
	7	110	1,100
	8	108	1,100
	9+T2	300+26	3,410
	10	142	1,650
	11	142	1,650
	12+T3	300+26	3,410
	17	130	1,380
	18	118	1,320
	19	198	1,540
	IMAX+T4	344+26	3,850
	Follow an English Blockbuster Movie		
Follow an English/Arabic Movie			3,850
Follow an Asian Movie			1,265

Durations

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

on screen advertising packages



Bahrain Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at The Avenues & City Centre Bahrain with the Bahrain Blockbuster Package. Your ad will appear on **30 screens at 2 cinema locations**. **Four weekly 30-second rate is BD 26,874** inclusive of one digital transfer (DCP).

Follow a Movie Package

Position your brand by targeting an audience of a specific English Blockbuster, English, Arabic or Asian 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 BD 8,078.

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 BD 6,435.

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)



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 4 weeks for BD 6,435.

Notes:

- Arabic 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



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 BD 2,277.

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

Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.

on screen advertising



30-Second Four Weekly Film Advertising Rates

SAAR

	Screen	Seats	BD
Atrium Mall	Macro XE1	316	1,650
	Macro XE2	316	1,650
	P1	87	1,100
	P2	95	1,100
	P3	95	1,100
	P4	136	1,270
	P5	125	1,270
	8**	92	1,650
	P6	136	1,270
	10*	94	1,100
	P7	96	1,100
	P8	96	1,100
	P9	96	1,100

Follow an English Blockbuster Movie 2,200

Follow an English/Arabic Movie 1,760

Follow an Asian Movie 1,210

P - Premium

* Junior

** 4D Emotion

Durations

15 Sec	40% discount	45 Sec	30% loading
60 Sec	40% loading	75 Sec	75% loading
90 Sec	100% loading		

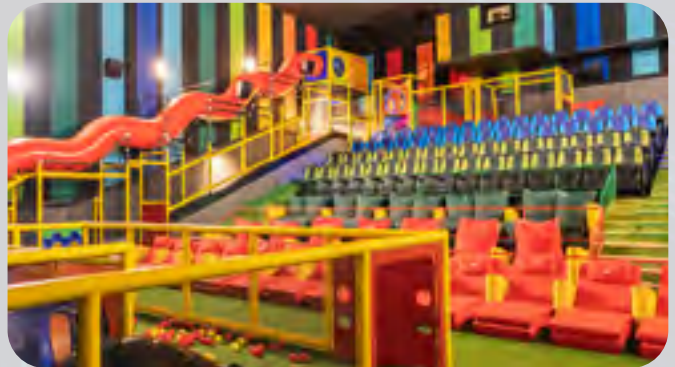
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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



on screen advertising



30-Second Four Weekly Film Advertising Rates

Manama

	Screen	Seats	BD
Amwaj Islands	1	80	830
	2	77	770
	3	85	880
	4	61	660
	5	49	500
Follow an English Blockbuster Movie	1,100		
Follow an English/Arabic Movie	880		
Follow an Asian Movie	660		

Durations

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



on screen advertising packages



Bahrain Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at Atrium Mall & Amwaj Islands with the Bahrain Blockbuster Package. Your ad will appear on **18 screens at 2 cinema locations. Four weekly 30-second rate is BD 14,070** inclusive of one digital transfer (DCP).

Follow a Movie Package

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



English Blockbuster Movie

The commercial will play for as long as the movie runs across the 2 Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 2,970.

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 Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 2,376.

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)



Arabic Movie

The commercial will play for as long as the movie runs across the 2 Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 2,376.

Notes:

- Arabic 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



Asian Movie

The commercial will play for as long as the movie runs across the 2 Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for BD 1,683.

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

Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.

on screen advertising



30-Second Four Weekly Film Advertising Rates

Manama

	Screen	Seats	BD
Marassi Galleria	IMAX+PS1	183+30	2,400
	2	129	2,300
	3+PS2	153+30	2,050
	4	113	2,000
	5	117	2,050
	Follow an English Blockbuster Movie		3,000
	Follow an English/Arabic Movie		2,400
	Follow an Asian Movie		1,500

Durations

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



PS - Platinum Suit



on screen advertising packages



Bahrain Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at Marassi Galleria with the Bahrain Blockbuster Package. Your ad will appear on **7 screens at 1 cinema location. Four weekly 30-second rate is BD 10,800** inclusive of one digital transfer (DCP).

Follow a Movie Package

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



English Blockbuster Movie

The commercial will play for as long as the movie runs across the Reel location (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 2,700.

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 Reel location locations (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 2,160.

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)



Arabic Movie

The commercial will play for as long as the movie runs across the Reel location (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 2,160.

Notes:

- Arabic 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



Asian Movie

The commercial will play for as long as the movie runs across the Reel location (on every screen the movie plays) for a guaranteed period of 2 weeks for BD 1,350.

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

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	BD
The Avenues	T1	31	1,430
	T2	31	1,270
	T3	31	1,270
City Centre Bahrain	T1	26	1,540
	T2	26	1,540
	T3	26	1,540
	T4	26	1,540

Reel Cinemas

	Screen	Seats	BD
Marasi Galleria	PS1	30	1,500
	PS2	30	1,500



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

T - THEATRE

PS - Platinum Suit

on screen advertising packages



Bahrain Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Bahrain with the Bahrain Premium Screen package. Your ad appears on **9 screens across 3 cinemas**. **Four weekly 30-second rate is BD 9,848** inclusive of one digital transfer (DCP).



on screen advertising packages



Cinema Circuit Package

Bahrain Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of Bahrain cinema audiences across the **Motivate Val Morgan** circuit (VOX, Cinépolis and Reel) with the Bahrain Blockbuster package. Your ad appears on **55 screens across 5 cinemas. Four weekly 30-second rate is BD 45,414** 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 5 VOX, Cinépolis and Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 13,748.

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 5 VOX, Cinépolis and Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for BD 10,971.

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)



Arabic Movie

The commercial will play for as long as the movie runs across the 5 VOX, Cinépolis and Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for BD 10,971.

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



Asian Movie

The commercial will play for as long as the movie runs across the 5 VOX, Cinépolis and Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for BD 5,310.

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

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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