

**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 2025**  
unrivalled advertising impact

**Cinema**  
turns audiences  
into customers

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Manama

	Screen	Seats	BD
<b>The Avenues</b>	1 MAX+8T	273+32	3,410
	2	68	1,430
	3	120	2,200
	4	53	1,270
	5	53	1,270
	6+9T	128+32	2,200
	7+10T	128+32	2,200
	Follow an English Blockbuster Movie		4,125
	Follow an English/Arabic Movie		3,300
	Follow an Asian Movie		1,265

<b>City Centre Bahrain</b>	1+13T	482+26	3,850
	2	196	1,650
	3	119	1,320
	4	130	1,380
	5	113	1,100
	6	114	1,100
	7	110	1,100
	8	108	1,100
	9+14T	300+26	3,410
	10	142	1,650
	11	142	1,650
	12+15T	300+26	3,410
	17	130	1,380
	18	118	1,320
	19	196	1,540
	20 IMAX+16T	371+26	3,850
	Follow an English Blockbuster Movie		4,850
	Follow an English/Arabic Movie		3,850
	Follow an Asian Movie		1,265

T - THEATRE

### Durations

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

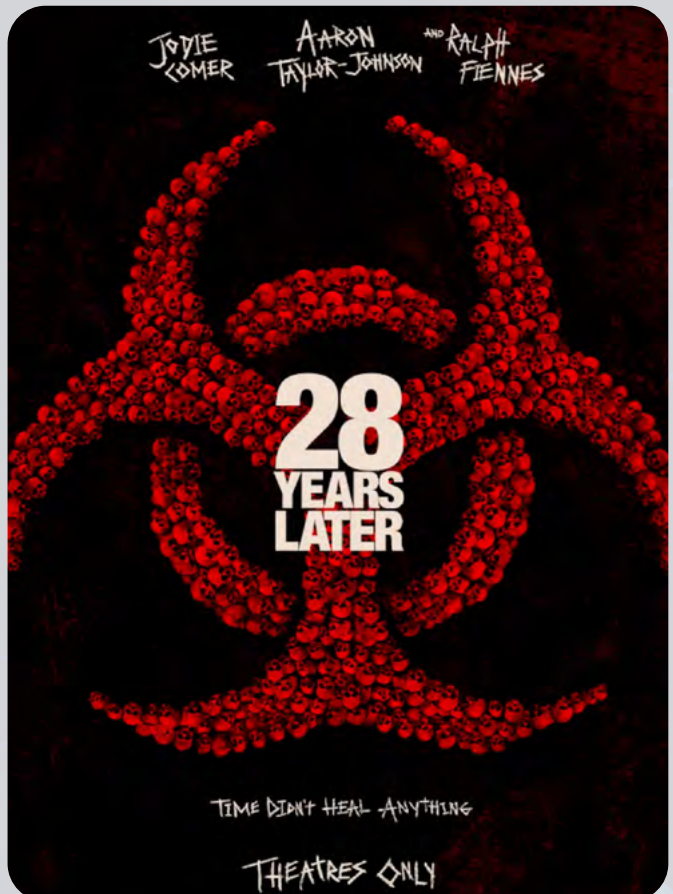
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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 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

سينيپوليس  
**cinépolis**  
C I N E M A S سينماس

## 30-Second Four Weekly Film Advertising Rates

### SAAR

	Screen	Seats	BD
<b>Atrium Mall</b>	1 Macro XE	316	1,650
	2 Macro XE	316	1,650
	3P	87	1,100
	4P	95	1,100
	5P	95	1,100
	6P	136	1,270
	7P	125	1,270
	8**	92	1,650
	9P	136	1,270
	10*	94	1,100
	11P	96	1,100
	12P	96	1,100
	13P	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

سينيپوليس  
**cinépolis**  
C I N E M A S

## 30-Second Four Weekly Film Advertising Rates

### Manama

	Screen	Seats	BD
<b>Amwaj Islands</b>	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

سينيپوليس  
**cinépolis**  
C I N E M A S

## 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
<b>Marassi Galleria</b>	1 IMAX+6PS	183+30	2,400
	2	129	2,300
	3+7PS	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

EVERYONE'S  
A SUSPECT

**DROP**

ONLY IN THEATERS APRIL 11



# 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 6,480** 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	8T	32	1,430
	9T	32	1,270
	10T	32	1,270
City Centre Bahrain	13T	26	1,540
	14T	26	1,540
	15T	26	1,540
	16T	26	1,540

#### Reel Cinemas

	Screen	Seats	BD
Marasi Galleria	6PS	30	1,500
	7PS	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



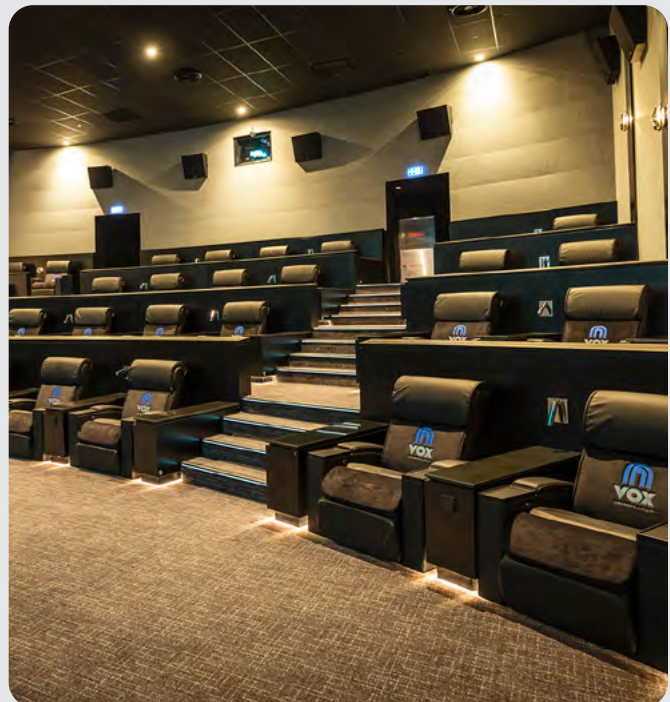
# on screen advertising packages



## 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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sawa

SCREEN ADVERTISING WORLD ASSOCIATION

