

**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

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Riyadh Park	1 IMAX	212		140
	2**	40		140
	3**	40		140
	4VIP	36		140
	5	260		140
	6	86		140
	7	78		140
	8	77		140
	9VIP	30		140
	10***	98		140
	11	66		140
	12	58		140
	<b>12</b>	<b>1,080</b>	<b>303,600</b>	<b>1,680</b>

Follow an English Blockbuster	121,440
Follow an Arabic Movie	121,440
Follow an Asian Movie	75,900

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**	56		140
	10GC	20		140
	11GC	30		140
	<b>11</b>	<b>990</b>	<b>113,900</b>	<b>1,540</b>

Follow an English Blockbuster	45,560
Follow an Arabic Movie	45,560
Follow an Asian Movie	28,475

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
	10VIP	30		140
	11VIP	30		140
	<b>11</b>	<b>531</b>	<b>63,300</b>	<b>1,540</b>

Follow an English Blockbuster	25,320
Follow an Arabic Movie	25,320
Follow an Asian Movie	15,825

The Roof	1	50		140
	2	53		140
	3	89		140
	4VIP	48		140
	5**	50		140
	6	89		140
	7	100		140
	8	79		140
	<b>8</b>	<b>558</b>	<b>77,000</b>	<b>1,120</b>

Follow an English Blockbuster	30,800
Follow an Arabic Movie	30,800
Follow an Asian Movie	19,250

#### 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)



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Al Qasr Mall	1 MAX	164		140
	2	83		140
	3	107		140
	4	115		140
	5	106		140
	6	55		140
	7	121		140
	8	93		140
	9	66		140
	10	54		140
	11**	46		140
	12**	46		140
	13	108		140
	14	92		140
	15	38		140
	<b>15</b>	<b>1,294</b>	<b>148,000</b>	<b>2,100</b>

Follow an English Blockbuster	59,200
Follow an Arabic Movie	59,200
Follow an Asian Movie	37,000

Kingdom Centre	1VVIP	24		140
	2VVIP	30		140
	3VVIP	30		140
	4VVIP	30		140
	5VVIP	24		140
	6VVIP	30		140
	7VVIP	30		140
	8VVIP	30		140
	<b>8</b>	<b>228</b>	<b>174,900</b>	<b>1,120</b>

Follow an English Blockbuster	69,960
Follow an Arabic Movie	69,960
Follow an Asian Movie	43,725

GC - Gold Class

\*\* VOX kids

	Screen	Seats	30 Sec (SAR)	Spots
ROSHN Front	1	49		140
	2	49		140
	3 MAX	285		140
	4	30		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**	50		140
	14**	50		140
	15GC	32		140
	16GC	32		140
	17GC	12		140
	18GC	12		140
	<b>18</b>	<b>1,398</b>	<b>243,100</b>	<b>2,520</b>

Follow an English Blockbuster	97,240
Follow an Arabic Movie	97,240
Follow an Asian Movie	60,775



#### 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)

# 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
	3VIP	48		140
	4	91		140
	5	91		140
	6	133		140
	7	133		140
	<b>7</b>	<b>662</b>	<b>75,900</b>	<b>980</b>

Follow an English Blockbuster	30,360
Follow an Arabic Movie	30,360
Follow an Asian Movie	18,975

Century Corner	1 IMAX	196		140
	2	122		140
	3	93		140
	4	161		140
	5	96		140
	6	50		140
	7T	30		140
	8T	30		140
	9T	30		140
	<b>9</b>	<b>808</b>	<b>90,800</b>	<b>1,260</b>

Follow an English Blockbuster	36,320
Follow an Arabic Movie	36,320
Follow an Asian Movie	22,700

	Screen	Seats	30 Sec (SAR)	Spots
The Esplanade	1 MAX	273		140
	2	95		140
	3**	62		140
	4	66		140
	5	157		140
	6	157		140
	7GC	32		140
	8GC	20		140
	<b>8</b>	<b>862</b>	<b>101,200</b>	<b>1,120</b>

Follow an English Blockbuster	40,480
Follow an Arabic Movie	40,480
Follow an Asian Movie	25,300



#### 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)



GC - Gold Class

\*\* VOX kids

T - THEATRE

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Red Sea Mall	1	163		140
	2	163		140
	3	129		140
	4	163		140
	5	163		140
	6	129		140
	7 IMAX	269		140
	8VIP	50		140
	9**	68		140
	10GC	48		140
	11GC	48		140
	12GC	48		140
	<b>12</b>	<b>1,441</b>	<b>284,600</b>	<b>1,680</b>

Follow an English Blockbuster	113,840
Follow an Arabic Movie	113,840
Follow an Asian Movie	71,150

Town Square	1 IMAX	313		140
	2**	47		140
	3VIP	46		140
	4***	150		140
	5	43		140
	6	153		140
	7	154		140
	8	48		140
	9#	42		140
	10	49		140
	11	139		140
	12	140		140
	<b>12</b>	<b>1,324</b>	<b>59,400</b>	<b>1,680</b>

Follow an English Blockbuster	23,760
Follow an Arabic Movie	23,760
Follow an Asian Movie	14,850

	Screen	Seats	30 Sec (SAR)	Spots
Jeddah Park	1	49		140
	2	105		140
	3	49		140
	4	106		140
	5 IMAX	156		140
	6	47		140
	7	56		140
	8	56		140
	9	56		140
	10	42		140
	11GC	32		140
	12GC	32		140
	<b>12</b>	<b>786</b>	<b>72,500</b>	<b>1,680</b>

Follow an English Blockbuster	29,000
Follow an Arabic Movie	29,000
Follow an Asian Movie	18,125



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

#### 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)



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dammam

	Screen	Seats	30 Sec (SAR)	Spots
West Avenue Mall	1 MAX	227		140
	2**	40		140
	3	161		140
	4	161		140
	5	161		140
	6	161		140
	6	911	88,600	840

Follow an English Blockbuster	35,440
Follow an Arabic Movie	35,440
Follow an Asian Movie	22,150

#### Durations

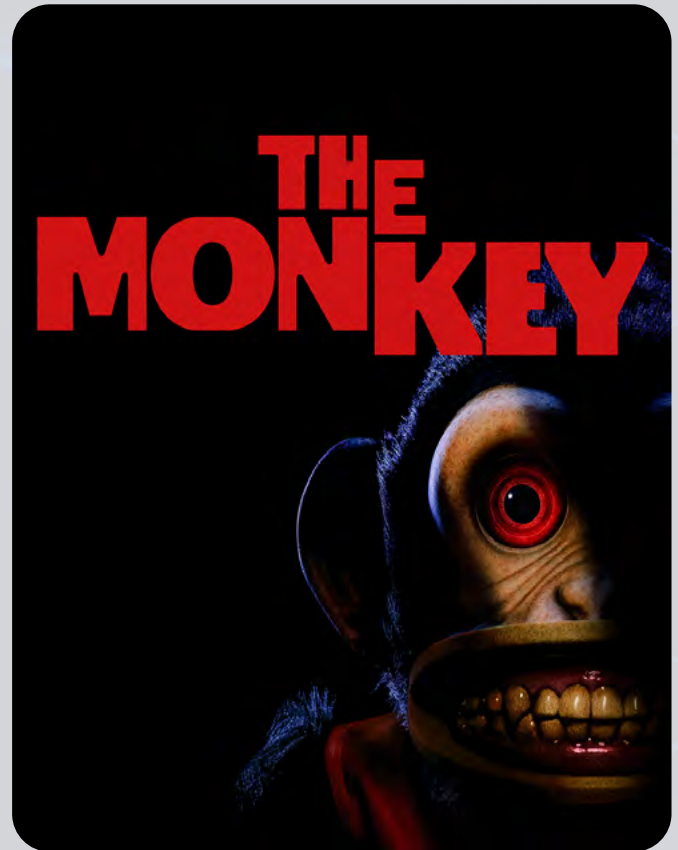
- Other time lengths will be on Pro-rata basis

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)



\*\* 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
	4VIP	56		140
	5	47		140
	6	143		140
	7	143		140
	8	49		140
	9	143		140
	10	49		140
	11	49		140
	<b>11</b>	<b>831</b>	<b>63,300</b>	<b>1,540</b>
Follow an English Blockbuster 25,320				
Follow an Arabic Movie 25,320				
Follow an Asian Movie 15,825				



#### 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)

\*\* 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
	3VIP	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

Follow an English Blockbuster	37,960
Follow an Arabic Movie	37,960
Follow an Asian Movie	23,725



#### 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)

\*\* VOX kids



# on screen advertising

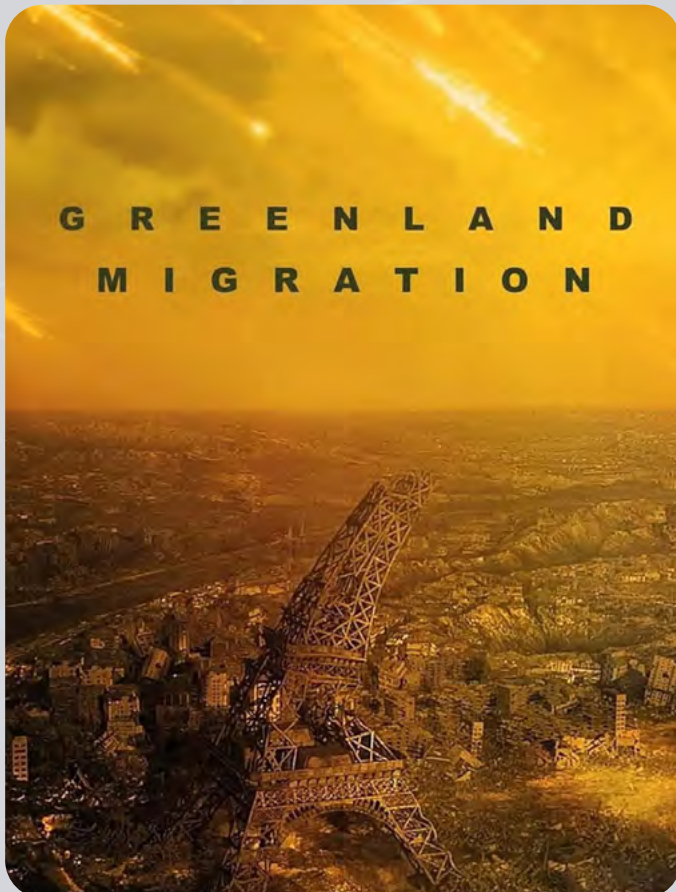


## 30-Second Four Weekly Film Advertising Rates

### 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

Follow an English Blockbuster	15,200
Follow an Arabic Movie	15,200
Follow an Asian Movie	9,500



#### 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)

\*\* 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
	<b>10</b>	<b>793</b>	<b>139,200</b>	<b>1,400</b>

Follow an English Blockbuster	55,680
Follow an Arabic Movie	55,680
Follow an Asian Movie	34,800

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
	<b>9</b>	<b>901</b>	<b>189,800</b>	<b>1,260</b>

Follow an English Blockbuster	75,920
Follow an Arabic Movie	75,920
Follow an Asian Movie	47,450



\* 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)



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Star Avenue 9	1 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

Follow an English Blockbuster	20,240
Follow an Arabic Movie	20,240
Follow an Asian Movie	12,650

#### 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)



# 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
Follow an English Blockbuster				30,360
Follow an Arabic Movie				30,360
Follow an Asian Movie				18,975

#### 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)



\*DOLBY Cinema

\*\* PRIME at AMC





# 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

Follow an English Blockbuster 15,200

Follow an Arabic Movie 15,200

Follow an Asian Movie 9,500

### 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)

\*\* PRIME at AMC





# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Tabuk

	Screen	Seats	30 Sec (SAR)	Spots
Tabuk Boulevard 7	1**	182		140
	2	50		140
	3	84		140
	4	114		140
	<b>4</b>	<b>430</b>	<b>25,300</b>	<b>560</b>
Follow an English Blockbuster 10,120				
Follow an Arabic Movie 10,120				
Follow an Asian Movie 6,325				

#### 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)

\*\* PRIME at AMC





# on screen advertising



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Mall of Arabia	1*	430		140
	2 IMAX	261		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
	13 SUITES	34		140
	14 SUITES	34		140
	15 SUITES	34		140
	<b>15</b>	<b>1,856</b>	<b>316,300</b>	<b>2,100</b>

Follow an English Blockbuster 126,520  
Follow an Arabic Movie 126,520  
Follow an Asian Movie 79,075



\* Xperience

\*\* Screen X

# Junior

	Screen	Seats	30 Sec (SAR)	Spots
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
	<b>9</b>	<b>924</b>	<b>82,200</b>	<b>1,260</b>

Follow an English Blockbuster 32,880  
Follow an Arabic Movie 32,880  
Follow an Asian Movie 20,550

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

Follow an English Blockbuster 7,600  
Follow an Arabic Movie 7,600  
Follow an Asian Movie 4,750

#### 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)

# on screen advertising



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

Follow an English Blockbuster 45,560  
Follow an Arabic Movie 45,560  
Follow an Asian Movie 28,475

The Village	1	51		140
	2	157		140
	3	109		140
	4	87		140
	5	323		140
	6	132		140
	7	149		140
	8	215		140
	9	131		140
	10	53		140
	11	53		140
	11	1,460	148,960	1,540

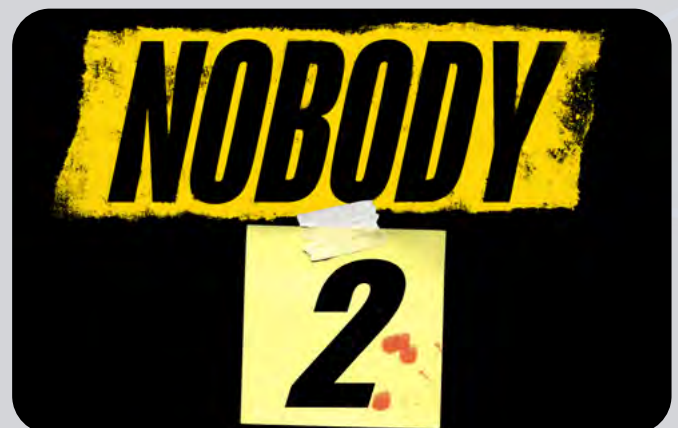
Follow an English Blockbuster 59,584  
Follow an Arabic Movie 59,584  
Follow an Asian Movie 37,240

\* 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

Follow an English Blockbuster 40,480  
Follow an Arabic Movie 40,480  
Follow an Asian Movie 25,300



### 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)



# on screen advertising



CINEMAS سينما

## 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
	<b>6</b>	<b>549</b>	<b>75,900</b>	<b>840</b>

Follow an English Blockbuster	30,360
Follow an Arabic Movie	30,360
Follow an Asian Movie	18,975

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
	<b>8</b>	<b>1,056</b>	<b>101,200</b>	<b>1,120</b>

Follow an English Blockbuster	40,480
Follow an Arabic Movie	40,480
Follow an Asian Movie	25,300

\*\* 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)

	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
	11 SUITES	24		140
	12 SUITES	24		140
	13 SUITES	32		140
	<b>13</b>	<b>1,672</b>	<b>221,400</b>	<b>1,820</b>

Follow an English Blockbuster	88,560
Follow an Arabic Movie	88,560
Follow an Asian Movie	55,350

U Walk	1 IMAX	226		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
	10 SUITES	40		140
	11 SUITES	40		140
	12 SUITES	24		140
	13 SUITES	32		140
	<b>13</b>	<b>1,354</b>	<b>303,600</b>	<b>1,820</b>

Follow an English Blockbuster	121,440
Follow an Arabic Movie	121,440
Follow an Asian Movie	75,900

# on screen advertising



سينما CINEMAS

## 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
	<b>9</b>	<b>977</b>	<b>88,600</b>	<b>1,260</b>

Follow an English Blockbuster 35,440  
Follow an Arabic Movie 35,440  
Follow an Asian Movie 22,150

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
	<b>10</b>	<b>1,277</b>	<b>89,100</b>	<b>1,400</b>

Follow an English Blockbuster 35,640  
Follow an Arabic Movie 35,640  
Follow an Asian Movie 22,275



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

	Screen	Seats	30 Sec (SAR)	Spots
muvi Boutique Tala Mall	1 Boutique	125		140
	2 Boutique	125		140
	3 Boutique	54		140
	4 Boutique	83		140
	<b>4</b>	<b>387</b>	<b>30,400</b>	<b>560</b>

Follow an English Blockbuster 12,160  
Follow an Arabic Movie 12,160  
Follow an Asian Movie 7,600

Boulevard Riyadh City	1*	485		140
	2###	192		140
	3 Boutique	90		140
	4 Boutique	90		140
	5 Boutique	65		140
	6 Boutique	65		140
	22 SUITES	40		140
	23 SUITES	40		140
	24 SUITES	40		140
	25 SUITES	32		140
	<b>13</b>	<b>1,139</b>	<b>159,000</b>	<b>1,400</b>

Follow an English Blockbuster 63,600  
Follow an Arabic Movie 63,600  
Follow an Asian Movie 39,750

#### 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)



# on screen advertising



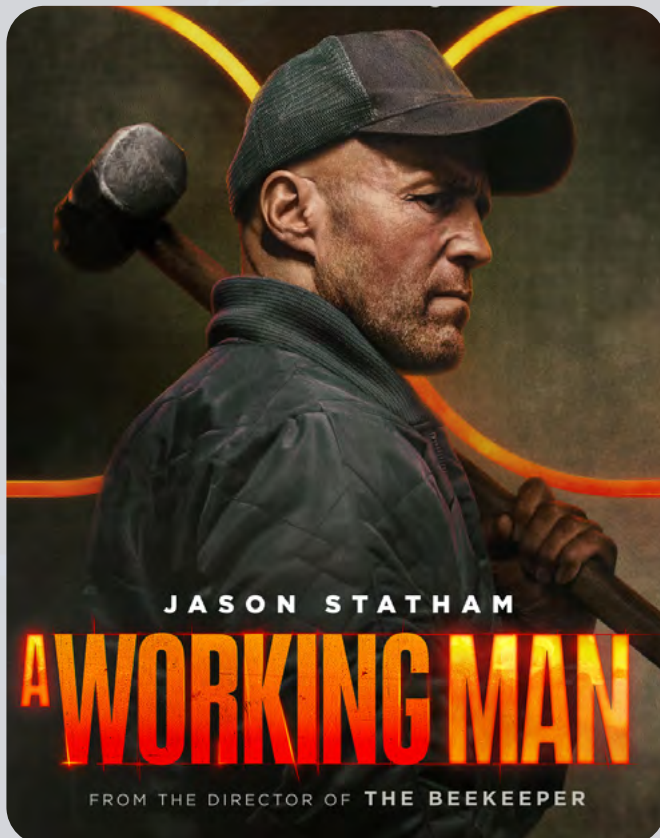
CINEMAS سينما

## 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

Follow an English Blockbuster 30,360  
Follow an Arabic Movie 30,360  
Follow an Asian Movie 18,975



#### 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)



# 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

Follow an English Blockbuster 15,200

Follow an Arabic Movie 15,200

Follow an Asian Movie 9,500

#### Durations

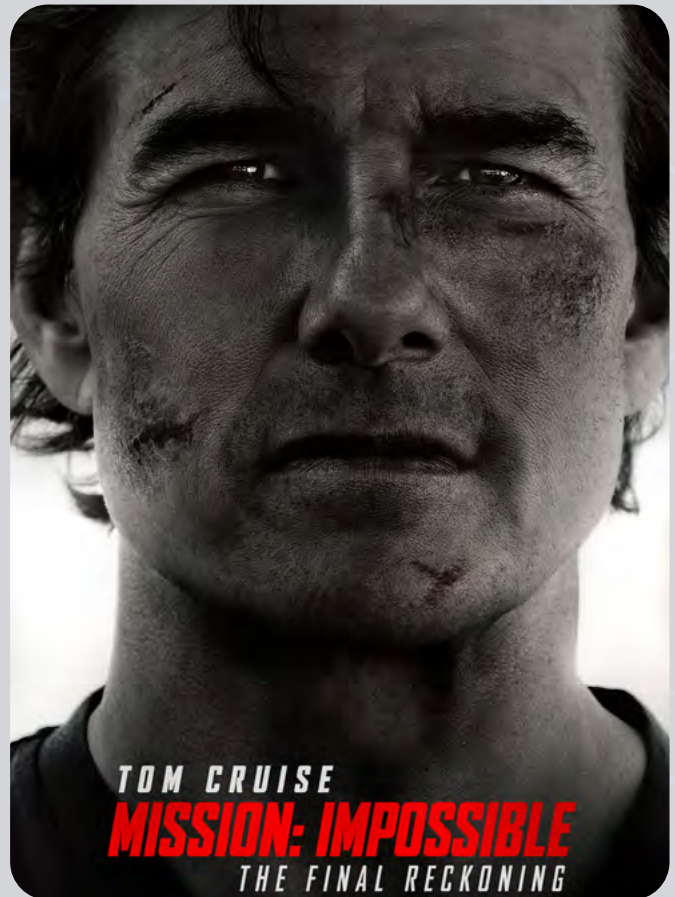
- Other time lengths will be on Pro-rata basis

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)





# on screen advertising



سينما CINEMAS

## 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

Follow an English Blockbuster 32,880

Follow an Arabic Movie 32,880

Follow an Asian Movie 20,550

#### Durations

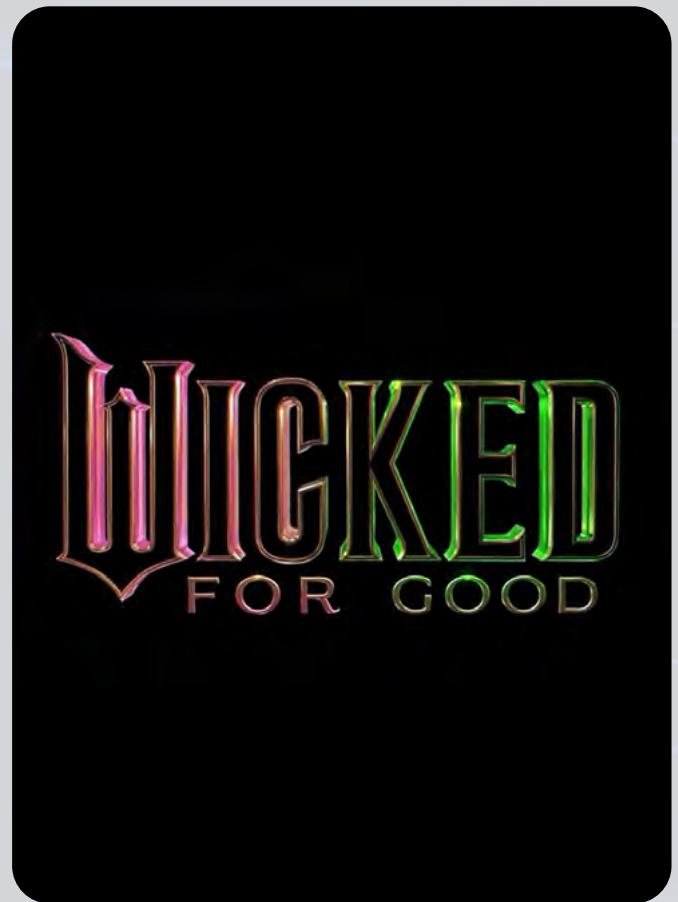
- Other time lengths will be on Pro-rata basis

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)



\* Xperience



# on screen advertising



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
	16 SUITES	32		140
	17 SUITES	40		140
	18 SUITES	40		140
	18	2,368	189,800	2,520

Follow an English Blockbuster 75,920

Follow an Arabic Movie 75,920

Follow an Asian Movie 47,450

#### 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)



\*\* Screen X

\*\*\* Onyx

## Dolby Cinema



# on screen advertising



CINEMAS سينما

## 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

Follow an English Blockbuster 27,840  
Follow an Arabic Movie 27,840  
Follow an Asian Movie 17,400

#### 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)

	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

Follow an English Blockbuster 13,960  
Follow an Arabic Movie 13,960  
Follow an Asian Movie 8,725



\*\* ScreenX

\* Xperience



# 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

Follow an English Blockbuster	30,360
Follow an Arabic Movie	30,360
Follow an Asian Movie	18,975

#### 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)





# on screen advertising



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

Follow an English Blockbuster	45,560
Follow an Arabic Movie	45,560
Follow an Asian Movie	28,475

#### 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)



\*\* ScreenX

\* Xperience



# 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
	12P	32		140
	13P	32		140
	14P	32		140
	14	1,250	137,500	1,960

Follow an English Blockbuster	55,000
Follow an Arabic Movie	55,000
Follow an Asian Movie	34,375



\*\*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)





# on screen advertising



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## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Obhur	1 <sup>#</sup>	84		140
	2	95		140
	3	95		140
	4 <sup>**</sup>	258		140
	5	75		140
	6	57		140
	7	184		140
	8	180		140
	9 <sup>*</sup>	88		140
	10	95		140
	11GCL	36		140
	11	1,247	115,000	1,540

Follow an English Blockbuster	46,000
Follow an Arabic Movie	46,000
Follow an Asian Movie	28,420

#### 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)

	Screen	Seats	30 Sec (SAR)	Spots
Al Masarrah	1GCL	54		140
	2GCL	54		140
	3GCL	54		140
	4GCL	54		140
	5GCL	54		140
	6GCL	54		140
	6	324	65,000	840

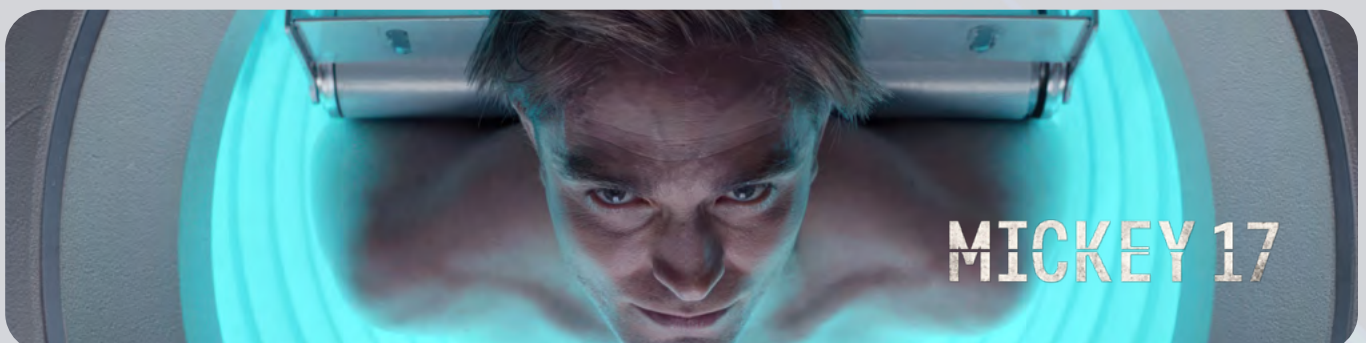
Follow an English Blockbuster	26,000
Follow an Arabic Movie	26,000
Follow an Asian Movie	16,170



\*\* Dolby Atmos

\* Junior

# MX4D



# on screen advertising



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## 30-Second Four Weekly Film Advertising Rates

### Taif

	Screen	Seats	30 Sec (SAR)	Spots
The Park Taif	1**	297		140
	2	83		140
	3	90		140
	4	90		140
	5	83		140
	6	46		140
	7*	57		140
	8	138		140
	9	138		140
	10	138		140
	11GCL	40		140
	11	1,200	101,000	1,540

Follow an English Blockbuster 40,500  
Follow an Arabic Movie 40,500  
Follow an Asian Movie 24,990



GCL - Grand Class

\*\* Dolby Atmos

\* 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)



# on screen advertising



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## 30-Second Four Weekly Film Advertising Rates

### Al Ahsa

	Screen	Seats	30 Sec (SAR)	Spots
Al Mamsha2	1**	257		140
	2	109		140
	3	111		140
	4	154		140
	5	154		140
	6	143		140
	7	105		140
	8	110		140
	9	91		140
	10GCL	64		140
	10	1,298	89,000	1,400

Follow an English Blockbuster	35,500
Follow an Arabic Movie	35,500
Follow an Asian Movie	22,050



GCL - Grand Class

\*\* Dolby Atmos

#### 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)



# on screen advertising



MOTIVATE VAL MORGAN  
cinema advertising

## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### VOX Cinemas

	Screen	Seats	SAR
Red Sea Mall	10GC	48	21,750
	11GC	48	21,750
	12GC	48	21,800
	3	144	65,300

Kingdom Centre	1VVIP	24	18,300
	2VVIP	30	23,050
	3VVIP	30	23,050
	4VVIP	30	23,050
	5VVIP	24	18,300
	6VVIP	30	23,050
	7VVIP	30	23,050
	8VVIP	30	23,050
	8	228	174,900

ROSHN Front	15GC	32	17,600
	16GC	32	17,600
	17GC	12	6,600
	18GC	12	6,600
	4	88	48,400

Riyadh Park	4VIP	36	35,650
	9VIP	30	31,450
	2	66	67,100

Sahara Mall	10GC	20	10,550
	11GC	30	15,850
	2	50	26,400

Atyaf Mall	10VIP	30	7,450
	11VIP	30	7,450
	2	60	14,900

	Screen	Seats	SAR
Century Corner	7T	32	8,800
	8T	32	8,800
	9T	32	8,800
	3	96	26,400

The Spot Sheikh Jaber	3VIP	48	5,000
	1	48	5,000

Tabuk Park	4VIP	56	12,100
	1	56	12,100

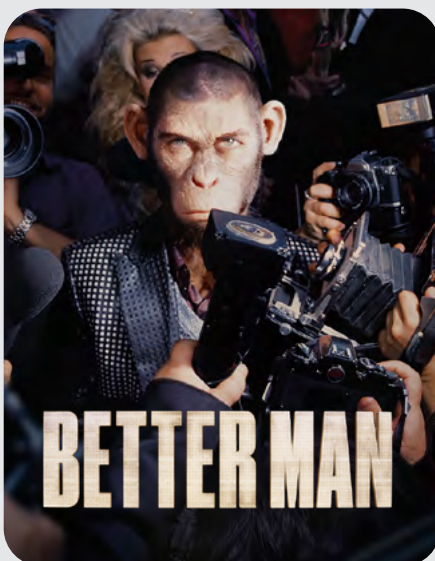
Town Square	3VIP	46	12,100
	1	46	12,100

	Screen	Seats	SAR
The Esplanade	7GC	32	3,950
	8GC	20	2,650
	2	52	6,600

Hail Square	3VIP	48	4,400
	1	48	4,400

Jeddah Park	11GC	32	8,250
	12GC	32	8,250
	2	64	16,500

The Roof	4VIP	48	6,510
	1	48	6,510



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



MOTIVATE VAL MORGAN  
cinema advertising

## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### MUVI Cinemas

	Screen	Seats	SAR
Mall of Arabia	13SUITES	48	18,930
	14SUITES	48	18,930
	15SUITES	48	18,940
	<b>3</b>	<b>102</b>	<b>56,800</b>

U Walk	10SUITES	40	16,150
	11SUITES	40	16,150
	12SUITES	24	9,700
	13SUITES	32	13,000
	<b>4</b>	<b>136</b>	<b>55,000</b>

Mall of Dhahran	16SUITES	32	9,900
	17SUITES	40	12,100
	18SUITES	40	12,100
	<b>3</b>	<b>112</b>	<b>34,100</b>

Nakheel Mall Riyadh	11SUITES	24	11,900
	12SUITES	24	11,900
	13SUITES	32	15,800
	<b>3</b>	<b>80</b>	<b>39,600</b>

Atelier La Vie	1SUITES	56	5,800
	2SUITES	48	4,400
	3SUITES	48	4,400
	4SUITES	48	4,400
	<b>4</b>	<b>200</b>	<b>19,000</b>

Boulevard Riyadh City	22SUITES	40	13,200
	23SUITES	40	13,200
	24SUITES	40	13,200
	25SUITES	32	11,000
	<b>4</b>	<b>152</b>	<b>50,600</b>

#### AMC Cinemas

	Screen	Seats	SAR
Panorama Mall 10	1	77	13,550
	2	77	13,550
	3	84	14,850
	4	77	13,550
	5	84	14,850
	6	77	13,550
	7	88	15,400
	8	84	14,850
	9	66	11,500
	10	79	13,550
	<b>10</b>	<b>793</b>	<b>139,200</b>

#### Reel Cinemas

	Screen	Seats	SAR
The Granada Mall	12P	32	13,800
	13P	32	13,750
	14P	32	13,750
	<b>3</b>	<b>96</b>	<b>41,300</b>

#### Grand Cinemas

	Screen	Seats	SAR
Obhur	11GCL	32	7,250
	<b>1</b>	<b>32</b>	<b>7,250</b>
The Park Taif	11GCL	40	6,500
	<b>1</b>	<b>40</b>	<b>6,500</b>
Al Mamsha2	10GCL	64	6,500
	<b>1</b>	<b>64</b>	<b>6,500</b>
Al Masarrah	1GCL	54	10,800
	2GCL	54	10,800
	3GCL	54	10,850
	4GCL	54	10,850
	5GCL	54	10,850
	6GCL	54	10,850
	<b>6</b>	<b>324</b>	<b>65,000</b>

Reel Cinemas  
P - Platinum

Grand Cinemas  
GCL - Grand Class



#### 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)

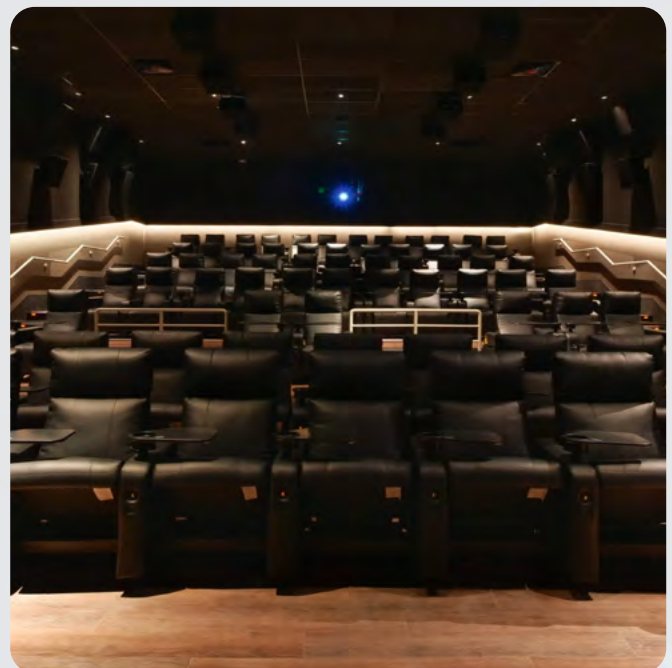
# on screen advertising packages



## 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 **76 screens across 26 cinemas**. **Four weekly 30-second rate is SAR 755,595** 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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