Darkened auditorium

Captive audience

MOTIVATE VAL MORGAN cinema advertising

Cinema Media Rates 2025

unrivalled advertising impact

Cinema turns audiences into customers

CINEMAS

30-Second Four Weekly Film Advertising Rates

Riyadh

| Screen | Seats | 30 Sec (SAR) | Spots | | Screen | Seats | 30 Sec (SAI |
|--------|---|---|--|---|--|--|---|
| 1 IMAX | 212 | | 140 | Atvaf Mall | 1** | 33 | |
| 2** | | | | | | | |
| 3** | | | | | | | |
| 4VIP | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 7 | | | | | | | |
| 8 | 77 | | 140 | | | | |
| 9VIP | 30 | | 140 | | | | |
| 10*** | 98 | | 140 | | | | |
| 11 | 66 | | 140 | | TTVIP | 30 | |
| 12 | 58 | | 140 | | 11 | 531 | 63,300 |
| 12 | 1,080 | 303,600 | 1,680 | | | | iglish Blockbus |
| Foll | ow an End | llish Blockbuster | 121 440 | | | Follow | an Arabic Movi |
| 1011 | | | | | | Follow | an Asian Mov |
| | | | 75,900 | The Deef | 1 | 50 | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 3 | 110 | | 140 | | | | |
| 4 | 110 | | 140 | | | | |
| 5 | 110 | | 140 | | | | |
| 6 | 72 | | 140 | | 0 | 17 | |
| 7 | 128 | | 140 | | 8 | 558 | 77,000 |
| 8 | 128 | | 140 | | | | , |
| 9** | 56 | | 140 | | Fol | low an Er | iglish Blockbus |
| 10GC | 20 | | 140 | | | | an Arabic Movi |
| 11GC | 30 | | 140 | | | Follow | an Asian Movi |
| 11 | 990 | 113,900 | 1,540 | Durations | uill be on Dro sat | a hasis | |
| Fo | Follow | an Arabic Movie | 45,560 | 1 week 2 weeks 3 weeks | | | on the above on the above on the above |
| | . 5110 W | | 20, 11 9 | Material Require | ments & Minii | num Stan | dards |
| class | | ** VOX kids | | RAW File: | | 80 pixels) | |
| | 3** 4VIP 5 6 7 8 9VIP 10*** 11 12 12 12 12 1 2 3 4 5 6 7 8 9** 10GC 11GC | 1 IMAX 212 2** 40 3** 40 4VIP 36 5 260 6 86 7 78 8 77 9VIP 30 10*** 98 11 66 12 1,080 Follow an End Follow a 1 98 2 128 3 110 4 110 5 110 6 72 7 128 8 128 9** 56 106C 20 116C 30 11 990 | 1 IMAX 212 2** 40 3** 40 4VIP 36 5 260 6 86 7 78 8 77 9VIP 30 10*** 98 11 66 12 1,080 303,600 Follow an English Blockbuster Follow an Arabic Movie Follow an Arabic Movie Sollow an Arabic Movie Follow an Arabic Movie Sollow an Arabic Movie Follow an Arabic Movie Solution Arabic Movie Follow an Arabic Movie Solution Arabic Movie Follow an Arabic Movie Follow a | 1 IMAX 212 140 2^{**} 40 140 3^{**} 40 140 4^{VIP} 36 140 5 260 140 6 86 140 7 78 140 8 77 140 9VIP 30 140 10*** 98 140 12 1,080 303,600 1,680 12 1,080 303,600 1,680 Follow an English Blockbuster 121,440 Follow an Arabic Movie 121,440 Follow an English Blockbuster 121,440 Follow an Arabic Movie 121,440 1 98 140 140 2 128 140 140 3 110 140 140 4 110 140 140 5 110 140 140 6 72 140 140 7 128 140 140 8 128 140 140 9** <td>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 1,080 303,600 1,680 Follow an English Blockbuster 121,440 Follow an English Blockbuster 121,440 Follow an Arabic Movie 75,900 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 11 990 113,900 1,540 Follow an English Blockbuster 45,560</td> <td>1 IMAX 212 140 2^{**} 40 140 3^{**} 40 140 4^{VIP} 36 140 5 260 140 6 86 140 7 78 140 8 77 140 9VIP 30 140 10^{***} 98 140 11 66 140 12 1,080 303,600 1,680 Follow an English Blockbuster 121,440 Follow an Arabic Movie 121,440 Follow an Arabic Movie 75,900 1 98 140 11 2 128 140 3 110 140 4 110 140 6 72 140 7 128 140 8 128 140 9** 56 140 10GC 20 140 11 990 113,900 1,540 Follow an English Blockbuster 45,560 Follow an Arabic Movie 45,560 Follo</td> <td>1 IMAX 212 140 2** 40 140 3** 40 140 4VIP 36 140 5 260 140 6 86 140 7 78 140 9VIP 30 140 10*** 98 140 10*** 98 140 10*** 98 140 12 1,080 303,600 1,680 Follow an English Blockbuster 121,440 Follow an Asian Movie 75,900 Follow an Asian Movie 75,900 1 98 140 5*** 50 1 98 140 5*** 50 1 98 140 5*** 50 1000 an Asian Movie 75,900 The Roof 1 50 7 128 1400 5*** 50 3 104 5*** 50 8 558 106C 20 1400 8 558 Follow an English Blockbuster 45,560 Follow an Arabic Movie 45,560 Follow an Arabic Movie 45,560</td> | 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 1,080 303,600 1,680 Follow an English Blockbuster 121,440 Follow an English Blockbuster 121,440 Follow an Arabic Movie 75,900 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 11 990 113,900 1,540 Follow an English Blockbuster 45,560 | 1 IMAX 212 140 2^{**} 40 140 3^{**} 40 140 4^{VIP} 36 140 5 260 140 6 86 140 7 78 140 8 77 140 9VIP 30 140 10^{***} 98 140 11 66 140 12 1,080 303,600 1,680 Follow an English Blockbuster 121,440 Follow an Arabic Movie 121,440 Follow an Arabic Movie 75,900 1 98 140 11 2 128 140 3 110 140 4 110 140 6 72 140 7 128 140 8 128 140 9** 56 140 10GC 20 140 11 990 113,900 1,540 Follow an English Blockbuster 45,560 Follow an Arabic Movie 45,560 Follo | 1 IMAX 212 140 2** 40 140 3** 40 140 4VIP 36 140 5 260 140 6 86 140 7 78 140 9VIP 30 140 10*** 98 140 10*** 98 140 10*** 98 140 12 1,080 303,600 1,680 Follow an English Blockbuster 121,440 Follow an Asian Movie 75,900 Follow an Asian Movie 75,900 1 98 140 5*** 50 1 98 140 5*** 50 1 98 140 5*** 50 1000 an Asian Movie 75,900 The Roof 1 50 7 128 1400 5*** 50 3 104 5*** 50 8 558 106C 20 1400 8 558 Follow an English Blockbuster 45,560 Follow an Arabic Movie 45,560 Follow an Arabic Movie 45,560 |

| Seats 30 Sec (SAR) Spots 33 140 50 140 57 140 57 140 57 140 64 140 62 140 62 140 62 140 62 140 63 140 62 140 30 140 30 140 30 140 531 63,300 1,540 van English Blockbuster 25,320 50 140 53 140 89 140 48 140 50 140 89 140 100 140 89 140 100 140 558 77,000 1,120 basis on the above on the above on the above on the above 30,800 basis on the above on the above 30,800 | | | |
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| 50 140 43 140 57 140 57 140 43 140 57 140 43 140 62 140 62 140 62 140 30 140 30 140 30 140 30 140 30 140 531 63,300 1,540 wan Englisk Blockbuster 25,320 50 140 53 140 53 140 89 140 50 140 89 140 100 140 89 140 100 140 79 140 558 77,000 1,120 basis on the above on the above on the above on the above 30,800 south eabove 19,250 140 | Seats | 30 Sec (SAR) | Spots |
| 43 140 57 140 57 140 43 140 64 140 62 140 62 140 30 140 30 140 30 140 30 140 531 63,300 1,540 wan English Blockbuster 25,320 Follow an Arabic Movie 25,320 50 140 53 140 89 140 50 140 89 140 50 140 89 140 50 140 89 140 100 140 89 140 100 140 79 140 558 77,000 1,120 wan English Blockbuster 30,800 Follow an Arabic Moviee 30,800 Follow an Arabic Moviee 30,800 Follow an Arabic Moviee 30,800 fon the above on the above | | | 140 |
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| 64 140 62 140 62 140 30 140 30 140 30 140 30 140 30 140 30 140 30 140 531 63,300 1,540 wan English Blockbuster 25,320 Follow an Arabic Movie 25,320 50 140 89 140 48 140 50 140 89 140 100 140 79 140 558 77,000 1,120 wan English Blockbuster 30,800 Follow an Arabic Movie 30,800 Follow an Arabic Movie 30,800 Follow an Arabic Movie 30,800 follow an Arabic Movie 30,800 follow an Arabic Movie 30,800 on the above on the above on the above 30,800 um Standards um Standards | | | |
| 62 140 62 140 30 140 30 140 30 140 30 140 531 63,300 1,540 wan English Blockbuster Follow an Arabic Movie 25,320 50 140 53 140 53 140 59 140 50 140 89 140 50 140 89 140 100 140 79 140 558 77,000 1,120 wan English Blockbuster Follow an Arabic Movie 30,800 Follow an the above on the above on the above on the above on the above | | | |
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| 30 140 531 63,300 1,540 w an English Blockbuster Follow an Arabic Movie Follow an Arabic Movie Follow an Arabic Movie S3 25,320 50 140 53 140 89 140 48 140 50 140 89 140 9 140 9 140 50 140 70 140 50 140 9 140 100 140 79 140 558 77,000 79 140 50 30,800 Follow an English Blockbuster Follow an Arabic Movie Son the above on the above on the above on the above 30,800 basis 01 the above on the above on the above 30,800 | 62 | | 140 |
| 531 63,300 1,540 w an English Blockbuster Follow an Arabic Movie Follow an Arabic Movie Follow an Arabic Movie 53 25,320 25,320 15,825 50 140 53 140 89 140 48 140 50 140 50 140 50 140 50 140 50 140 50 140 50 140 50 140 50 140 50 140 50 30,800 77,000 1,120 w an English Blockbuster Follow an Arabic Movie Follow an Arabic Movie on the above on the above on the above on the above 30,800 basis on the above on the above on the above 30,800 basis on the above on the above S0,800 um Standards Standards | 30 | | 140 |
| an English Blockbuster Follow an Arabic Movie Follow an Arabic Movie 50 50 53 40 89 48 48 50 50 50 40 89 40 40 50 50 40 89 40 50 50 50 40 89 40 50 50 50 40 89 40 40 50 50 50 50 50 50 50 50 50 50 50 50 50 | 30 | | 140 |
| Follow an Arabic Movie 25,320 Follow an Asian Movie 15,825 50 140 53 140 89 140 48 140 50 140 89 140 50 140 89 140 50 140 89 140 100 140 79 140 558 77,000 1,120 wan English Blockbuster 30,800 Follow an Arabic Movies 30,800 Follow an Arabic Movies 30,800 basis on the above on the abo | 531 | 63,300 | 1,540 |
| Follow an Arabic Movie 25,320 Follow an Asian Movie 15,825 50 140 53 140 89 140 48 140 50 140 89 140 48 140 50 140 89 140 100 140 79 140 558 77,000 1,120 wan English Blockbuster 30,800 30,800 Follow an Arabic Moviee 30,800 30,800 Follow an Arabic Moviee 30,800 30,800 basis on the above | w an En | glish Blockbuster | 25,320 |
| Follow an Asian Movie 15,825 50 140 53 140 89 140 48 140 50 140 89 140 50 140 89 140 100 140 79 140 558 77,000 1,120 wan English Blockbuster Follow an Arabic Movier Son Book Son | | | |
| 53 140 89 140 48 140 50 140 50 140 89 140 100 140 79 140 558 77,000 1,120 w an English Blockbuster 30,800 Follow an Arabic Movie 30,800 Follow an Arabic Movie 30,250 basis on the above um Standards | Follow | an Asian Movie | 15,825 |
| 53 140 89 140 48 140 50 140 50 140 89 140 100 140 79 140 558 77,000 1,120 w an English Blockbuster 30,800 Follow an Arabic Movie 30,800 Follow an Arabic Movie 30,250 basis on the above um Standards | FO | | 140 |
| 89 140 48 140 50 140 50 140 89 140 100 140 79 140 558 77,000 1,120 wan English Blockbuster Follow an Arabic Movier Son Movie Follow an Arabic Movie Son House on the above on the | | | |
| 48 140 50 140 89 140 100 140 79 140 558 77,000 1,120 w an English Blockbuster Follow an Arabic Movie 30,800 Follow an Arabic Movie 30,800 Follow an Arabic Movie 30,800 basis on the above on the above on the above um Standards | | | |
| 50140891401001407914055877,0001,12055830,800Follow an Arabic Movie30,800Follow an Arabic Movie30,800Follow an Arabic Movie30,800Follow an Arabic Movie30,800Saison the above on the above on the above on the above on the aboveum Standards | | | |
| 1001407914055877,0001,120wan English Blockbuster Follow an Arabic Movie Follow an Arabic Movie 19,25030,800 19,250basison the above on the above on the above un Standardson the above sole | | | |
| 7914055877,0001,120w an English Blockbuster Follow an Arabic Movie Follow an Asian Movie30,800 30,800 19,250basison the above on the above on the above standards | 89 | | 140 |
| 55877,0001,120w an English Blockbuster Follow an Arabic Movie Follow an Arabic Movie (19,250)30,800 (19,250)basis01 the above on the above on the above on the above on the above10 the above on the above on the aboveum Standards | 100 | | 140 |
| w an English Blockbuster 30,800 Follow an Arabic Movie 30,800 Follow an Asian Movie 19,250 basis on the above on the above on the above um Standards | 79 | | 140 |
| Follow an Arabic Movie 30,800 Follow an Asian Movie 19,250 basis on the above on the above on the above on the above um Standards | 558 | 77,000 | 1,120 |
| Follow an Arabic Movie 30,800 Follow an Asian Movie 19,250 basis on the above on the above on the above on the above um Standards | w an En | glish Blockbuster | 30,800 |
| basis on the above on the above on the above um Standards | Follow a | an Arabic Movie | 30,800 |
| on the above on the above on the above um Standards | Follow | an Asian Movie | 19,250 |
| on the above on the above on the above um Standards | | | |
| on the above on the above um Standards | | | |
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| U DIXEIS) | 0 pixels) | | |

CINEMAS

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 |
| | 15 | 1,294 | 148,000 | 2,100 |
| | Fo | llow an En | iglish Blockbuster | 59,200 |
| | | | 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 |
| | 8 | 228 | 174,900 | 1,120 |
| | | | | |
| | Fo | | nglish Blockbuster | 69,960 |
| | Fo | Follow | an Arabic Movie | 69,960 |
| | Fo | Follow | - | |

| | 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 |
| | TOUC | 12 | | 140 |
| | 18 | 1,398 | 243,100 | 2,520 |

Follow an English Blockbuster97,240Follow an Arabic Movie97,240Follow an Asian Movie60,775



Durations

| Other time lengths | will be on Pro-rata basis |
|--------------------|---------------------------|
| | |

| | the | above |
|--|-----|-------|
| | | |
| | | |

Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (1998 x 1080 pixels)

GC - Gold Class

CINEMAS

30-Second Four Weekly Film Advertising Rates

Riyadh

| | Screen | Seats | 30 Sec (SAR) | Spots |
|----------------|--------|------------|---------------------------------------|------------------|
| The Spot, | 1** | 47 | | 140 |
| Sheikh Jaber | 2 | 119 | | 140 |
| | 3VIP | 48 | | 140 |
| | 4 | 91 | | 140 |
| | 5 | 91 | | 140 |
| | 6 | 133 | | 140 |
| | 7 | 133 | | 140 |
| | 7 | 662 | 75,900 | 980 |
| | Fo | llow an Er | nglish Blockbuster | 30,360 |
| | | | 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 |
| | 9 | 808 | 90,800 | 1,260 |
| | Fo | Follow | nglish Blockbuster an Arabic Movie | 36,320 36,320 |
| | | Follow | an Asian Movie | 22,700 |



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

Follow an English Blockbuster 40,480 Follow an Arabic Movie 40,480

Follow an Asian Movie 25,300



Durations

| other time lengt | hs will be on Pro-rata basis | |
|------------------|------------------------------|------------|
| | | on the abo |
| | | on the abo |
| | | on the abo |

Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (1998 x 1080 pixels

CINEMAS

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 |
| | 12 | 1,441 | 284,600 | 1,680 |
| | Foll | ow an Eng | glish Blockbuster | 113,840 |
| | | | n Arabic Movie | 113,840 |
| | | Follow | r 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 |
| | 12 | 1,324 | 59,400 | 1,680 |
| | Fo | | nglish Blockbuster | |
| | | | an Arabic Movie | 23,760 |
| | | Follow | an Asian Movie | 14,850 |

| Screen | Seats | 30 Sec (SAR) | Spots |
|--------|--|---|--|
| | | | |
| 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 |
| 12 | 786 | 72,500 | 1,680 |
| | 1 2 3 4 5 IMAX 6 7 8 9 10 11GC 12GC | 1 49 2 105 3 49 4 106 5 IMAX 5 IMAX 6 47 7 56 8 56 9 56 10 42 11GC 32 12GC 32 | 1 49 2 105 3 49 4 106 5 IMAX 156 6 47 7 56 8 56 9 56 10 42 116C 32 126C 32 |

Follow an English Blockbuster29,000Follow an Arabic Movie29,000Follow an Asian Movie18,125



| hs will be on Pro-rata basis | |
|------------------------------|--------------|
| | on the above |
| | on the above |
| | on the above |
| | |

Material Requirements & Minimum Standards

RAW File:

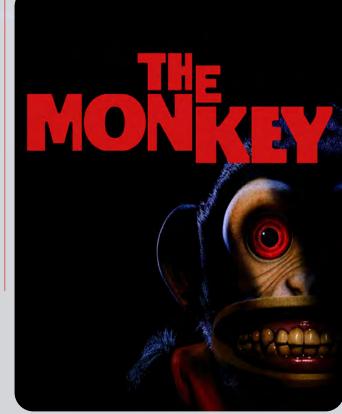
•High resolution .mov file (1998 x 1080 pixels

CINEMAS

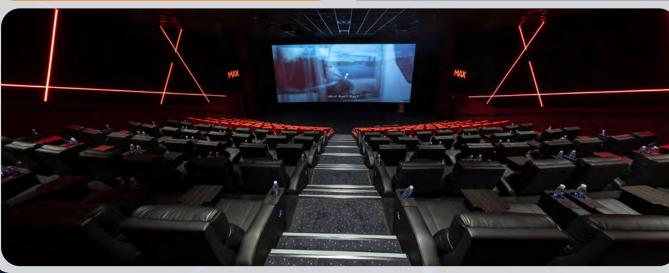
30-Second Four Weekly Film Advertising Rates

Dammam

| | Screen | Seats | 30 Sec (SAR) | Spots |
|--|---|------------|--|--------|
| West Avenue | 1 MAX | 227 | | 140 |
| Mall | 2** | 40 | | 140 |
| | 3 | 161 | | 140 |
| | 4 | 161 | | 140 |
| | 5 | 161 | | 140 |
| | 6 | 161 | | 140 |
| | 6 | 911 | 88,600 | 840 |
| | Fo | llow an Ei | nglish Blockbuster | 35,440 |
| | | | an Arabic Movie | 35,440 |
| | | Follow | an Asian Movie | 22,150 |
| Durations • Other time lengths w | | | | |
| | | | on the above on the above on the above | |
| | | | on the above on the above | |
| | 35% discount 10% discount nents & Mini t | mum Stan | on the above on the above | |
| 2 weeks 3 weeks Material Requirer RAW File: | 35% discount 10% discount nents & Mini t | mum Stan | on the above on the above | |



** VOX kids



CINEMAS

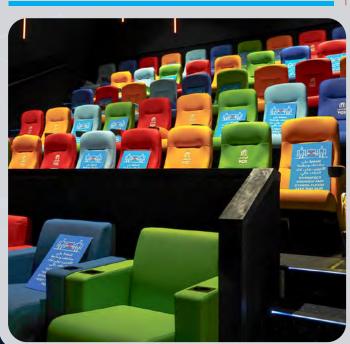
30-Second Four Weekly Film Advertising Rates

Tabuk

T

| | Screen | Seats | 30 Sec (SAR) | Spots |
|-----------|----------|-------|--------------|-------|
| abuk 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 |
| | 11 | 831 | 63,300 | 1,540 |
| | | | | |

Follow an English Blockbuster25,320Follow an Arabic Movie25,320Follow an Asian Movie15,825





Durations

) ther time lengths will be on Pro-rata basi

1 week 2 weeks 3 weeks

on the abo on the abo

Material Requirements & Minimum Standards

AW File:

•High resolution .mov file (1998 x 1080 pixel

30-Second Four Weekly Film Advertising Rates

Hail

На

| | Screen | Seats | 30 Sec (SAR) | Spots |
|----------|--------|-------|--------------|-------|
| l Square | 1 | 48 | | 140 |
| Julic | 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 Blockbuster37,960Follow an Arabic Movie37,960Follow an Asian Movie23,725





Durations

Other time lengths will be on Pro-rata basi

1 week 2 weeks 3 weeks

nt nt nt on the abo on the abo on the abo

Material Requirements & Minimum Standards

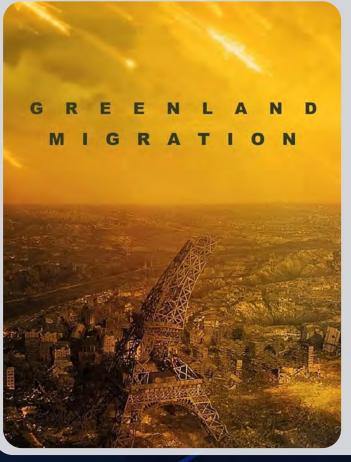
RAW File: •High resolution .mov file (1998 x 1080 |

30-Second Four Weekly Film Advertising Rates

Jubail

| | Screen | Seats | 30 Sec (SAR) | Spots |
|-------------------------|----------|----------|---------------------------------------|------------------|
| Jubail Galleria Mall | 1 | 87 | | 140 |
| | 2** 3 | 49 87 | | 140 140 |
| | 4 | 85 | | 140 |
| | 5 | 86 | | 140 |
| | 5 | 394 | 38,000 | 700 |
| | Fo | | nglish Blockbuster an Arabic Movie | 15,200 15,200 |

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





Durations

Other time lengths will be on Pro-rata basi

1 week 2 weeks 3 weeks it it it on the above on the above on the above

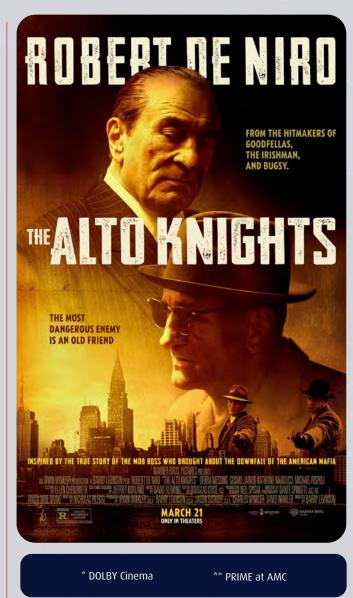
Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (1998 x 1080

30-Second Four Weekly Film Advertising Rates

Riyadh

| | Screen | Seats | 30 Sec (SAR) | Spots |
|-----------|--------|------------|--------------------|--------|
| Panorama | 1 | 77 | | 140 |
| Mall 10 | 2 | 77 | | 140 |
| | 3 | 84 | | 140 |
| | 4 | 77 | | 140 |
| | 5 | 84 | | 140 |
| | 6 | 77 | | 140 |
| | 7 | 88 | | 140 |
| | 8 | 84 | | 140 |
| | 9 | 66 | | 140 |
| | 10 | 79 | | 140 |
| | 10 | 793 | 139,200 | 1,400 |
| | Fo | ollow an E | nglish Blockbuster | 55,680 |
| | | Follow | an Arabic Movie | 55,680 |
| | | Follow | w an Asian Movie | 34,800 |
| | | | | |
| Riyadh | 1 | 79 | | 140 |
| Gallery 9 | 2 | 111 | | 140 |
| | 3 | 79 | | 140 |
| | 4 | 111 | | 140 |
| | 5 | 72 | | 140 |
| | 6 | 171 | | 140 |
| | 7* | 160 | | 140 |
| | 8** | 72 | | 140 |
| | 9 | 46 | | 140 |
| | 9 | 901 | 189,800 | 1,260 |
| | Fo | ollow an E | nglish Blockbuster | 75,920 |
| | | Follow | an Arabic Movie | 75,920 |
| | | | v an Asian Movie | 47,450 |



Duration

| Other time | lengths will be on Pro-rata basis | |
|------------|-----------------------------------|--|
| | | |

1% discount 1% discount 1% discount on the above on the above on the above

Material Requirements & Minimum Standards

AW File: High resolution mov file (1998

•High resolution .mov file (1998 x 1080 pixels

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 |
| | Fol | low an Er | iglish Blockbuster | 20,240 |
| | | | an Arabic Movie | 20,240 |
| | | Follow | an Asian Movie | 12,650 |
| | | | | |
| | | | | |



1 week 2 weeks 3 weeks

count count count

n the above n the above n the above

Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (1998 x 10



I Gignes



MOVIE



NOVIE

on screen advertising CINEMAS Louis

30-Second Four Weekly Film Advertising Rates

Al Khobar

A

| | Screen | Seats | 30 Sec (SAR) | Spots |
|-------------|--------|------------|--------------------|--------|
| jdan 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 |
| | Fo | llow an Er | nglish Blockbuster | 30,360 |
| | | Follow | an Arabic Movie | 30,360 |
| | | Follow | an Asian Mauia | 10.07 |

Follow an Asian Movie 18,975

Durations

Material Requirements & Minimum Standards



*DOLBY Cinema

** PRIME at AMC



30-Second Four Weekly Film Advertising Rates

Hail

| | Screen | Seats | 30 Sec (SAR) | Spots |
|----------|--------|--------|---|-------|
| Garden 5 | 1** | 171 | | 140 |
| doroen y | 2 | 84 | | 140 |
| | 3 | 98 | | 140 |
| | 4 | 98 | | 140 |
| | 5 | 98 | | 140 |
| | 5 | 549 | 38,000 | 700 |
| | Fo | Follow | nglish Blockbuster an Arabic Movie w an Asian Movie | - |
| | / | | | |

Durations

- Other time lengths will be on Pro-rata basis 1 week 60% discount
 - 2 weeks 3 weeks
- nt nt nt

Material Requirements & Minimum Standards

RAW File:









on screen advertising CINEMAS Loui

30-Second Four Weekly Film Advertising Rates

Tabuk

| | Sc | геег | n Seats | 30 Sec (SAR) | Spots |
|-------------|----|------|--------------|--------------------|--------|
| Tabuk | | 1** | 182 | | 140 |
| Boulevard 7 | | 2 | 50 | | 140 |
| | | 3 | 84 | | 140 |
| | | 4 | 114 | | 140 |
| | | 4 | 430 | 25,300 | 560 |
| | | | Follow an Ei | nglish Blockbuster | 10,120 |
| | | | Follow | an Arabic Movie | 10,120 |
| | | | Follo | w an Asian Movie | 6,325 |
| | | / | | | |
| Durations | | | | | |



PRODUCERS OF

MEAN ONE

FROM

TERRIFIER 2

THE

Material Requirements & Minimum Standards

** PRIME at AMC



on screen advertising CINEMAS ـمــا u

Haifa Mall

30-Second Four Weekly Film Advertising Rates

Jeddah

Ma

| | Screen | Seats | 30 Sec (SAR) | Spots |
|---------------|-----------|-------|--------------|-------|
| all 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 |
| | 15 | 1,856 | 316,300 | 2,100 |

Follow an English Blockbuster 126,52 Follow an Arabic Movie 126,52 Follow an Asian Movie 79,0



| | 2 | 73 | | 140 |
|----------------|---|---|--|--|
| | 3 | 85 | | 140 |
| | 4 | 71 | | 140 |
| | 5 | 89 | | 140 |
| | 6 | 80 | | 140 |
| | 7 | 80 | | 140 |
| | 8 | 164 | | 140 |
| | 9 | 80 | | 140 |
| | 9 | 924 | 82,200 | 1,260 |
| | Foll | - | lish Blockbuste | |
| | | | n Arabic Movie | 32,880 |
| | | Follow a | an Asian Movie | 20 550 |
| | | Follow a | an Asian Movie | 20,550 |
| Atelier La Vie | 1 SUITES | Follow a | an Asian Movie | 20,550 140 |
| Atelier La Vie | 1 SUITES 2 SUITES | | an Asian Movie | |
| Atelier La Vie | | 56 | an Asian Movie | 140 |
| Atelier La Vie | 2 SUITES | 56 48 | an Asian Movie | 140 140 |
| Atelier La Vie | 2 SUITES 3 SUITES | 56 48 48 | an Asian Movie 19,000 | 140 140 140 140 |
| Atelier La Vie | 2 SUITES 3 SUITES 4 SUITES 4 | 56 48 48 48 200 Illow an Er | 19,000 nglish Blockbust | 140 140 140 140 560 er 7,600 |
| Atelier La Vie | 2 SUITES 3 SUITES 4 SUITES 4 | 56 48 48 48 200 Illow an Er Follow | 19,000 nglish Blockbust an Arabic Movie | 140 140 140 140 560 er 7,600 e 7,600 |
| Atelier La Vie | 2 SUITES 3 SUITES 4 SUITES 4 | 56 48 48 48 200 Illow an Er Follow | 19,000 nglish Blockbust | 140 140 140 140 560 er 7,600 e 7,600 |
| Atelier La Vie | 2 SUITES 3 SUITES 4 SUITES 4 | 56 48 48 48 200 Illow an Er Follow | 19,000 nglish Blockbust an Arabic Movie | 140 140 140 140 560 er 7,600 e 7,600 |
| | 2 SUITES 3 SUITES 4 SUITES 4 Fc | 56 48 48 48 200 Illow an Er Follow Follow | 19,000 nglish Blockbust an Arabic Movie | 140 140 140 140 560 er 7,600 e 7,600 |
| Durations | 2 SUITES 3 SUITES 4 SUITES 4 Fc | 56 48 48 48 200 Illow an Er Follow Follow | 19,000 nglish Blockbust an Arabic Movie | 140 140 140 140 560 er 7,600 er 7,600 |

Screen Seats

202

1

30 Sec (SAR) Spots

140

Material Requirements & Minimum Standards

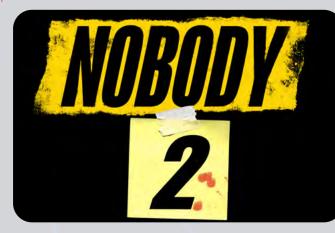
30-Second Four Weekly Film Advertising Rates

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 |
| | F | ollow an Er | nglish Blockbuster | 45,560 |
| | | | 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 |
| | F | | nglish Blockbuster | 59,584 |
| | | | 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 Blockbuster40,480Follow an Arabic Movie40,480Follow an Asian Movie25,300



Durations

| Other time | | | Pro-rata | |
|------------|--|--|----------|--|
|------------|--|--|----------|--|

| 60% discount |
|--------------|
| |
| |

Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (1998 x 1080 pixels)

Spots

140 140

140

140 140

1,820

88,560 88,560 55,350

> 140 140

140 140 140

140 140

140

140

1,820

121,440 121,440 75,900 30-Second Four Weekly Film Advertising Rates

Riyadh

Al Hamra Mall

Salaam Mall

** Screen

Durations

Material Requir

| | Screen | Seats | 30 Sec (SAR) | Spots | | Screen | Seats | 30 Sec (SAR) |
|-----|-----------------|-------------|--|------------|----------------|-----------|----------|--------------------------------------|
| | 1 | 183 | | 140 | Nakheel Mall | 1## | 276 | |
| | 2 | 122 | | 140 | Holdine er mon | 2 | 250 | |
| | 3 | 51 | | 140 | | 3** | 161 | |
| | 4 | 51 | | 140 | | 4 | 108 | |
| | 5 | 51 | | 140 | | 5*** | 229 | |
| | 6 | 91 | | 140 | | 6 | 150 | |
| | Ű | <i>.</i> | | 110 | | 7 | 77 | |
| | 6 | 549 | 75,900 | 840 | | 8 | 77 | |
| | | | | | | 9 | 168 | |
| | Fo | llow an Er | nglish Blockbuster | 30,360 | | 10 | 96 | |
| | | | an Arabic Movie | | | 11 SUITES | 24 | |
| | | Follow | an Asian Movie | 18,975 | | 12 SUITES | 24 | |
| | | | | | | 13 SUITES | 32 | |
| | 1 | 170 | | 140 | | | | |
| | 1 2 | 179 153 | | 140 140 | | 13 | 1,672 | 221,400 |
| | 3 | 153 | | 140 | | - II | _ | |
| | 4 | 108 | | 140 | | Foll | | glish Blockbuster an Arabic Movie |
| | 5 | 108 | | 140 | | | | an Asian Movie |
| | 6 | 99 | | 140 | | | 10110 | an Asian Movie |
| | 7 | 99 | | 140 | | | | |
| | 8 | 157 | | 140 | U Walk | 1 IMAX | 226 | |
| | Ŭ | 137 | | 1.10 | | 2## | 221 | |
| | 8 | 1,056 | 101,200 | 1,120 | | 3** | 149 | |
| | - | ., | | ., | | 4 | 155 | |
| | Fo | ollow an Er | nglish Blockbuster | 40,480 | | 5 | 80 | |
| | | | an Arabic Movie | | | 6 | 80 | |
| | | Follow | an Asian Movie | 25,300 | | 7 | 80 | |
| | | | | _ | | 8 | 80 | |
| | | | | | | 9*** | 147 | |
| Х | ** | * Onyx | ## Dolby Cinema | а | | 10 SUITES | | |
| | | | | | | 11 SUITES | 40 | |
| | | | | | | 12 SUITES | | |
| | ll be on Pro-ra | ta basis | | | | 13 SUITES | 32 | |
| | | | on the above on the above on the above | | | 13 | 1,354 | 303,600 |
| rem | ents & Mini | mum Stan | dards | | | Follo | w an Eng | lish Blockbuster |
| | | | | | | 10110 | | in Arabic Movie |
| mov | file (1998 x 1) | 080 nivels) | | | | | | an Asian Movie |
| HOV | me (1998 X II | ooo pixeis) | | | | | | |

30-Second Four Weekly Film Advertising Rates

Riyadh

| | Screen | Seats | 30 Sec (SAR) | Spots |
|-------------|----------|--------|--------------------|--------|
| The View | 1 | 86 | | 140 |
| The view | 2 | 105 | | 140 |
| | 3 | 265 | | 140 |
| | 4 | 132 | | 140 |
| | 5 | 89 | | 140 |
| | 6 | 62 | | 140 |
| | 7 | 88 | | 140 |
| | 8 | 80 | | 140 |
| | 9 | 70 | | 140 |
| | 9 | 977 | 88,600 | 1,260 |
| | Fo | | nglish Blockbuster | |
| | | | 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 |
| | 10 | 1,277 | 89,100 | 1,400 |
| | Fo | | nglish Blockbuster | |
| | | | an Arabic Movie | 35,640 |
| | | Follow | an Asian Movie | 22,275 |
| | | RM | | |
| * Xperience | # Junior | ### 4 | IDX ** Screen | x |

| _ | Screen | Seats | 30 Sec (SAR) | Spots |
|---------------|------------|----------|-------------------------------------|-----------------|
| muvi Boutique | 1 Boutique | 125 | | 140 |
| Tala Mall | 2 Boutique | 125 | | 140 |
| | 3 Boutique | 54 | | 140 |
| | 4 Boutique | 83 | | 140 |
| | 4 | 387 | 30,400 | 560 |
| | Follo | ow an En | glish Blockbuster | 12,160 |
| | | | an Arabic Movie v an Asian Movie | 12,160 7,600 |
| | ~ | | | |
| Boulevard | 1* | 485 | | 140 |
| Riyadh City | 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 |
| | 13 | 1,13 | 9 159,000 | 1,400 |
| | Follo | ow an En | glish Blockbuster | 63,600 |

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

Durations

| Other time lengt | hs will be on Pro-rata basis | |
|------------------|------------------------------|--|
| | | |
| | | |
| | | |

Material Requirements & Minimum Standards

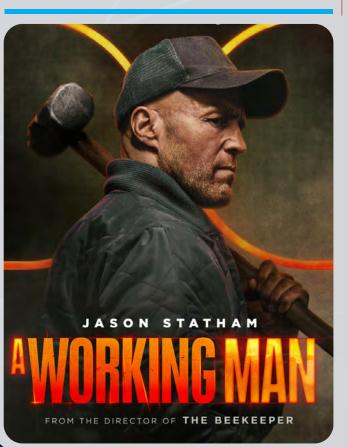
RAW File: •High resolution .mov file (1998 x 1080 pixels)

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 Blockbuster30,360Follow an Arabic Movie30,360Follow an Asian Movie18,975







Durations

1 week 2 weeks 3 weeks

on the above on the above on the above

Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (1998 x 1080 pixels)

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 |
| | Fo | Follow | nglish Blockbuster / an Arabic Movie w an Asian Movie | |
| Durations | | | | |
| • Other time lengths wi | | | | |
| | | | on the above | |
| | | | on the above on the above | |

Material Requirements & Minimum Standards

RAW File:

TOM CRUISE MISSIONE MAINSSIPH THE FINAL RECKONING 

on screen advertising CINEMAS La i Lu

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



30-Second Four Weekly Film Advertising Rates

Dhahran

Mall

| | Screen | Seats | 30 Sec (SAR) | Spots |
|--------------|-----------|-------|--------------|-------|
| l 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

| lengths will be on Pro-rata | |
|-----------------------------|--|
| | |
| | |

on the above on the above on the above

Material Requirements & Minimum Standards

RAW File:

ligh resolution .mov file (1998 x 1080 pixels)





** Screen X *** Onyx ## Dolby Cinema

on screen advertising CINEMAS La _____

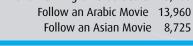
30-Second Four Weekly Film Advertising Rates

Qassim

| | Screen | Seats | 30 Sec (SAR) | Spots |
|------------|-----------------|------------|--------------------|--------------|
| neel Plaza | 1** | 314 | | 140 |
| ydah | 2 | 69 | | 140 |
| | 3 | 155 | | 140 |
| | 4 | 69 | | 140 |
| | 5 | 155 | | 140 |
| | 6 | 69 | | 140 |
| | 0 | 09 | | 140 |
| | 6 | 831 | 69,600 | 840 |
| | Fo | llow an Er | nglish Blockbuster | 27,840 |
| | | | an Arabic Movie | |
| | | Follow | an Asian Movie | 17,400 |
| | | | | |
| rations | | | | |
| | ll be on Pro-ra | ta basis | | |
| | | | on the above | |
| weeks | | | on the above | |
| | | | | on the above |
| | | | | |

| _ | Screen | Seats | 30 Sec (SAR) | Spots |
|---------------|--------|-------|--------------|-------|
| | | | | |
| The Boulevard | 1 | 160 | | 140 |
| Unaizah | 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



* Xperience



** ScreenX

Welcometo ICE powered by 🚺 CGS

30-Second Four Weekly Film Advertising Rates

| | Screen | Seats | 30 Sec (SAR) | Spots |
|----------------|--------|-------|--------------|-------|
| Taif City Walk | 1 | 90 | | 140 |
| | 2 | 61 | | 140 |
| | | 01 | | |
| | 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 Blockbuster30,360Follow an Arabic Movie30,360Follow an Asian Movie18,975

Durations

Other time lengths will be on Pro-rata basis

- 1 week
 60%

 2 weeks
 35%

 3 weeks
 10%
- on on

Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (199





30-Second Four Weekly Film Advertising Rates

Khamis

| Screen | Seats | 30 Sec (SAR) | Spots |
|--------|--|---|---|
| | | | |
| 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 |
| | 1 2** 3 4 5 6 7 8 9* | $\begin{array}{cccc} 1 & 155 \\ 2^{**} & 150 \\ 3 & 114 \\ 4 & 89 \\ 5 & 89 \\ 6 & 89 \\ 7 & 172 \\ 8 & 204 \\ 9^{*} & 306 \end{array}$ | 1 155 2** 150 3 114 4 89 5 89 6 89 7 172 8 204 9* 306 |

Follow an English Blockbuster45,560Follow an Arabic Movie45,560Follow an Asian Movie28,475

Durations

Other time lengths will be on Pro-rata basis

- 1 week 2 weeks
- % discount % discount

Material Requirements & Minimum Standards

RAW File:

| •High resolution .mov file | (1998 x 1080 pixels) |
|----------------------------|----------------------|
|----------------------------|----------------------|







30-Second Four Weekly Film Advertising Rates

Riyadh

The

Mall

| | Screen | Seats | 30 Sec (SAR) | Spots |
|---------|-----------------|-------|--------------|-------|
| Granada | 1** | 247 | | 140 |
| I | 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

P - Platinum

#Junior

Durations

Material Requirements & Minimum Standards



grandcinemas always entertaining

30-Second Four Weekly Film Advertising Rates

Jeddah

Obhu

| | Screen | Seats | 30 Sec (SAR) | Spots |
|----|--------|-------|--------------|-------|
| | | | | |
| ur | 1# | 84 | | 140 |
| | 2 | 95 | | 140 |
| | 3 | 95 | | 140 |
| | 4** | 258 | | 140 |
| | 5 | 75 | | 140 |
| | 6 | 57 | | 140 |
| | 7 | 184 | | 140 |
| | 8 | 180 | | 140 |
| | 9* | 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

Material Requirements & Minimum Standards

| | Screen | Seats | 30 Sec (SAR) | Spots |
|-------------|--------|-------|--------------|----------|
| | | | | <u> </u> |
| 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

MX4D

* Junior

MICKEY 17



grandcinemas always entertaining

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 Blockbuster40,500Follow an Arabic Movie40,500Follow an Asian Movie24,990





GCL - Grand Class

** Dolby Atmos

Durations

Other time lengths will be on Pro-rata basis

60% discour 35% discour on the abov on the abov on the abov

* Junior

Material Requirements & Minimum Standards

RAW File: PHigh resolution .mov file (1998 x 1080 pixels)



grandcinemas always entertaining

30-Second Four Weekly Film Advertising Rates

Al Ahsa

Al

| | Screen | Seats | 30 Sec (SAR) | Spots |
|----------|--------|-------|--------------|-------|
| Mamsha2 | 1** | 257 | | 140 |
| Monishoz | 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 |
| | 1 | | | |

Follow an English Blockbuster35,500Follow an Arabic Movie35,500Follow an Asian Movie22,050





GCL - Grand Class

** Dolby Atmos

Durations

Other time lengths will be on Pro-rata basis

1 week 2 weeks nt nt nt on the above on the above on the above

Material Requirements & Minimum Standards

RAW File: •High resolution .mov file (1998 x 1080 pixels)

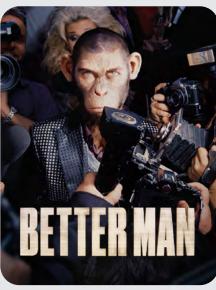
Premium Cinema Screens

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 | 1VVIP | 24 | 18,300 |
| Centre | 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 | 1000 | 20 | 10 550 |
| | 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 |



Durations

Other time lengths will be on Pro-rata bas

60% discount 35% discount 10% discount on the abov on the abov on the abov on the abov

| GC - Gold Class |
|---------------------------|
| Material Requirements & N |
| RAW File: |

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

| | 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 |
| | | | |

linimum Standards



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

| MUVI Cinemas | | | |
|----------------|----------------|-------|--------|
| | Screen | Seats | SAR |
| Mall of | 13SUITES | 48 | 18,930 |
| Arabia | 14SUITES | 48 | 18,930 |
| _ | 15SUITES | 48 | 18,940 |
| | 3 | 102 | 56,800 |
| U Walk | 10SUITES | 40 | 16,150 |
| | 11SUITES | 40 | 16,150 |
| | 12SUITES | 24 | 9,700 |
| | 13SUITES | 32 | 13,000 |
| | 4 | 136 | 55,000 |
| Mall of | 16SUITES | 32 | 9,900 |
| Dhahran | 17SUITES | 40 | 12,100 |
| | 18SUITES | 40 | 12,100 |
| | 3 | 112 | 34,100 |
| Nakheel Mall | 11SUITES | 24 | 11,900 |
| Riyadh | 12SUITES | 24 | 11,900 |
| | 13SUITES | 32 | 15,800 |
| | 3 | 80 | 39,600 |
| Atelier La Vie | 1SUITES | 56 | 5,800 |
| | 2SUITES | 48 | 4,400 |
| | 3SUITES | 48 | 4,400 |
| | 4SUITES | 48 | 4,400 |
| | 4 | 200 | 19,000 |
| Boulevard | 22SUITES | 40 | 13,200 |
| Riyadh City | 23SUITES | 40 | 13,200 |
| .,, | 24SUITES | 40 | 13,200 |
| | 25SUITES | 32 | 11,000 |
| - | 4 | 152 | 50,600 |

| AMC Cinemas | | | |
|-------------|---|---|--|
| Screen | Seats | SAR | |
| 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 | |
| 10 | 793 | 139,200 | |
| | Screen 1 2 3 4 5 6 7 8 9 10 | Screen Seats 1 77 2 77 3 84 4 77 5 84 6 77 7 88 8 84 9 66 10 79 | |

Reel Cinemas

| | Screen | Seats | SAR |
|---------------------|-------------------|----------------|----------------------------|
| The Granada Mall | 12P 13P 14P | 32 32 32 | 13,800 13,750 13,750 |
| | 3 | 96 | 41,300 |



Durations

Al Mamsha2 10GCL 1

Grand Cinemas

Obhur

The Park

Taif

| | 6 | 324 | 65,000 |
|-------------|------|-----|--------|
| | 6GCL | 54 | 10,850 |
| | 5GCL | 54 | 10,850 |
| | 4GCL | 54 | 10,850 |
| | 3GCL | 54 | 10,850 |
| | 2GCL | 54 | 10,800 |
| Al Masarrah | 1GCL | 54 | 10,800 |
| | | | |

Screen Seats

32

32

40

40

64

64

11GCL

1

11GCL

1

Grand Cinemas Reel Cinemas P - Platinum GCL - Grand Class



Material Requirements & Minimum Standards

SAR

7,250

7,250

6,500

6,500

6,500

6,500

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).









E VA <u>MORGAN</u> С i d S a a v i n n m e ľ g e t r

Contact

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