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

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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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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			
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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
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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
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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
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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:

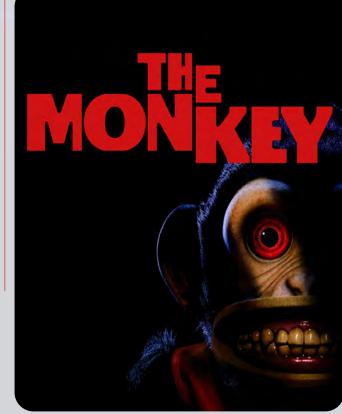
•High resolution .mov file (1998 x 1080 pixels

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

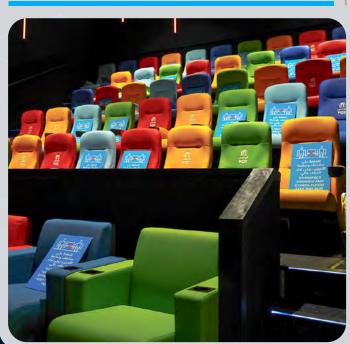
30-Second Four Weekly Film Advertising Rates

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

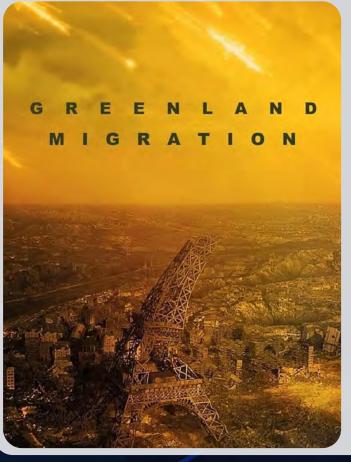
RAW File: •High resolution .mov file (1998 x 1080 |

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

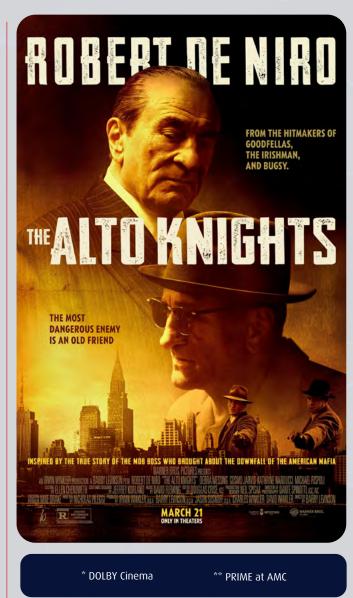
Material Requirements & Minimum Standards

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

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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

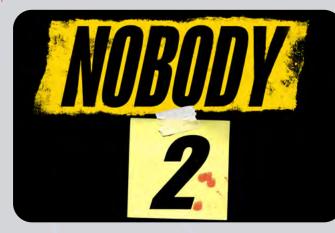
30-Second Four Weekly Film Advertising Rates

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

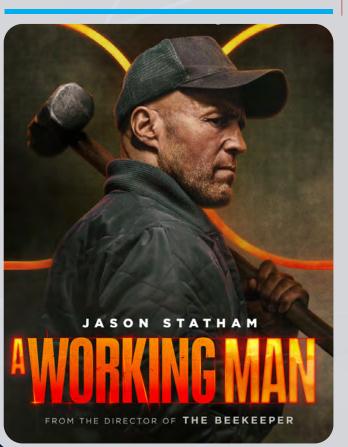
RAW File: •High resolution .mov file (1998 x 1080 pixels)

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 _____

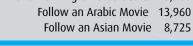
30-Second Four Weekly Film Advertising Rates

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)

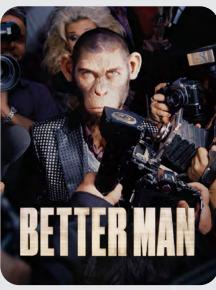
Premium Cinema Screens

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

Office 455, 456 Regus Offices, 4th Floor, Hamad Tower, King Fahad Road, Al Olaya, PO Box 12381, Riyadh, KSA Phone: +966 11 834 3595 cinemasales@motivate.ae www.motivatevalmorgan.com