

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

Beirut

| | Screen | Seats | USD |
|----------------------------|--------------|--------|-------|
| City Centre Beirut | 1 IMAX®+12GC | 463+30 | 7,150 |
| | 2+13GC | 295+22 | 4,950 |
| | 3+15GC | 151+30 | 3,850 |
| | 4* | 60 | 3,300 |
| | 5 | 150 | 3,300 |
| | 6+14GC | 158+22 | 3,850 |
| | 7 | 67 | 2,530 |
| | 8 | 78 | 2,530 |
| | 9 | 68 | 2,530 |
| | 10 | 113 | 3,080 |
| | 11 | 47 | 2,530 |
| Follow a Blockbuster Movie | | | 7,920 |
| Follow an English Movie | | | 6,875 |



GC - Gold Class

* 4DX

Durations

| | | | |
|--------|--------------|--------|--------------|
| 07 Sec | 75% discount | 15 Sec | 40% discount |
| 45 Sec | 30% loading | 60 Sec | 40% loading |
| 75 Sec | 75% loading | 90 Sec | 100% loading |

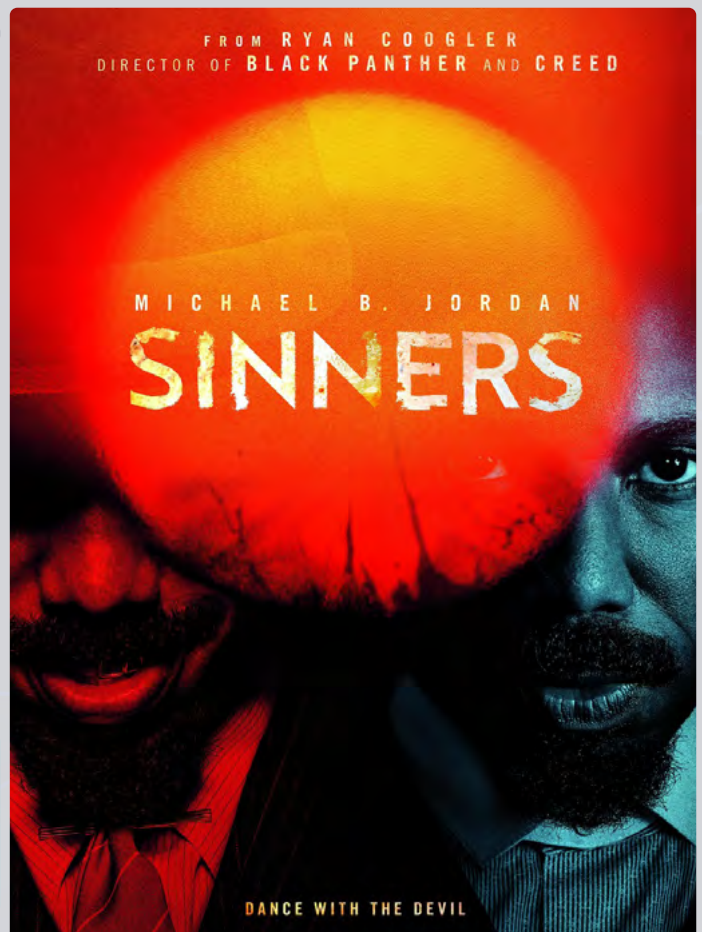
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

| | | |
|---------|--------------|--------------|
| 1 week | 60% discount | on the above |
| 2 weeks | 35% discount | on the above |
| 3 weeks | 10% discount | on the above |

Material Requirements & Minimum Standards

For digital screens

- One DCP (Digital Cinema Package) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps



on screen advertising packages



Total Domination Top Four (30-Sec Four Weekly Rates)

Maximize your coverage with the Total Domination Package to increase your visibility among the cinema-going audience.

| Screen | Seats | 30 Sec (USD) | | Spots |
|--------------|--------------|---------------|---------------|--------------|
| | | Paid | Free | |
| 1 IMAX®+12GC | 463+30 | 7,150 | | 280 |
| 2+13GC | 295+22 | 4,950 | | 280 |
| 3+15GC | 151+30 | 3,850 | | 280 |
| 4* | 60 | | 3,300 | 140 |
| 5 | 150 | | 3,300 | 140 |
| 6+14GC | 158+22 | 3,850 | | 280 |
| 7 | 67 | | 2,530 | 140 |
| 8 | 78 | | 2,530 | 140 |
| 9 | 68 | | 2,530 | 140 |
| 10 | 113 | | 3,080 | 140 |
| 11 | 47 | | 2,530 | 140 |
| 15 | 1,754 | 19,800 | 19,800 | 2,100 |

GC - Gold Class

* 4DX

Durations

| | | | |
|--------|--------------|--------|--------------|
| 07 Sec | 75% discount | 15 Sec | 40% discount |
| 45 Sec | 30% loading | 60 Sec | 40% loading |
| 75 Sec | 75% loading | 90 Sec | 100% loading |

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| 3 weeks | 10% discount | on the above |

Material Requirements & Minimum Standards

For digital screens

- One DCP (Digital Cinema Package) for each location
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- Audio: Full mix or separate tracks with sync beeps

Multi-Screen Packages (30-Sec Four Weekly)

Optimize your coverage by choosing any one of the Multi-Screen Options.

Jumbo Multi-Screen Package (Top Three)

| Screen | Seats | 30 Sec (USD) | | Spots |
|--------------|--------------|---------------|---------------|--------------|
| | | Paid | Free | |
| 1 IMAX®+12GC | 463+30 | 7,150 | | 280 |
| 2+13GC | 295+22 | 4,950 | | 280 |
| 4* | 60 | | 3,300 | 140 |
| 6+14GC | 158+22 | 3,850 | | 280 |
| 8 | 78 | | 2,530 | 140 |
| 9 | 68 | | 2,530 | 140 |
| 11 | 47 | | 2,530 | 140 |
| 10 | 1,243 | 15,950 | 10,890 | 1,400 |

Mega Multi-Screen Package (Top Two)

| Screen | Seats | 30 Sec (USD) | | Spots |
|--------------|------------|---------------|--------------|------------|
| | | Paid | Free | |
| 1 IMAX®+12GC | 463+30 | 7,150 | | 280 |
| 2+13GC | 295+22 | 4,950 | | 280 |
| 9 | 68 | | 2,530 | 140 |
| 11 | 47 | | 2,530 | 140 |
| 6 | 925 | 12,100 | 5,060 | 840 |

Gold Class Package

GOLD

| Screen | Seats | 30 Sec (USD) | Spots |
|----------|------------|--------------|------------|
| 12GC | 30 | | 140 |
| 13GC | 22 | 6,380 | 140 |
| 14GC | 22 | | 140 |
| 15GC | 30 | | 140 |
| 4 | 104 | 6,380 | 560 |

on screen advertising



30-Second Four Weekly Film Advertising Rates

| Beirut | Seats | USD |
|--------------------|-------|-------|
| City Centre Beirut | 60 | 5,060 |



Durations

| | | | |
|--------|--------------|--------|--------------|
| 07 Sec | 75% discount | 15 Sec | 40% discount |
| 45 Sec | 30% loading | 60 Sec | 40% loading |
| 75 Sec | 75% loading | 90 Sec | 100% loading |

- Rates for other time lengths are available on request
- Same rates apply for 'Follow a Movie'
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing

1 week
2 weeks
3 weeks

60% discount
35% discount
10% discount

on the above
on the above
on the above

Material Requirements & Minimum Standards

- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

on screen advertising packages



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas

| | Screen | Seats | USD |
|-----------------------|--------|-------|-------|
| City Centre Beirut | 12GC | 30 | 1,595 |
| | 13GC | 22 | 1,595 |
| | 14GC | 22 | 1,595 |
| | 15GC | 30 | 1,595 |



GC - Gold Class

Durations

| | | | |
|--------|--------------|--------|--------------|
| 07 Sec | 75% discount | 15 Sec | 40% discount |
| 45 Sec | 30% loading | 60 Sec | 40% loading |
| 75 Sec | 75% loading | 90 Sec | 100% loading |

- Rates for other time lengths are available on request
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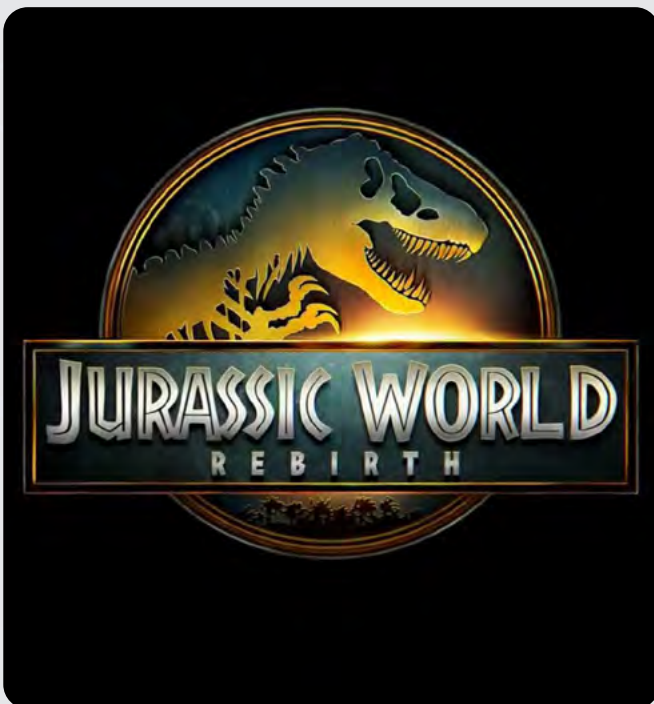
on screen advertising packages



Lebanon Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Lebanon with the Lebanon Premium Screen package. Your ad appears on **4 screens across 1 cinema. Four weekly 30-second rate is USD 4,785** inclusive of one digital transfer (DCP).





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c i n e m a a d v e r t i s i n g

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SCREEN ADVERTISING WORLD ASSOCIATION

