

**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

### Muscat

	Screen	Seats	OMR
<b>City Centre Muscat</b>	1 MAX	255	2,090
	2	88	1,100
	3	149	1,650
	4	218	1,980
	5	60	1,100
	6	36	550
	7	36	550
	8	36	550
	9	36	550
	10	36	550
Follow an English Blockbuster			2,475
Follow an English Movie			1,980
Follow an Asian/Arabic Movie			1,650

<b>City Centre Qurum</b>	1 MAX	220	1,980
	2	150	1,650
	3	94	940
	4	95	940
	5	115	1,270
	6	97	1,270
	7	97	1,270
Follow an English Blockbuster			2,475
Follow an English Movie			1,980
Follow an Asian/Arabic Movie			1,375

### 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

	Screen	Seats	OMR
<b>Mall of Oman</b>	1 IMAX+13GC	321+48	4,130
	2	20	330
	3	174	1,870
	4+14GC	235+48	3,250
	5+12GC	235+48	3,250
	6	47	660
	7	49	660
	8	49	660
	9	49	660
	10	49	660
	11	49	660
	15	47	660
Follow an English Blockbuster			3,575
Follow an English Movie			2,860
Follow an Asian/Arabic Movie			2,090

<b>MGM</b>	1 MAX	168	1,270
	2**	46	390
	3	48	390
	4	72	660
	5	129	990
Follow an English Blockbuster			1,650
Follow an English Movie			1,320
Follow an Asian/Arabic Movie			990
Follow a Kids Movie			858

\*\*VOX kids

GC - Gold Class





# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

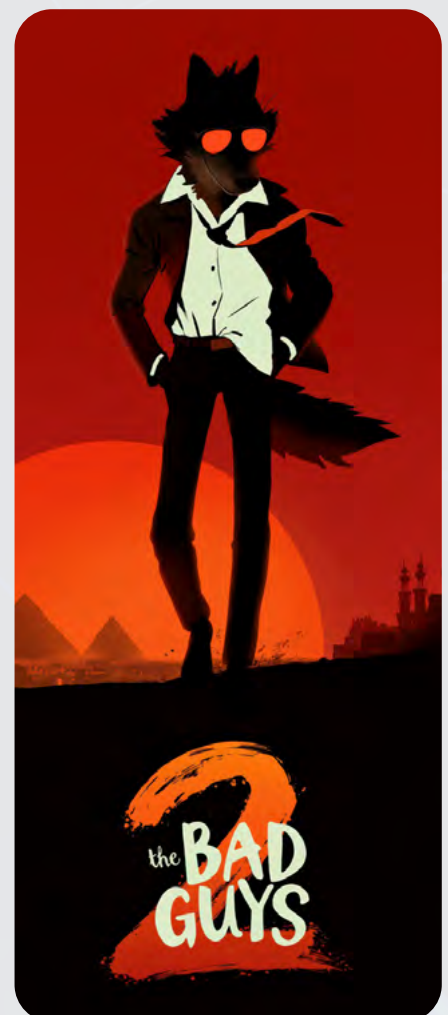
### Sohar

	Screen	Seats	OMR
City Centre	1 MAX	294	990
Suhar	2	139	660
	3	96	440
	4	115	550
	5	42	190
	6**	44	190
	7	94	440
	8	77	390
	9	77	390
	Follow an English Blockbuster		1,375
	Follow an English Movie		1,100
	Follow an Asian/Arabic Movie		660
	Follow a Kids Movie		715

### Nizwa

	Screen	Seats	OMR
Nizwa	1 MAX	222	990
Grand Mall	2	97	500
	3	60	330
	4	120	660
	5	46	250
	Follow an English Blockbuster		1,375
	Follow an English Movie		1,100
	Follow an Asian/Arabic Movie		660

\*\*VOX kids



#### 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' are for the entire period that the selected movie plays
- 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



## Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at VOX locations with the Oman Blockbuster Package. Your ad will appear on **51 screens across 6 cinema locations**. Four weekly 30-second rate **OMR 28,866**.

## Follow a Movie Package

Position your brand by targeting audience of a specific English Blockbuster, English, Asian or Arabic movie.



### English Blockbuster Movie

The commercial will play for as long as the movie runs in 6 Cinemas for a guaranteed period of 4 weeks for OMR 10,986.

#### Note:

- English Blockbuster movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



### English Movie

The commercial will play for as long as the movie runs in 6 Cinemas for a guaranteed period of 4 weeks for OMR 8,789.

#### Note:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



### Asian Movie

The commercial will play for as long as the movie runs in 6 Cinemas for a guaranteed period of 2 weeks for OMR 6,311.

#### Note:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



### Arabic Movie

The commercial will play for as long as the movie runs in 6 Cinemas for a guaranteed period of 2 weeks for OMR 6,311.

#### Note:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

# on screen advertising

## سينيپوليس cinépolis C I N E M A S

### 30-Second Four Weekly Film Advertising Rates

#### Muscat

	Screen	Seats	OMR
Avenues Mall	1 Macro XE	312	2,500
	2 Premium	131	1,270
	3*	97	1,100
	4**	94	1,980
	5 Premium	145	1,980
	6 Premium	133	1,380
	8 Premium	81	880
	9 Premium	103	1,210
	10 Premium	134	1,980
	Follow an English Blockbuster		2,750
	Follow an English Movie		2,200
	Follow an Asian/Arabic Movie		1,100

#### Sohar

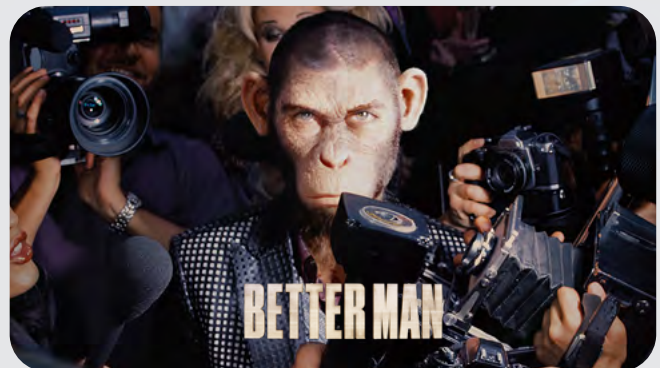
	Screen	Seats	OMR
Oasis Mall	1 Macro XE	260	880
	2 Premium	97	390
	3 Premium	98	390
	4 Premium	92	390
	5 Premium	92	390
	6 Premium	148	550
	7*	78	440
	8 Premium	148	550
	Follow an English Blockbuster		1,100
	Follow an English Movie		880
	Follow an Asian/Arabic Movie		440

#### Salalah

	Screen	Seats	OMR
Oasis Mall	1 Macro XE	230	990
	2 Premium	109	550
	3 Premium	109	550
	4 Premium	104	550
	5 Premium	103	550
	6 Premium	109	550
	7*	67	440
	8 Premium	101	550
	Follow an English Blockbuster		1,375
	Follow an English Movie		1,100
	Follow an Asian/Arabic Movie		550

#### Salalah Garden

	Screen	Seats	OMR
Salalah Garden	1	149	750
	2	131	650
	3	104	525
	Follow an English Blockbuster		925
	Follow an English Movie		750
	Follow an Asian/Arabic Movie		600



#### 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' are for the entire period that the selected movie plays
- 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

\*Junior

\*\* 4D Emotion



# on screen advertising packages

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

## Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at VOX locations with the Oman Blockbuster Package. Your ad will appear on **28 screens across 4 cinema locations. Four weekly 30-second rate OMR 12,458.**

## Follow a Movie Package

Position your brand by targeting audience of a specific English Blockbuster, English, Asian or Arabic movie.



### English Blockbuster Movie

The commercial will play for as long as the movie runs in 4 Cinemas for a guaranteed period of 4 weeks for OMR 5,535.

#### Note:

- English Blockbuster movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



### English Movie

The commercial will play for as long as the movie runs in 4 Cinemas for a guaranteed period of 4 weeks for OMR 4,437.

#### Note:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



### Asian Movie

The commercial will play for as long as the movie runs in 4 Cinemas for a guaranteed period of 2 weeks for OMR 2,421.

#### Note:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



### Arabic Movie

The commercial will play for as long as the movie runs in 4 Cinemas for a guaranteed period of 2 weeks for OMR 2,421.

#### Note:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

# on screen advertising



## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### VOX Cinemas

	Screen	Seats	OMR
Mall of Oman	12GC	48	1,270
	13GC	48	1,270
	14GC	48	1,270



#### Durations

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

• Rates for other time lengths are available on request

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

#### Material Requirements & Minimum Standards

##### For digital screens

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

GC - Gold Class



# on screen advertising packages



## Oman Premium Screen Package

### Oman Premium Screen Package (30-Second Four Weekly Rates)

Maximise your coverage of sophisticated cinema audiences in the Oman with the Oman Premium Screen package. Your ad appears on **3 screens across 1 cinema**. **Four weekly 30-second rate is OMR 2,858** inclusive of one digital transfer (DCP).





# on screen advertising packages



## Cinema Circuit Package

### Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of Oman cinema audiences across the **Motivate Val Morgan** circuit (VOX and Cinépolis) with the Oman Blockbuster package. Your ad appears on **79 screens across 10 cinemas**. **Four weekly 30-second rate is OMR 36,513** inclusive of one digital transfer (DCP).

### Follow a Movie Package

Position your brand by targeting audience of a specific English Blockbuster, English, Asian or Arabic movie.



#### English Blockbuster Movie

The commercial will play for as long as the movie runs across the 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 16,214.

##### Notes:

- English Blockbuster movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



#### English Movie

The commercial will play for as long as the movie runs across the 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 12,980.

##### Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



#### Asian Movie

The commercial will play for as long as the movie runs across the 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,598.

##### Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



#### Arabic Movie

The commercial will play for as long as the movie runs across the 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,598.

##### Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.



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

Contact

34th Floor, Media One Tower, Dubai Media City,  
PO Box 2331, Dubai, United Arab Emirates  
Phone: +971 4 3903550 Fax: +971 4 3904845  
E-mail: [valmorgan@motivate.ae](mailto:valmorgan@motivate.ae)  
[www.motivatevalmorgan.com](http://www.motivatevalmorgan.com)

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SCREEN ADVERTISING WORLD ASSOCIATION

