

**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

### Doha

	Screen	Seats	QAR
Doha Festival City	1 MAX+15T	299+23	36,600
	2 MAX+16T	199+23	34,100
	3**	50	8,800
	4	50	8,800
	5	59	8,800
	6	56	8,800
	7	43	8,800
	8**	48	8,800
	9	55	8,800
	10	58	8,800
	11	112	15,400
	12+17T	145+23	29,200
	13+18T	145+23	29,200
	14*	76	12,700
	Follow an English Blockbuster Movie		47,300
	Follow an English Movie		38,000
	Follow an Asian/Arabic Movie		25,300



### 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

T - THEATRE

\*\* VOX Kids

\* 4DX

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

Doha	Seats	QAR
Doha Festival City	76	25,300



### 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



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

Maximise coverage of cinema audiences at Doha Festival City with the Qatar Blockbuster Package. Your ad will appear on **18 screens at 1 cinema location**. **Four weekly 30-second rate is QAR 136,560** inclusive of one digital transfer (DCP).

## Follow a Movie Package

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

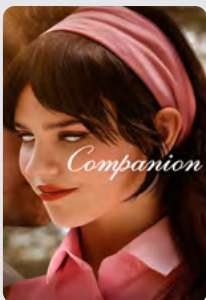


### English Blockbuster Movie

The commercial will play for as long as the movie runs across the 1 VOX location (on every screen the movie plays) for a guaranteed period of 4 weeks for QAR 42,570.

#### 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)



### English Movie

The commercial will play for as long as the movie runs across the 1 VOX location (on every screen the movie plays) for a guaranteed period of 4 weeks for QAR 34,200.

#### 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 1 VOX location (on every screen the movie plays) for a guaranteed period of 2 weeks for QAR 22,770.

#### 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 1 VOX location (on every screen the movie plays) for a guaranteed period of 2 weeks for QAR 22,770.

#### 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.

# on screen advertising



## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### VOX Cinemas

	Screen	Seats	QAR
Doha	15T	23	7,150
Festival City	16T	23	7,150
	17T	23	7,150
	18T	23	7,150



#### 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

T - THEATRE



# on screen advertising packages



## Qatar Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Qatar with the Qatar Premium Screen package. Your ad appears on **4 screens across 1 cinema**. **Four weekly 30-second rate is QAR 21,450** inclusive of one digital transfer (DCP).







MOTIVATE VAL MORGAN  
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SCREEN ADVERTISING WORLD ASSOCIATION

