

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

Abu Dhabi

	Screen	Seats	AED
Alqana	1 XXL+13*	340+50	21,450
	2	89	4,950
	3	88	4,950
	4	103	5,500
	5	115	6,600
	6+12*	127+40	9,350
	7	109	6,050
	8##+15*	170+48	12,650
	9##	125	7,150
	10##+14*	200+50	13,750
	11##	147	8,250
	Follow an English Blockbuster		34,375
	Follow an English Movie		27,500
	Follow an Asian/Arabic Movie		13,800

Sharjah

	Screen	Seats	AED
Zero 6 Mall	1 IMAX+7*	366+32	25,300
	2	249	14,050
	3+8*	277+32	22,850
	4	121	6,900
	5	108	6,350
	6	108	6,350
	Follow an English Blockbuster		31,625
	Follow an English Movie		25,300
	Follow an Asian/Arabic Movie		14,000

Rahmania

	1#	88	5,500
	2#	96	6,600
	3#	86	5,500
	4#	86	5,500
	5#	29	3,000
	Follow an English Blockbuster		6,875
	Follow an English Movie		5,500
	Follow an Asian/Arabic Movie		4,400

Dubai

	Screen	Seats	AED
Arabian Center	1#	128	16,500
	2#+6*	176+98	30,800
	3#	150	19,550
	4#	133	16,500
	5#	101	14,050
	7#	122	14,050
	8#	98	11,300
	Follow an English Blockbuster		22,250
	Follow an English Movie		17,800
	Follow an Asian/Arabic Movie		12,700

Fountain Views

	1*	22	8,000
	2#	62	19,000
	3*	30	9,650
	4*	30	9,650
	5#	54	19,000
	6**	28	9,900
	Follow an English Blockbuster		23,750
	Follow an English Movie		19,000
	Follow an Asian/Arabic Movie		9,600

* - VIP

** - VIP Azul

- Club Class

- Cinemacity Plus

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

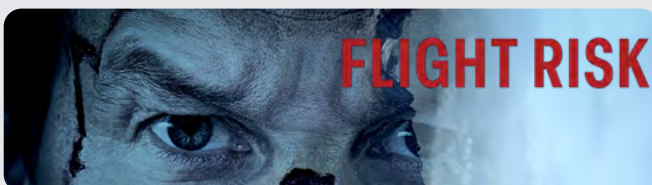
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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)
- Audio: Full mix or separate tracks with sync beeps



on screen advertising

سينيپوليس
cinépolis
C I N E M A S

30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
Circle Mall	1+2GC	120	13,750
	3	45	3,850
	4	79	6,050
	5	66	4,950
	Follow an English Blockbuster		10,375
	Follow an English Movie		8,300
	Follow an Asian/Arabic Movie		5,000



P - Premium

*Junior

GC- Gold Class

Sharjah

	Screen	Seats	AED
Oasis Mall	1 Macro XE	259	22,850
	2P	269	22,850
	3*	57	8,250
	4P	83	7,700
	5P	88	7,700
	6P	88	7,700
	7P	88	7,700
	8P	88	7,700
	9P	88	7,700
	10P	88	7,700
	Follow an English Blockbuster		28,375
	Follow an English Movie		22,700
	Follow an Asian/Arabic Movie		7,700

Durations

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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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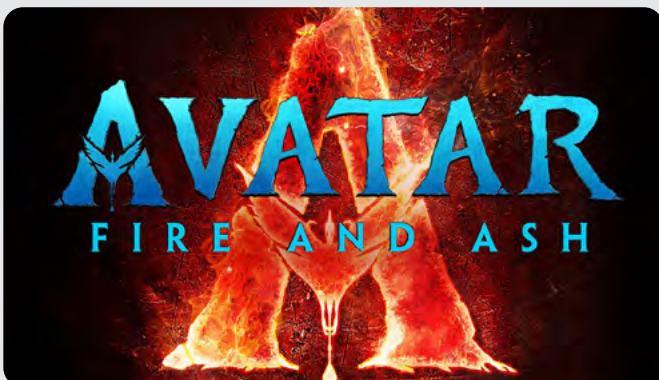
on screen advertising

ROYAL CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Abu Dhabi

	Screen	Seats	AED
Dalma Mall	3	169	12,650
	4	123	5,800
	5	99	4,950
	6+2R	232+43	31,650
	7*	61	9,350
	8	117	6,350
	9	234	22,300
	10RP+1R	286+61	34,950
	11	232	22,300
	12	99	4,950
	13	125	5,800
	14	169	12,650
	Follow an English Blockbuster		39,625
	Follow an English Movie		31,700
	Follow an Asian/Arabic Movie		15,700
Deerfields Mall	1*	61	4,950
	2RP+12R	336+46	37,950
	3	155	10,750
	4	98	9,650
	5	98	9,650
	6	97	9,650
	7	97	9,650
	8	222	19,000
	9+14R	218+24	27,800
	10+13R	206+24	31,650
	11	282	19,000
	Follow an English Blockbuster		34,625
	Follow an English Movie		27,700
	Follow an Asian/Arabic Movie		15,100

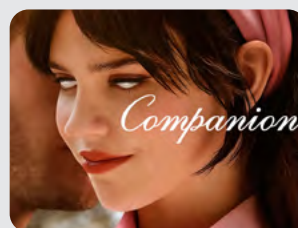


R - Royal Class

RP - Royal Plus

* Royal Kids

	Screen	Seats	AED
Khalidiyah Mall	1RP+9R	369+30	27,800
	2	288	20,900
	3	301	24,200
	4	173	10,200
	5	141	6,350
	6	110	5,800
	7	183	14,050
	8	70	6,900
	Follow an English Blockbuster		31,625
	Follow an English Movie		25,300
	Follow an Asian/Arabic Movie		12,700
Al Dhannah Mall	1	116	14,050
	2	116	14,050
	3	91	11,300
	4	91	11,300
	Follow an English Blockbuster		12,625
	Follow an English Movie		10,100
	Follow an Asian/Arabic Movie		7,700



Durations

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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)
- Audio: Full mix or separate tracks with sync beeps

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
The Dubai Mall	1	53	5,800
	2	53	5,800
	3+26PS	176+32	39,900
	4+20PS	176+30	39,900
	5	53	5,800
	6	53	5,800
	7**+26PS	213+32	47,600
	8##+23PS	176+24	39,900
	9	140	19,000
	10	136	19,000
	11	75	8,800
	12	76	8,800
	13	155	19,000
	14	78	8,800
	15***	28	11,300
	16***	48	14,000
	17	83	14,000
	18#	23	10,200
	19#	39	12,700
	21**+24PS	302+32	53,600
	22*	120	15,100
	Follow an English Blockbuster		71,200
	Follow an English Movie		56,900
	Follow an Asian/Arabic Movie		20,900

Dubai Marina Mall	1	79	10,200
	2**	170	27,800
	3	70	10,200
	4	192	27,800
	5	88	10,700
	6	88	10,700
	7	70	10,200
	Follow an English Blockbuster		39,600
	Follow an English Movie		31,600
	Follow an Asian/Arabic Movie		8,900

PS - Platinum Suite *MX4D **DOLBY Cinema ***Dine-In Cinema

#Junior ##ScreenX ###Premier

	Screen	Seats	AED
The Springs Souk	1	59	7,700
	2	90	11,300
	3###	31	15,100
	4	45	5,800
	5	39	5,000
	6#	41	5,000
	Follow an English Blockbuster		14,300
	Follow an English Movie		11,400
	Follow an Asian/Arabic Movie		5,700



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

4 Week Campaign on MX4D

Location	Screen	Seats	AED
The Dubai Mall	19	94	25,000

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)
- Audio: Full mix or separate tracks with sync beeps

on screen advertising packages



Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all Reel locations with the Emirates Blockbuster package. Your ad appears on **39 screens across 3 cinemas. Four weekly 30-second rate is AED 281,150** 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 100,080.

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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 79,920.

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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 28,400.

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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 28,400.

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



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
City Centre	1 MAX+17T	374+40	34,950
Mirdif	MAX2+T2	255+40	31,650
	3	152	10,750
	4*	124	20,350
	5	161	11,300
	6	162	11,300
	7	161	11,300
	8	261	20,900
	9	38	4,400
	10**	44	4,400
	11 IMAX Sapphire+19T+20T	128+40+40	31,650
	12	141	10,200
	13	141	10,200
	14	141	10,200
	15	54	4,950
	16	45	4,400
	Follow an English Blockbuster		51,375
	Follow an English Movie		41,100
	Follow an Asian/Arabic Movie		15,100

T - THEATRE GC - Gold Class ** VOX Kids
* 4DX # - SAMSUNG ONYX

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

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

	Screen	Seats	AED
City Centre	1 MAX+13GC	526+40	55,550
Deira	2 MAX+14GC	382+40	50,600
	3+15GC	259+32	36,600
	4	105	7,700
	5	207	10,750
	6	181	10,200
	7	180	10,200
	8	209	10,750
	9	104	7,700
	10	124	20,350
	11+16GC	257+32	34,950
	12**	37	5,800
	17	135	8,800
	18	153	8,800
	19	107	7,700
	20	35	5,800
	Follow an English Blockbuster		63,250
	Follow an English Movie		50,600
	Follow an Asian/Arabic Movie		33,000

Wafi City	1	116	5,800
	2	116	5,800
	3+14T	264+44	15,150
	4+10GC	143+46	8,250
	5+12GC	120+46	7,700
	6	120	6,350
	7 MAX+13T	474+68	26,700
	8+11GC	149+46	9,650
	9**	71	3,850
	15#	56	3,300
	Follow an English Blockbuster		33,250
	Follow an English Movie		26,600
	Follow an Asian/Arabic Movie		15,100

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
Mall of The Emirates	1 IMAX®+21T	357+36	53,100
	2*	160	23,950
	3 ATMOS+23T	113+36	23,400
	4	89	16,500
	5	85	16,500
	6	86	16,500
	7	34	5,800
	8	34	5,800
	9	34	5,800
	10	34	5,800
	11**	47	5,800
	12**	48	5,800
	13	70	10,200
	14+24T	85+34	16,500
	15	72	12,650
	16	44	6,900
	17+22T	132+36	45,650
	18**	94	10,200
	19	53	10,200
	20	69	12,650
	Follow an English Blockbuster		77,500
	Follow an English Movie		62,000
	Follow an Asian/Arabic Movie		20,900

Mercato	1	118	14,050
	2	143	16,500
	3	177	23,950
	4	174	23,950
	5	174	23,950
	6	129	14,050
	7	108	10,200
	Follow an English Blockbuster		27,000
	Follow an English Movie		21,600
	Follow an Asian/Arabic Movie		15,100

	Screen	Seats	AED
Burjuman	1 MAX+11VIP	224+50	30,250
	2**	43	4,950
	3+12VIP	190+50	20,900
	4	31	4,400
	5	48	5,800
	6+13VIP	136+50	16,500
	7	124	14,050
	8	41	4,950
	9	38	4,950
	10+14VIP	220+50	27,800
	Follow an English Blockbuster		34,625
	Follow an English Movie		27,700
	Follow an Asian/Arabic Movie		19,000

MEGAPLEX	1	460	22,300
	2	388	22,300
	3	296	22,300
	4	296	22,300
	5	200	19,000
	6	200	19,000
	7	130	12,100
	8	130	12,100
	9	130	12,100
	10*	68	12,100
	11	100	10,200
	12	94	10,200
	Follow an English Blockbuster		25,000
	Follow an English Movie		20,000
	Follow an Asian/Arabic Movie		17,300

Durations

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75 Sec	75% loading	90 Sec	100% loading

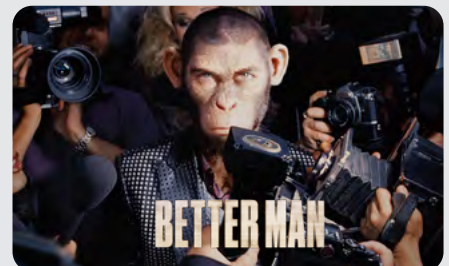
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1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

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

Dubai

	Screen	Seats	AED
City Centre Shindagha	1	131	10,750
	2	143	11,300
	3	124	10,200
	4	130	10,750
	5	204	14,050
	6	45	4,400
	7	91	6,900
	Follow an English Blockbuster		15,625
	Follow an English Movie		12,500
	Follow an Asian/Arabic Movie		9,600

OUTDOOR at Galleria Mall	1	80	9,650
	Follow a Movie		11,875

Nakheel Mall	1 MAX+12T	254+16	31,650
	2+13T	91+16	16,500
	3+14T	93+16	16,500
	4	37	4,950
	5	35	3,850
	6**	46	4,950
	7	35	3,850
	8+15T	54+16	12,650
	9	27	3,300
	10	42	4,950
	11	50	4,950
	Follow an English Blockbuster		39,625
	Follow an English Movie		31,700
	Follow an Asian/Arabic Movie		16,500

	Screen	Seats	AED
Dubai Festival City Mall	1	98	14,300
	2	98	14,850
	3	121	17,050
	4	121	17,050
	5+12GC	155+32	28,050
	6 IMAX+11GC	323+32	33,000
	7	263	12,100
	8	182	12,100
	9	182	8,800
	10	156	8,800
	13	64	6,050
	14	69	6,050
	15	80	7,150
	16	80	7,150
	17**	78	7,150
	18**	78	7,150
	Follow an English Blockbuster		41,250
	Follow an English Movie		33,000
	Follow an Asian/Arabic Movie		17,100



Durations

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75 Sec	75% loading	90 Sec	100% loading

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T - THEATRE
** VOX Kids

GC - Gold Class
* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

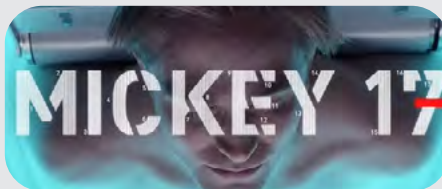
Abu Dhabi

	Screen	Seats	AED
YAS Mall - Abu Dhabi	1 MAX+14T	470+36	45,650
	2	88	7,700
	3	143	11,300
	4	131	11,300
	5	80	6,900
	6 MAX+16T	195+36	27,800
	7	43	4,950
	8	80	6,900
	9	69	6,900
	10**	38	4,950
	11**	68	6,900
	12**	40	4,950
	13*	96	14,050
	17	192	17,600
	18	134	11,300
	19+15T	241+36	31,650
	20	192	17,600
	Follow an English Blockbuster		51,375
	Follow an English Movie		41,100
	Follow an Asian/Arabic Movie		15,700

Reem Mall	1 MAX	357	31,900
	2**	47	4,400
	3	93	8,250
	4	99	8,800
	5	91	8,000
	6	120	10,450
	7	161	14,300
	8	161	14,300
	Follow an English Blockbuster		39,875
	Follow an English Movie		31,900
	Follow an Asian/Arabic Movie		14,300



	Screen	Seats	AED
Nation Towers - Abu Dhabi	1	84	8,250
	2	52	6,900
	3	72	7,700
	4+11VIP	111+23	16,500
	5 ATMOS+8VIP	124+21	17,600
	6 ATMOS+9VIP	124+21	17,600
	7+10VIP	121+23	16,500
	Follow an English Blockbuster		19,750
	Follow an English Movie		15,800
	Follow an Asian/Arabic Movie		14,600
Abu Dhabi Mall	1 MAX	166	19,000
	2	168	17,600
	3	134	15,150
	4	116	12,650
	5	83	10,200
	6**	46	6,350
	Follow an English Blockbuster		23,625
	Follow an English Movie		18,900
	Follow an Asian/Arabic Movie		15,100



	Screen	Seats	AED
The Galleria Al Maryah Island	1 IMAX+21T	402+12	31,650
	2VIP	50	5,800
	3**	65	6,900
	4**	59	6,900
	5+18T	141+32	20,350
	6	44	4,950
	7	44	4,950
	8	44	4,950
	9	40	4,950
	10	55	6,350
	11	126	10,750
	12+19T	162+32	22,850
	3VIP+20T	173+32	25,300
	14	50	5,250
	15	40	3,850
	16	45	4,400
	17	43	4,400
	Follow an English Blockbuster		41,000
	Follow an English Movie		32,800
	Follow an Asian/Arabic Movie		15,100



Durations

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T - THEATRE

** VOX Kids

* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

Sharjah

	Screen	Seats	AED
City Centre Sharjah	1 MAX+12VIP	294+48	31,650
	2 MAX+11VIP	146+40	19,000
	3	66	7,700
	4	127	12,650
	5	125	12,650
	6	76	10,200
	7	78	8,800
	8	80	8,800
	9**	46	6,350
	10**	70	7,700
Follow an English Blockbuster			39,625
Follow an English Movie			31,700
Follow an Asian/Arabic Movie			19,000

City Centre Al Zahia	1 MAX+14GC	344+32	25,300
	2 MAX+15GC	189+40	15,950
	3	70	9,650
	4+16GC	189+38	15,950
	5	155	12,650
	6	68	6,350
	7	59	5,800
	8	59	5,800
	9	59	5,800
	10	60	5,800
	11	45	3,850
	12	45	3,850
	13**	33	3,300
Follow an English Blockbuster			31,625
Follow an English Movie			25,300
Follow an Asian/Arabic Movie			15,700

Ajman

	Screen	Seats	AED
City Centre Ajman	1 MAX	301	8,250
	2	64	3,850
	3**	44	2,500
	4	130	5,800
	5	75	4,400
	6	156	5,800
	7	74	4,400
	8	158	5,800
	9 MAX	369	8,800
Follow an English Blockbuster			10,125
Follow an English Movie			8,100
Follow an Asian/Arabic Movie			5,000

Fujairah

	Screen	Seats	AED
City Centre Fujairah	1 MAX+10VIP	251+78	12,100
	2+11VIP	167+78	12,100
	3	72	7,700
	4	74	5,800
	5	97	6,900
	6	98	6,900
	7	74	5,800
	8	120	8,800
	9	153	8,800
Follow an English Blockbuster			13,500
Follow an English Movie			10,800
Follow an Asian/Arabic Movie			7,700

Al Ain

	Screen	Seats	AED
Al Jimi Mall	1**	47	3,850
	2	89	7,700
	3	94	7,700
	4	51	3,850
	5+8T	166+23	16,500
	6 MAX+7T	157+32	16,500
Follow an English Blockbuster			20,625
Follow an English Movie			16,500
Follow an Asian/Arabic Movie			7,700

Ras Al Khaimah

	Screen	Seats	AED
Al Hamra Mall - RAK	1 MAX+8VIP	293+18	11,300
	2	75	5,800
	3	72	5,800
	4	196	8,800
	5	61	4,950
	6	99	6,900
	7	50	4,950
Follow an English Blockbuster			13,500
Follow an English Movie			10,800
Follow an Asian/Arabic Movie			6,300

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

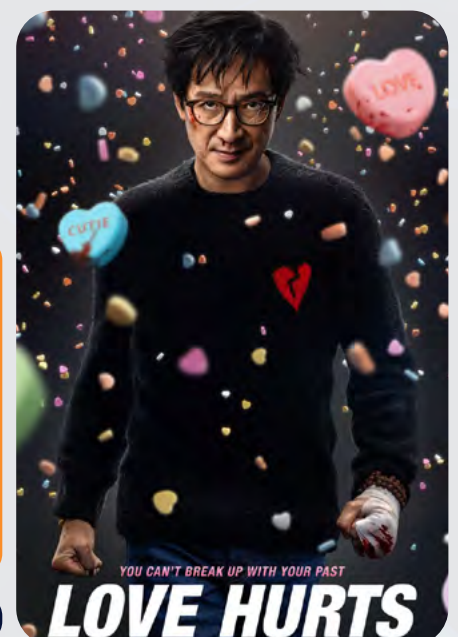
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' are for the entire period that the selected movie plays
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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



GC - Gold Class

** VOX Kids

* 4DX

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Seats	AED
City Centre Mirdif	124	27,800
Mall of the Emirates	160	41,800
MEGAPLEX	68	13,900

Abu Dhabi

	Seats	AED
Yas Mall - Abu Dhabi	96	27,800



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



Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all VOX locations with the Emirates Blockbuster package. Your ad appears on **282 screens across 21 cinemas**. **Four weekly 30-second rate is AED 1,463,925** 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.

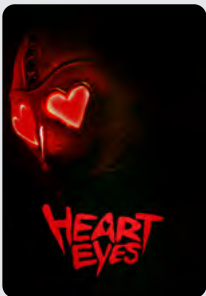


English Blockbuster Movie

The commercial will play for as long as the movie runs across the 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 570,500.

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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 541,975.

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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 299,155.

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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 299,155.

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

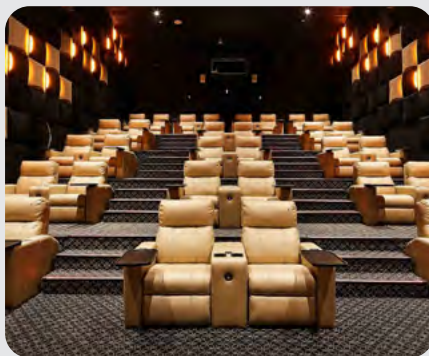
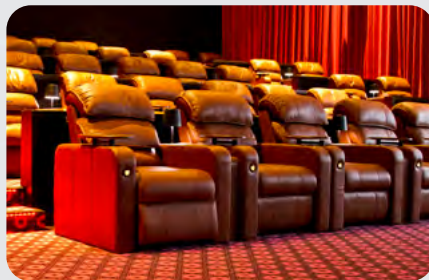
30-Second Four Weekly Film Advertising Rates

Cinemacity

	Screen	Seats	AED
Zero 6 Mall	7*	32	9,900
	8*	32	9,900
Alqana	12*	40	15,400
	13*	50	19,250
	14*	50	19,250
	15*	48	18,150
Fountain Views	1*	22	8,000
	2#	62	19,000
	3*	30	9,650
	4*	30	9,650
	5#	54	19,000
	6**	28	9,900
Arabian Centre	1#	128	16,500
	2#+6*	150+26	30,800
	3#	150	19,550
	4#	133	16,500
	5#	101	14,050
	7#	122	14,050
	8#	98	11,300
Rahmania	1#	88	5,500
	2#	96	6,600
	3#	86	5,500
	4#	86	5,500
	5#	29	3,000

Royal Cinemas

	Screen	Seats	AED
Dalma Mall	1R	61	15,400
	2R	43	13,750
Khalidiyah Mall	9R	30	11,550
Deerfields Mall	12R	46	15,400
	13R	24	13,200
	14R	24	13,200



Cinèpolis

	Screen	Seats	AED
Circle Mall	2GC	14	5,500



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

ROYAL CINEMAS

R - Royal Class
P - Platinum Class

CINEMACITY

* - VIP
** - VIP Azul
- Club Class

CINÈPOLIS

GC - Gold Class

on screen advertising

MOTIVATE VAL MORGAN

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

Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

Reel Cinemas

	Screen	Seats	AED
The Dubai Mall	24PS	32	21,450
	25PS	32	21,450
	26PS	32	21,450
	20PS	30	21,450
	23PS	24	19,250



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

VOX Cinemas

	Screen	Seats	AED
City Centre Mirdif	17T	40	13,750
	18T	40	13,750
	19T	40	13,750
	20T	40	13,750

Burjuman	11VIP	50	12,650
	12VIP	50	12,650
	13VIP	50	12,650
	14VIP	50	12,650

Yas Mall - Abu Dhabi	14T	36	18,150
	15T	36	18,150
	16T	36	18,150

Al Hamra Mall - RAK	8VIP	18	4,950
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The Galleria	18T	32	15,400
Al Maryah Island	19T	32	15,400
	20T	32	15,400
	21T	12	6,600
	2VIP	50	5,800

City Centre Al Zahia	14GC	32	9,900
	15GC	40	9,900
	16GC	38	9,900

Dubai Festival City Mall	11GC	32	15,400
	12GC	32	15,400



Screen Seats AED

Mall of the Emirates	21T	36	21,450
	22T	36	21,450
	23T	36	21,450
	24T	34	21,450

City Centre Deira	13GC	40	16,500
	14GC	40	16,500
	15GC	32	15,400
	16GC	32	15,400

Al Jimi Mall	7T	32	6,600
	8T	24	6,600

Nation Towers - Abu Dhabi	8VIP	21	7,150
	9VIP	21	7,150
	10VIP	23	7,150
	11VIP	23	7,150

City Centre Sharjah	11VIP	40	12,650
	12VIP	48	12,650

City Centre Fujairah	10VIP	78	4,950
	11VIP	78	4,950

Nakheel Mall	12T	16	6,600
	13T	16	6,600
	14T	16	6,600
	15T	16	6,600

Wafi City	10GC	46	3,850
	11GC	46	3,850
	12GC	46	3,850
	13T	68	6,600
	14T	44	3,850

REEL CINEMAS

PS - Platinum Suite

VOX CINEMAS

G - Gold class

T - THEATRE

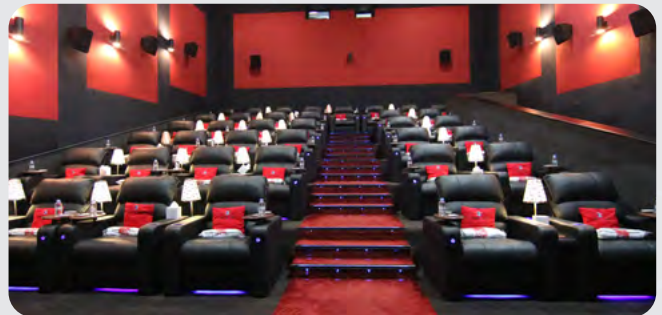
on screen advertising packages



Emirates Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the UAE with the Emirates Premium Screen package. Your ad appears on **86 screens across 25 cinemas**. **Four weekly 30-second rate is AED 747,635** inclusive of one digital transfer (DCP).



on screen advertising packages



Cinema Circuit Package

Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across the **Motivate Val Morgan** circuit (VOX, Oscar, Royal, Cinemacity and Cinépolis) with the Emirates Blockbuster package. Your ad appears on **380 screens across 32 cinemas**. **Four weekly 30-second rate is AED 2,000,550** 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 32 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 791,400.

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 32 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 633,120.

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 32 VOX, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 346,640.

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 32 VOX, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 346,640.

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

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sawa

SCREEN ADVERTISING WORLD ASSOCIATION

