

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 2026
unrivalled advertising impact

Cinema
turns audiences
into customers

on screen advertising



30-Second Four Weekly Film Advertising Rates

Cairo

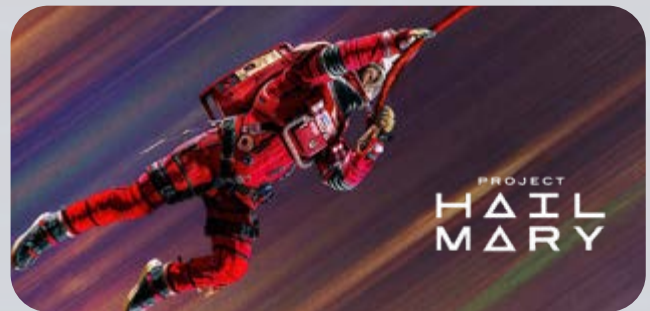
	Screen	Seats	LE
Mall of Egypt	1 MAX+18GC	229+36	84,250
	2+19GC	267+36	89,275
	3+20GC	196+36	52,900
	4	71	13,225
	5	43	8,335
	6	45	8,335
	7	71	13,225
	8+21GC	201+36	52,900
	9	191	36,375
	10	114	21,425
	11	114	21,425
	12	113	21,425
	13**	33	6,625
	14**	33	6,625
	15	187	36,375
	16	190	36,375
	17*	90	17,450
	Follow a Movie		111,550

City Centre Almaza

1 IMAX+14GC	311+38	104,625
2+15GC	220+34	76,050
3 MAX+16GC	147+38	40,075
4	105	20,900
5	76	13,225
6*	50	10,850
7	89	15,000
8**	69	11,500
9	48	9,900
10	44	9,900
11	44	9,900
12	44	9,900
13	46	9,900
	Follow a Movie	130,850

Alexandria

	Screen	Seats	LE
City Centre Alexandria	1 MAX	310	66,525
	2	279	62,025
	3	246	57,150
	4	279	62,025
	5	132	28,575
	6	177	37,300
	7	203	43,000
	Follow a Movie		83,100



GC - Gold Class

** VOX Kids

* 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



30-Second Four Weekly Film Advertising Rates

Cairo	Seats	LE
Mall of Egypt	90	22,350
City Centre Almaza	50	12,150



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
- 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



Egypt Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences across all Egypt locations with the Egypt Blockbuster Package. Your ad will appear on **44 screens at 3 cinema locations**. **Four weekly 30-second rate is LE 612,435** inclusive of one digital transfer (DCP).

Follow a Movie Package

Position your brand by targeting an audience of a specific movie.



Follow a Movie

The commercial will play for as long as the movie runs at the 3 locations (on every screen the movie plays) for a guaranteed period of 4 weeks for LE 260,400.

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)



Rates not inclusive of taxes.

For customized packages, kindly contact our sales team.

on screen advertising

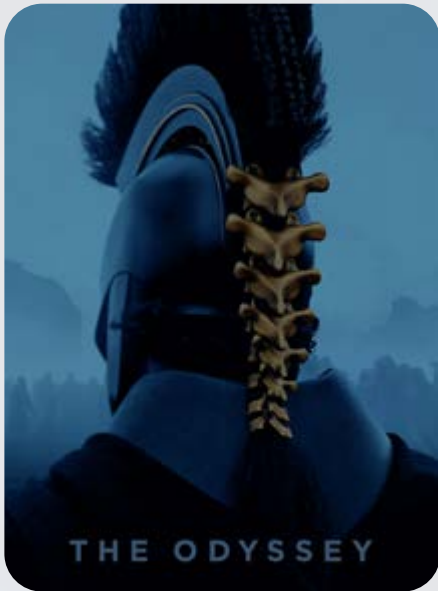


Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas

	Screen	Seats	LE
Mall of Egypt	18GC	36	28,750
	19GC	36	28,750
	20GC	36	28,750
	21GC	36	28,750
City Centre Almaza	14GC	38	30,475
	15GC	34	27,600
	16GC	38	30,475



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



Egypt Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Egypt with the Egypt Premium Screen package. Your ad appears on **7 screens across 2 cinemas**. **Four weekly 30-second rate is LE 152,663** inclusive of one digital transfer (DCP).





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
www.motivatevalmorgan.com

sawa
GLOBAL CINEMA ADVERTISING ASSOCIATION

