

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

Rai

	Screen	Seats	KWD
The Avenues	1 MAX+16T	315+31	5,700
	2 MAX+15T	240+31	5,060
	3+14T	202+17	3,290
	4+17T	221+22	4,110
	5	159	1,645
	6	60	885
	7	48	500
	8	49	500
	9	49	500
	10	49	500
	11	49	500
	12**	49	500
	13**	47	500

Follow an English Blockbuster 7,150

Follow an English/Arabic Movie 3,300

Follow an Asian Movie 3,300



T - THEATRE

** 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' 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



Kuwait Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at The Avenues with the Kuwait Blockbuster Package. Your ad will appear on **17 screens at 1 cinema location. Four weekly 30-second rate is KWD 16,933** 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 KWD 7,150.

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 KWD 3,300.

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 KWD 3,300.

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 KWD 3,300.

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

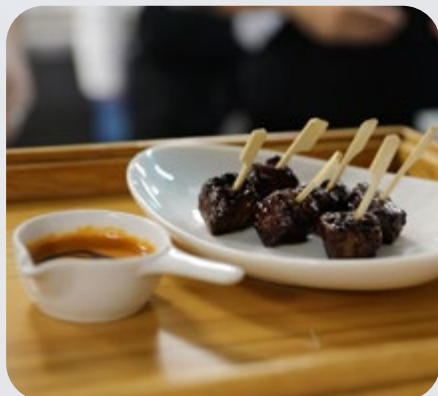


Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas

	Screen	Seats	KWD
The Avenues	14T	17	1,265
	15T	31	2,530
	16T	31	2,530
	17T	22	1,900



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



Kuwait Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Kuwait with the Kuwait Premium Screen package. Your ad appears on **4 screens across 1 cinema**. **Four weekly 30-second rate is KWD 6,169** 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

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