

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

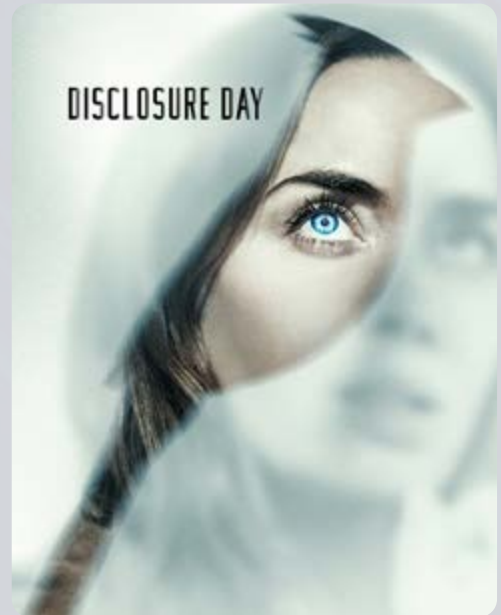


30-Second Four Weekly Film Advertising Rates

Beirut

	Screen	Seats	USD
City Centre Beirut	1 IMAX®+12GC	463+30	7,150
	2+13GC	295+22	4,950
	3+15GC	151+30	3,850
	4*	60	3,300
	5	150	3,300
	6+14GC	158+22	3,850
	7	67	2,530
	8	78	2,530
	9	68	2,530
	10	113	3,080
	11	47	2,530

Follow a Blockbuster Movie 7,920
Follow an English Movie 6,875



GC - Gold Class

* 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

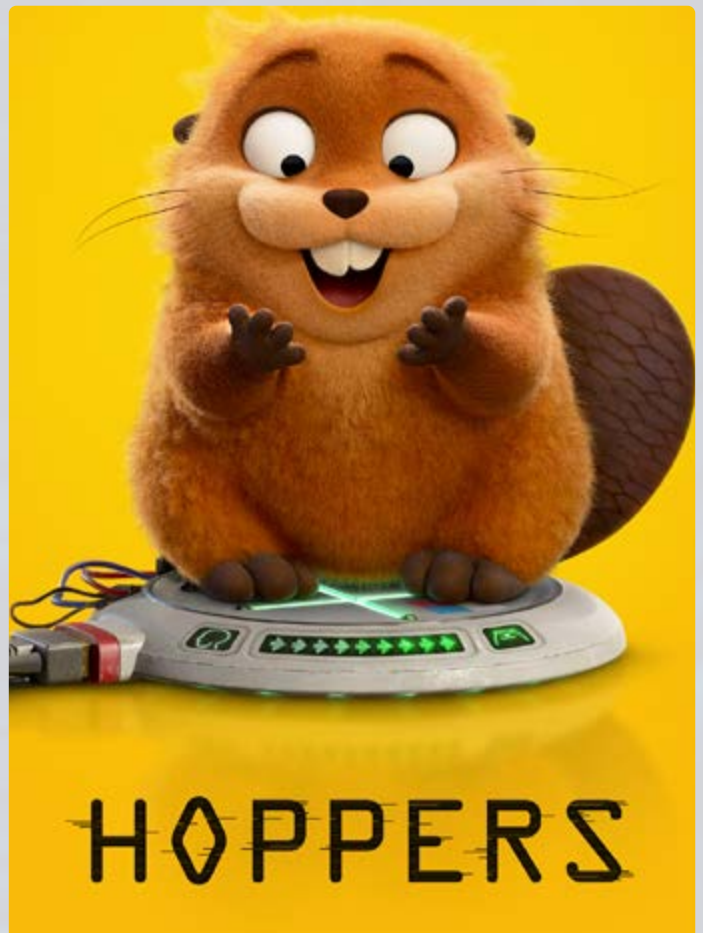
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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 packages



Total Domination Top Four (30-Sec Four Weekly Rates)

Maximize your coverage with the Total Domination Package to increase your visibility among the cinema-going audience.

Screen	Seats	30 Sec (USD)		Spots
		Paid	Free	
1 IMAX®+12GC	463+30	7,150		280
2+13GC	295+22	4,950		280
3+15GC	151+30	3,850		280
4*	60		3,300	140
5	150		3,300	140
6+14GC	158+22	3,850		280
7	67		2,530	140
8	78		2,530	140
9	68		2,530	140
10	113		3,080	140
11	47		2,530	140
15	1,754	19,800	19,800	2,100

GC - Gold Class

* 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
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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

Multi-Screen Packages (30-Sec Four Weekly)

Optimize your coverage by choosing any one of the Multi-Screen Options.

Jumbo Multi-Screen Package (Top Three)

Screen	Seats	30 Sec (USD)		Spots
		Paid	Free	
1 IMAX®+12GC	463+30	7,150		280
2+13GC	295+22	4,950		280
4*	60		3,300	140
6+14GC	158+22	3,850		280
8	78		2,530	140
9	68		2,530	140
11	47		2,530	140
10	1,243	15,950	10,890	1,400

Mega Multi-Screen Package (Top Two)

Screen	Seats	30 Sec (USD)		Spots
		Paid	Free	
1 IMAX®+12GC	463+30	7,150		280
2+13GC	295+22	4,950		280
9	68		2,530	140
11	47		2,530	140
6	925	12,100	5,060	840

Gold Class Package

GOLD

Screen	Seats	30 Sec (USD)	Spots
12GC	30		140
13GC	22	6,380	140
14GC	22		140
15GC	30		140
4	104	6,380	560

on screen advertising



30-Second Four Weekly Film Advertising Rates

Beirut	Seats	USD
City Centre Beirut	60	5,060



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



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas			
	Screen	Seats	USD
City Centre Beirut	12GC	30	1,595
	13GC	22	1,595
	14GC	22	1,595
	15GC	30	1,595



GC - Gold Class

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

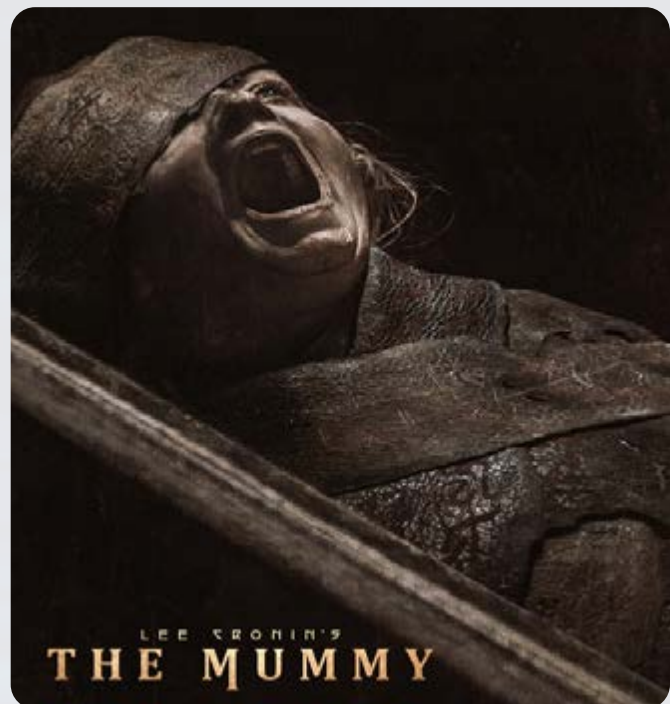
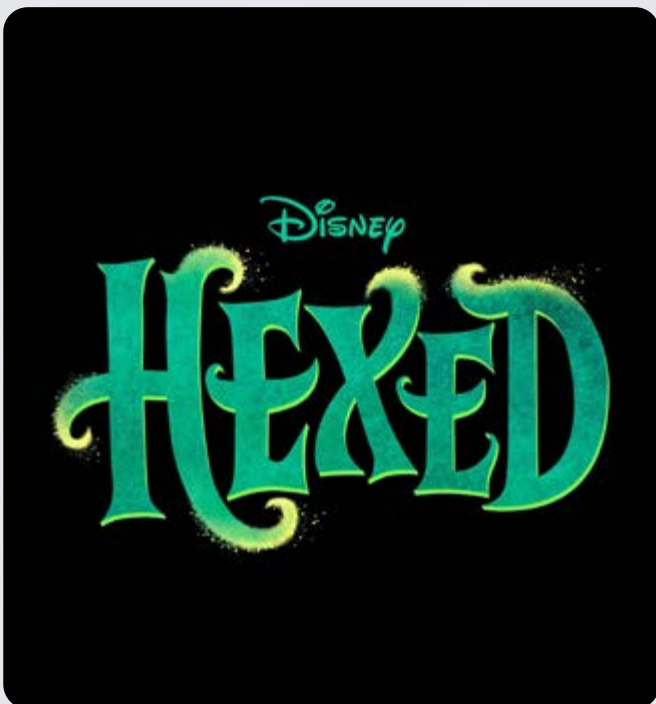
on screen advertising packages



Lebanon Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Lebanon with the Lebanon Premium Screen package. Your ad appears on **4 screens across 1 cinema**. **Four weekly 30-second rate is USD 4,785** inclusive of one digital transfer (DCP).





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

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