

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

Muscat

	Screen	Seats	OMR
City Centre Muscat	1 MAX	255	2,090
	2	88	1,100
	3	149	1,650
	4	218	1,980
	5	60	1,100
	6	36	550
	7	36	550
	8	36	550
	9	36	550
	10	36	550
	Follow an English Blockbuster		2,475
	Follow an English Movie		1,980
	Follow an Asian/Arabic Movie		1,650

City Centre Qurum	1 MAX	220	1,980
	2	150	1,650
	3	94	940
	4	95	940
	5	115	1,270
	6	97	1,270
	7	97	1,270
	Follow an English Blockbuster		2,475
	Follow an English Movie		1,980
	Follow an Asian/Arabic Movie		1,375

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

	Screen	Seats	OMR
Mall of Oman	1 IMAX+13GC	321+48	4,130
	2	20	330
	3	174	1,870
	4+14GC	235+48	3,250
	5+12GC	235+48	3,250
	6	47	660
	7	49	660
	8	49	660
	9	49	660
	10	49	660
	11	49	660
	15	47	660
	Follow an English Blockbuster		3,575
	Follow an English Movie		2,860
	Follow an Asian/Arabic Movie		2,090

MGM	1 MAX	168	1,270
	2**	46	390
	3	48	390
	4	72	660
	5	129	990
	Follow an English Blockbuster		1,650
	Follow an English Movie		1,320
	Follow an Asian/Arabic Movie		990
	Follow a Kids Movie		858

**VOX kids

GC - Gold Class



on screen advertising



30-Second Four Weekly Film Advertising Rates

Sohar

	Screen	Seats	OMR
City Centre	1 MAX	294	990
Suhar	2	139	660
	3	96	440
	4	115	550
	5	42	190
	6**	44	190
	7	94	440
	8	77	390
	9	77	390
	Follow an English Blockbuster		1,375
	Follow an English Movie		1,100
	Follow an Asian/Arabic Movie		660
	Follow a Kids Movie		715

Nizwa

	Screen	Seats	OMR
Nizwa	1 MAX	222	990
Grand Mall	2	97	500
	3	60	330
	4	120	660
	5	46	250
	Follow an English Blockbuster		1,375
	Follow an English Movie		1,100
	Follow an Asian/Arabic Movie		660

**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' 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

on screen advertising packages



Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at VOX locations with the Oman Blockbuster Package. Your ad will appear on **51 screens across 6 cinema locations. Four weekly 30-second rate OMR 24,055.**

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 in 6 Cinemas for a guaranteed period of 4 weeks for OMR 10,986.

Note:

- 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 in 6 Cinemas for a guaranteed period of 4 weeks for OMR 8,789.

Note:

- 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 in 6 Cinemas for a guaranteed period of 2 weeks for OMR 6,311.

Note:

- 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 in 6 Cinemas for a guaranteed period of 2 weeks for OMR 6,311.

Note:

- 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

on screen advertising



30-Second Four Weekly Film Advertising Rates

Muscat

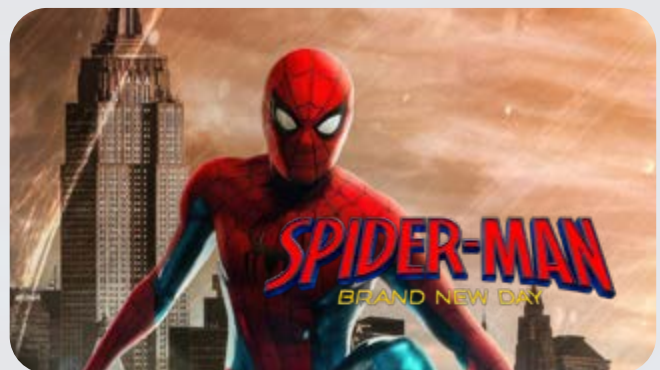
	Screen	Seats	OMR	
Avenues Mall	1 Macro XE	312	2,500	
	2 Premium	131	1,270	
	3*	97	1,100	
	4**	94	1,980	
	5 Premium	145	1,980	
	6 Premium	133	1,380	
	8 Premium	81	880	
	9 Premium	103	1,210	
	10 Premium	134	1,980	
	Follow an English Blockbuster			2,750
	Follow an English Movie			2,200
	Follow an Asian/Arabic Movie			1,100

Sohar

	Screen	Seats	OMR	
Oasis Mall	1 Macro XE	260	880	
	2 Premium	97	390	
	3 Premium	98	390	
	4 Premium	92	390	
	5 Premium	92	390	
	6 Premium	148	550	
	7*	78	440	
	8 Premium	148	550	
	Follow an English Blockbuster			1,100
	Follow an English Movie			880
Follow an Asian/Arabic Movie			440	

Salalah

	Screen	Seats	OMR	
Oasis Mall	1 Macro XE	230	990	
	2 Premium	109	550	
	3 Premium	109	550	
	4 Premium	104	550	
	5 Premium	103	550	
	6 Premium	109	550	
	7*	67	440	
	8 Premium	101	550	
	Follow an English Blockbuster			1,375
	Follow an English Movie			1,100
Follow an Asian/Arabic Movie			550	
Salalah Garden	1	149	750	
	2	131	650	
	3	104	525	
	Follow an English Blockbuster			925
	Follow an English Movie			750
Follow an Asian/Arabic Movie			600	



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

*Junior

** 4D Emotion

on screen advertising packages



Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise coverage of cinema audiences at VOX locations with the Oman Blockbuster Package. Your ad will appear on **28 screens across 4 cinema locations. Four weekly 30-second rate OMR 12,458.**

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 in 4 Cinemas for a guaranteed period of 4 weeks for OMR 5,535.

Note:

- 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 in 4 Cinemas for a guaranteed period of 4 weeks for OMR 4,437.

Note:

- 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 in 4 Cinemas for a guaranteed period of 2 weeks for OMR 2,421.

Note:

- 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 in 4 Cinemas for a guaranteed period of 2 weeks for OMR 2,421.

Note:

- 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

on screen advertising



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas

	Screen	Seats	OMR
Mall of Oman	12GC	48	1,270
	13GC	48	1,270
	14GC	48	1,270



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



Oman Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Oman with the Oman Premium Screen package. Your ad appears on **3 screens across 1 cinema**. **Four weekly 30-second rate is OMR 2,858** inclusive of one digital transfer (DCP).



on screen advertising packages



Cinema Circuit Package

Oman Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of Oman cinema audiences across the **Motivate Val Morgan** circuit (VOX and Cinépolis) with the Oman Blockbuster package. Your ad appears on **79 screens across 10 cinemas**. **Four weekly 30-second rate is OMR 36,513** 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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 16,214.

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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for OMR 12,980.

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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,598.

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 10 VOX and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for OMR 8,598.

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

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

