

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

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Riyadh Park	1 IMAX	212		140
	2**	40		140
	3**	40		140
	4VIP	36		140
	5	260		140
	6	86		140
	7	78		140
	8	77		140
	9VIP	30		140
	10***	98		140
	11	66		140
	12	58		140
	12	1,080	303,600	1,680

Follow an English Blockbuster	121,400
Follow an Arabic Movie	121,400
Follow an Asian Movie	59,500

	Screen	Seats	30 Sec (SAR)	Spots
Sahara Mall	1	98		140
	2	128		140
	3	110		140
	4	110		140
	5	110		140
	6	72		140
	7	128		140
	8	128		140
	9**	56		140
	10GC	20		140
	11GC	30		140
	11	990	113,900	1,540

Follow an English Blockbuster	45,500
Follow an Arabic Movie	45,500
Follow an Asian Movie	22,300

GC - Gold Class

** VOX kids

	Screen	Seats	30 Sec (SAR)	Spots
Atyaf Mall	1**	33		140
	2**	50		140
	3	43		140
	4	57		140
	5	57		140
	6	43		140
	7	64		140
	8	62		140
	9	62		140
	10VIP	30		140
	11VIP	30		140
	11	531	63,300	1,540

Follow an English Blockbuster	25,300
Follow an Arabic Movie	25,300
Follow an Asian Movie	12,400

	Screen	Seats	30 Sec (SAR)	Spots
The Roof	1	50		140
	2	53		140
	3	89		140
	4VIP	48		140
	5**	50		140
	6	89		140
	7	100		140
	8	79		140
	8	558	77,000	1,120

Follow an English Blockbuster	30,800
Follow an Arabic Movie	30,800
Follow an Asian Movie	15,100

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Al Qasr Mall	1 MAX	164		140
	2	83		140
	3	107		140
	4	115		140
	5	106		140
	6	55		140
	7	121		140
	8	93		140
	9	66		140
	10	54		140
	11**	46		140
	12**	46		140
	13	108		140
	14	92		140
	15	38		140
	15	1,294	148,000	2,100

Follow an English Blockbuster	59,200
Follow an Arabic Movie	59,200
Follow an Asian Movie	29,000

	Screen	Seats	30 Sec (SAR)	Spots
Kingdom Centre	1VVIP	24		140
	2VVIP	30		140
	3VVIP	30		140
	4VVIP	30		140
	5VVIP	24		140
	6VVIP	30		140
	7VVIP	30		140
	8VVIP	30		140
	8	228	174,900	1,120

Follow an English Blockbuster	70,000
Follow an Arabic Movie	70,000
Follow an Asian Movie	34,300

GC - Gold Class

** VOX kids

	Screen	Seats	30 Sec (SAR)	Spots
ROSHN Front	1	49		140
	2	49		140
	3 MAX	285		140
	4	30		140
	5	58		140
	6	73		140
	7	137		140
	8	137		140
	9	137		140
	10	137		140
	11	75		140
	12	43		140
	13**	50		140
	14**	50		140
	15GC	32		140
	16GC	32		140
	17GC	12		140
	18GC	12		140
	18	1,398	243,100	2,520

Follow an English Blockbuster	97,200
Follow an Arabic Movie	97,200
Follow an Asian Movie	47,600



Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

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on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
The Spot, Sheikh Jaber	1**	47		140
	2	119		140
	3VIP	48		140
	4	91		140
	5	91		140
	6	133		140
	7	133		140
	7	662	75,900	980

Follow an English Blockbuster	30,400
Follow an Arabic Movie	30,400
Follow an Asian Movie	14,900

Century Corner	1 IMAX	196		140
	2	122		140
	3	93		140
	4	161		140
	5	96		140
	6	50		140
	7T	30		140
	8T	30		140
	9T	30		140
	9	808	90,800	1,260

Follow an English Blockbuster	36,300
Follow an Arabic Movie	36,300
Follow an Asian Movie	18,200

	Screen	Seats	30 Sec (SAR)	Spots
The Esplanade	1 MAX	273		140
	2	95		140
	3**	62		140
	4	66		140
	5	157		140
	6	157		140
	7GC	32		140
	8GC	20		140
	8	862	101,200	1,120

Follow an English Blockbuster	40,500
Follow an Arabic Movie	40,500
Follow an Asian Movie	19,800



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)



GC - Gold Class

** VOX kids

T - THEATRE

on screen advertising



30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Red Sea Mall	1	163		140
	2	163		140
	3	129		140
	4	163		140
	5	163		140
	6	129		140
	7 IMAX	269		140
	8VIP	50		140
	9**	68		140
	10GC	48		140
	11GC	48		140
	12GC	48		140
		12	1,441	284,600

Follow an English Blockbuster	113,900
Follow an Arabic Movie	113,900
Follow an Asian Movie	55,800

Town Square	1 IMAX	313		140
	2**	47		140
	3VIP	46		140
	4***	150		140
	5	43		140
	6	153		140
	7	154		140
	8	48		140
	9#	42		140
	10	49		140
	11	139		140
	12	140		140
		12	1,324	59,400

Follow an English Blockbuster	23,800
Follow an Arabic Movie	23,800
Follow an Asian Movie	11,600

	Screen	Seats	30 Sec (SAR)	Spots
Jeddah Park	1	49		140
	2	105		140
	3	49		140
	4	106		140
	5 IMAX	156		140
	6	47		140
	7	56		140
	8	56		140
	9	56		140
	10	42		140
	11GC	32		140
	12GC	32		140
	12	786	72,500	1,680

Follow an English Blockbuster	29,000
Follow an Arabic Movie	29,000
Follow an Asian Movie	14,500



** VOX kids GC - Gold Class *** ICE # MX4D

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dammam

	Screen	Seats	30 Sec (SAR)	Spots
West Avenue Mall	1 MAX	227		140
	2**	40		140
	3	161		140
	4	161		140
	5	161		140
	6	161		140
	6	911	88,600	840

Follow an English Blockbuster	35,400
Follow an Arabic Movie	35,400
Follow an Asian Movie	17,400

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)



** VOX kids



on screen advertising

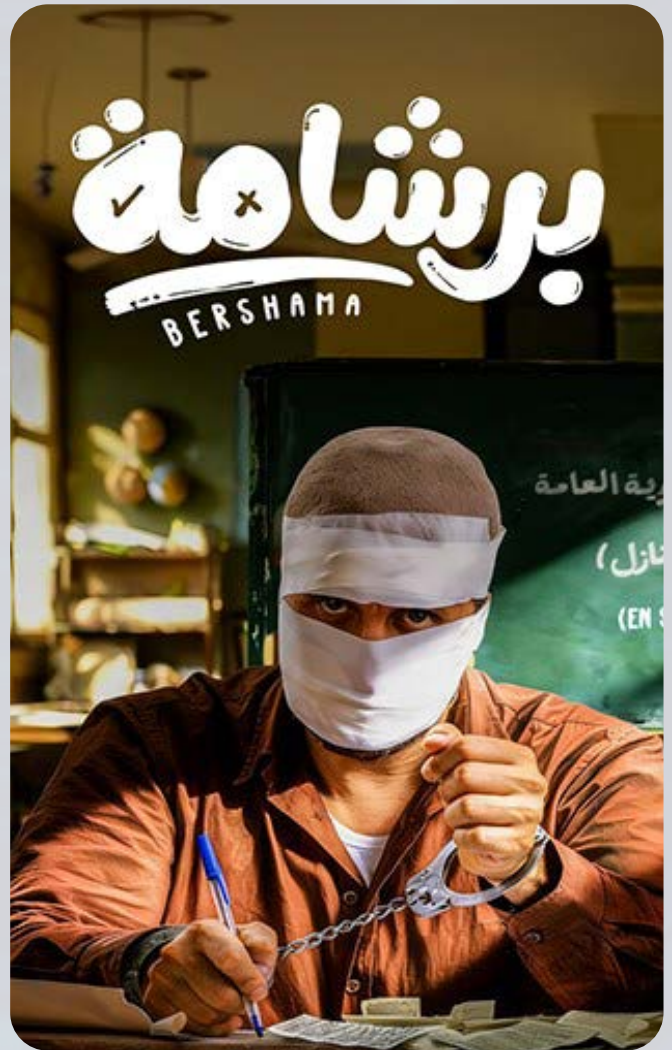


30-Second Four Weekly Film Advertising Rates

Tabuk

	Screen	Seats	30 Sec (SAR)	Spots
Tabuk Park	1	48		140
	2**	48		140
	3**	56		140
	4VIP	56		140
	5	47		140
	6	143		140
	7	143		140
	8	49		140
	9	143		140
	10	49		140
	11	49		140
	11	831	63,300	1,540

Follow an English Blockbuster 25,300
 Follow an Arabic Movie 25,300
 Follow an Asian Movie 12,400



Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

** VOX kids

on screen advertising



30-Second Four Weekly Film Advertising Rates

Hail

	Screen	Seats	30 Sec (SAR)	Spots
Hail Square	1	48		140
	2	48		140
	3VIP	48		140
	4	186		140
	5	186		140
	6	186		140
	7	186		140
	8	186		140
	9	186		140
	10**	49		140
	10	1,309	94,900	1,400

Follow an English Blockbuster 38,000
 Follow an Arabic Movie 38,000
 Follow an Asian Movie 18,600



Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

** VOX kids

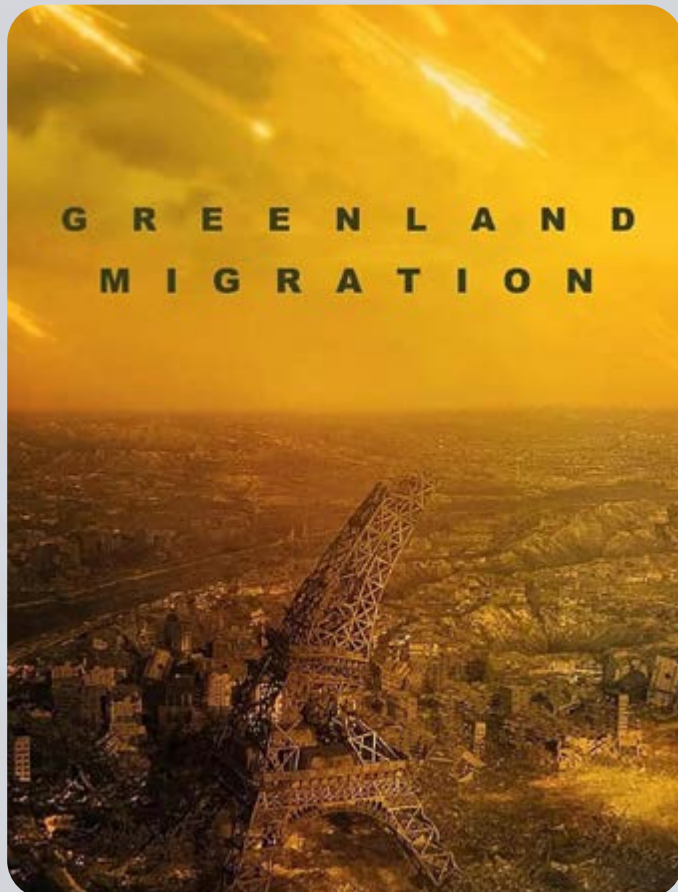
on screen advertising



30-Second Four Weekly Film Advertising Rates

Jubail

	Screen	Seats	30 Sec (SAR)	Spots
Jubail Galleria Mall	1	87		140
	2**	49		140
	3	87		140
	4	85		140
	5	86		140
	5	394	38,000	700
Follow an English Blockbuster				15,200
Follow an Arabic Movie				15,200
Follow an Asian Movie				7,400



Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)

** VOX kids

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Panorama Mall 10	1	77		140
	2	77		140
	3	84		140
	4	77		140
	5	84		140
	6	77		140
	7	88		140
	8	84		140
	9	66		140
	10	79		140
	10	793	139,200	1,400

Follow an English Blockbuster	55,700
Follow an Arabic Movie	55,700
Follow an Asian Movie	27,300

Riyadh Gallery 9	1	79		140
	2	111		140
	3	79		140
	4	111		140
	5	72		140
	6	171		140
	7*	160		140
	8**	72		140
	9	46		140
	9	901	189,800	1,260

Follow an English Blockbuster	75,900
Follow an Arabic Movie	75,900
Follow an Asian Movie	37,200



* DOLBY Cinema

** PRIME at AMC

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Star Avenue 9	1 IMAX	134		140
	2	82		140
	3	77		140
	4	73		140
	5	77		140
	6	73		140
	7	77		140
	8	69		140
	9	78		140
	9	740	50,600	1,260

Follow an English Blockbuster	20,200
Follow an Arabic Movie	20,200
Follow an Asian Movie	9,900

Durations

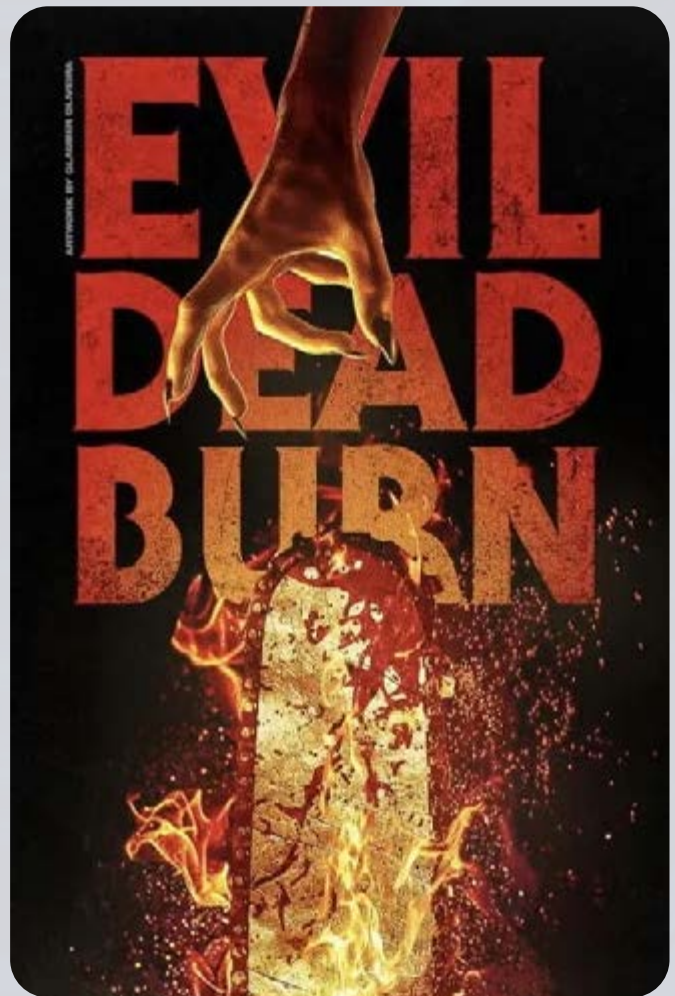
- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)



on screen advertising



30-Second Four Weekly Film Advertising Rates

Al Khobar

	Screen	Seats	30 Sec (SAR)	Spots
Ajdan Walk 9	1*	192		140
	2**	171		140
	3	44		140
	4	44		140
	5	98		140
	6	98		140
	7	98		140
	8	84		140
	9	77		140
	9	906	75,900	1,260

Follow an English Blockbuster 30,400
 Follow an Arabic Movie 30,400
 Follow an Asian Movie 14,900



*DOLBY Cinema

** PRIME at AMC

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)



on screen advertising



30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Mall of Arabia	1*	430		140
	2 IMAX	261		140
	3	261		140
	4	67		140
	5	67		140
	6	67		140
	7	67		140
	8	67		140
	9	97		140
	10	97		140
	11**	149		140
	12#	124		140
13 SUITES	34		140	
14 SUITES	34		140	
15 SUITES	34		140	
	15	1,856	316,300	2,100

Follow an English Blockbuster	126,500
Follow an Arabic Movie	126,500
Follow an Asian Movie	62,000



* Xperience

** Screen X

Junior

	Screen	Seats	30 Sec (SAR)	Spots
Haifa Mall	1	202		140
	2	73		140
	3	85		140
	4	71		140
	5	89		140
	6	80		140
	7	80		140
	8	164		140
	9	80		140
	9	924	82,200	1,260

Follow an English Blockbuster	32,900
Follow an Arabic Movie	32,900
Follow an Asian Movie	16,100

Atelier La Vie	1 SUITES	56		140
	2 SUITES	48		140
	3 SUITES	48		140
	4 SUITES	48		140
	4	200	19,000	560

Follow an English Blockbuster	7,600
Follow an Arabic Movie	7,600
Follow an Asian Movie	3,700

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Aziz Mall	1*	303		140
	2**	186		140
	3	128		140
	4	110		140
	5	157		140
	6	128		140
	7	93		140
	8	109		140
	9	88		140
	9	1,302	113,900	1,260

Follow an English Blockbuster 45,500
 Follow an Arabic Movie 45,500
 Follow an Asian Movie 22,300

The Village	1	51		140
	2	157		140
	3	109		140
	4	87		140
	5	323		140
	6	132		140
	7	149		140
	8	215		140
	9	131		140
	10	53		140
	11	53		140
	11	1,460	148,960	1,540

Follow an English Blockbuster 59,580
 Follow an Arabic Movie 59,580
 Follow an Asian Movie 29,800

* Xperience

** Screen X

	Screen	Seats	30 Sec (SAR)	Spots
Al-Yasmin Mall	1	222		140
	2*	294		140
	3	192		140
	4	192		140
	5	83		140
	6	83		140
	7	83		140
	8	95		140
	9	95		140
	9	1,339	101,200	1,260

Follow an English Blockbuster 40,500
 Follow an Arabic Movie 40,500
 Follow an Asian Movie 19,800



Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

on screen advertising



CINEMAS سينما

30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Al Hamra Mall	1	183		140
	2	122		140
	3	51		140
	4	51		140
	5	51		140
	6	91		140
	6	549	75,900	840

Follow an English Blockbuster 30,400
 Follow an Arabic Movie 30,400
 Follow an Asian Movie 14,900

Salaam Mall	1	179		140
	2	153		140
	3	153		140
	4	108		140
	5	108		140
	6	99		140
	7	99		140
	8	157		140
	8	1,056	101,200	1,120

Follow an English Blockbuster 40,500
 Follow an Arabic Movie 40,500
 Follow an Asian Movie 19,800

** Screen X

*** Onyx

Dolby Cinema

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

	Screen	Seats	30 Sec (SAR)	Spots
Nakheel Mall	1##	276		140
	2	250		140
	3***	161		140
	4	108		140
	5***	229		140
	6	150		140
	7	77		140
	8	77		140
	9	168		140
	10	96		140
	11 SUITES	24		140
	12 SUITES	24		140
	13 SUITES	32		140
	13	1,672	221,400	1,820

Follow an English Blockbuster 88,600
 Follow an Arabic Movie 88,600
 Follow an Asian Movie 43,400

U Walk	1 IMAX	226		140
	2##	221		140
	3**	149		140
	4	155		140
	5	80		140
	6	80		140
	7	80		140
	8	80		140
	9***	147		140
	10 SUITES	40		140
	11 SUITES	40		140
	12 SUITES	24		140
	13 SUITES	32		140
	13	1,354	303,600	1,820

Follow an English Blockbuster 121,440
 Follow an Arabic Movie 121,440
 Follow an Asian Movie 59,500

on screen advertising

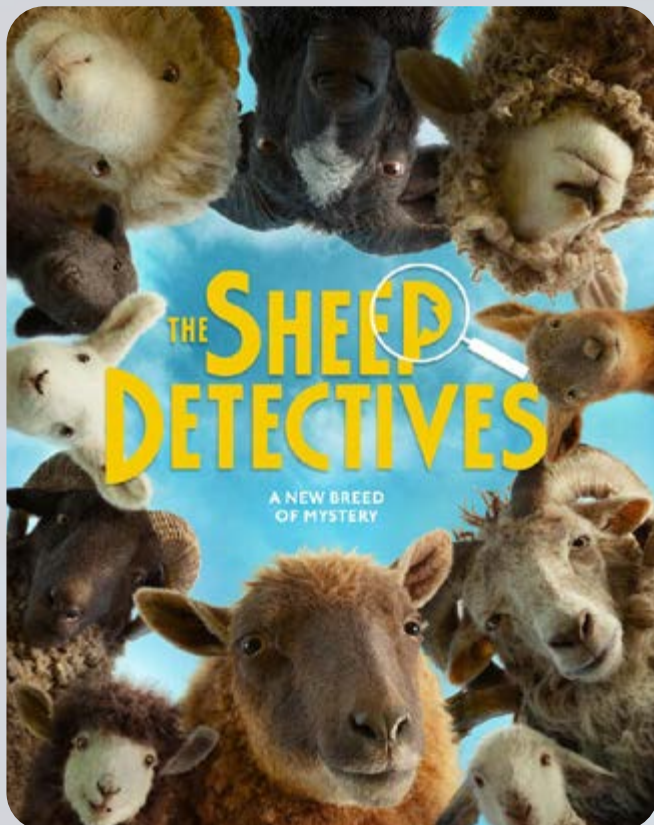


30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
The View	1	86		140
	2	105		140
	3	265		140
	4	132		140
	5	89		140
	6	62		140
	7	88		140
	8	80		140
	9	70		140
	9	977	88,600	1,260

Follow an English Blockbuster	35,400
Follow an Arabic Movie	35,400
Follow an Asian Movie	17,400



	Screen	Seats	30 Sec (SAR)	Spots
muvi Boutique Tala Mall	1 Boutique	125		140
	2 Boutique	125		140
	3 Boutique	54		140
	4 Boutique	83		140
	4	387	30,400	560

Follow an English Blockbuster	12,100
Follow an Arabic Movie	12,100
Follow an Asian Movie	6,000

	Screen	Seats	30 Sec (SAR)	Spots
Park Avenue	1	177		140
	2	66		140
	3**	173		140
	4	67		140
	5	162		140
	6	50		140
	7	165		140
	8	58		140
	9*	283		140
	10	76		140
	10	1,277	89,100	1,400

Follow an English Blockbuster	35,600
Follow an Arabic Movie	35,600
Follow an Asian Movie	17,500

* Xperience

** Screen X

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
Hayat Mall	1*	413		140
	2**	237		140
	3	95		140
	4	154		140
	5	53		140
	6	54		140
	7	172		140
	8 SUITES	40		140
	9 SUITES	32		140
	10 SUITES	32		140
	10	1,282	160,500	1,400

Follow an English Blockbuster 64,200
 Follow an Arabic Movie 64,200
 Follow an Asian Movie 32,100

Boulevard Riyadh City	3 Boutique	90		140
	22 SUITES	40		140
	23 SUITES	40		140
	24 SUITES	40		140
	25 SUITES	32		140
	13	242	65,600	700

Follow an English Blockbuster 32,240
 Follow an Arabic Movie 32,240
 Follow an Asian Movie 16,100

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)



* Xperience

** Screen X

on screen advertising



30-Second Four Weekly Film Advertising Rates

Dammam

	Screen	Seats	30 Sec (SAR)	Spots
Nakheel Mall	1	151		140
	2	83		140
	3	86		140
	4	85		140
	5	67		140
	6	89		140
	7	89		140
	7	650	75,900	980

Follow an English Blockbuster 30,400
 Follow an Arabic Movie 30,400
 Follow an Asian Movie 14,900



Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

on screen advertising



30-Second Four Weekly Film Advertising Rates

Jubail

	Screen	Seats	30 Sec (SAR)	Spots
Jubail Mall	1	153		140
	2	85		140
	3	51		140
	4	71		140
	5	56		140
	5	416	38,000	700

Follow an English Blockbuster 15,200
Follow an Arabic Movie 15,200
Follow an Asian Movie 7,500

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)



on screen advertising



30-Second Four Weekly Film Advertising Rates

Hofuf

	Screen	Seats	30 Sec (SAR)	Spots
Al Ahsa Mall	1*	272		140
	2	169		140
	3	76		140
	4	76		140
	5	76		140
	6	76		140
	7	109		140
	8	63		140
	8	917	82,200	1,120

Follow an English Blockbuster	32,900
Follow an Arabic Movie	32,900
Follow an Asian Movie	16,100

Durations

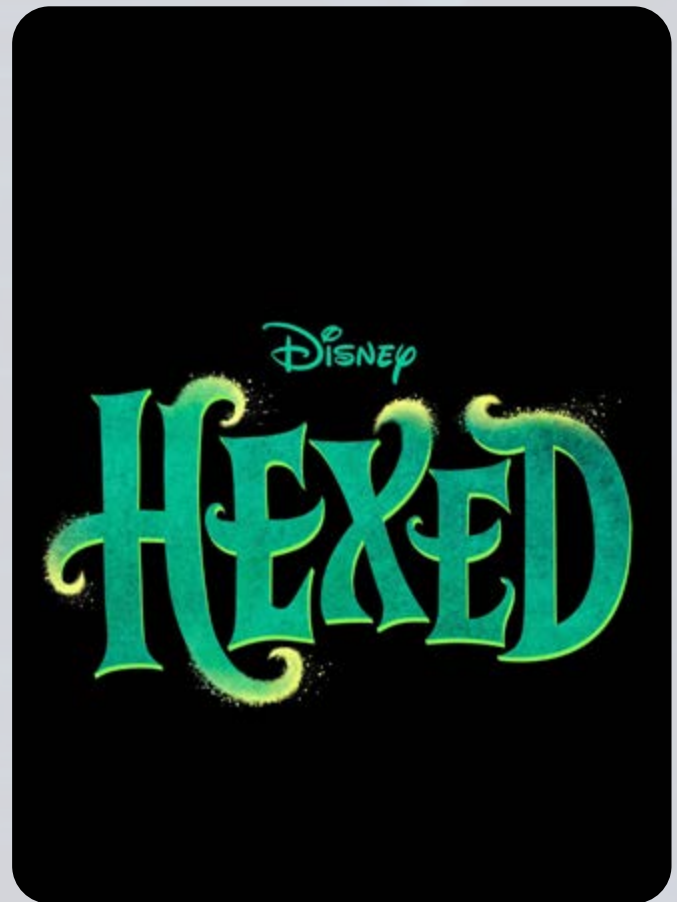
- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)



* Xperience



on screen advertising



30-Second Four Weekly Film Advertising Rates

Dhahran

	Screen	Seats	30 Sec (SAR)	Spots
Mall of Dhahran	1##	313		140
	2***	219		140
	3	139		140
	4	100		140
	5	95		140
	6	137		140
	7	99		140
	8	97		140
	9	121		140
	10	104		140
	11	152		140
	12	152		140
	13**	138		140
	14	156		140
	15	234		140
16 SUITES	32		140	
17 SUITES	40		140	
18 SUITES	40		140	
	18	2,368	189,800	2,520

Follow an English Blockbuster 75,900
 Follow an Arabic Movie 75,900
 Follow an Asian Movie 37,200



Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

** Screen X

*** Onyx

Dolby Cinema

on screen advertising



30-Second Four Weekly Film Advertising Rates

Qassim

	Screen	Seats	30 Sec (SAR)	Spots
Nakheel Plaza Buraydah	1**	314		140
	2	69		140
	3	155		140
	4	69		140
	5	155		140
	6	69		140
	6	831	69,600	840

Follow an English Blockbuster 27,800
 Follow an Arabic Movie 27,800
 Follow an Asian Movie 13,600

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

	Screen	Seats	30 Sec (SAR)	Spots
The Boulevard Unaizah	1	160		140
	2	123		140
	3	160		140
	4	123		140
	5	125		140
	6	101		140
	7*	271		140
	8	224		140
	8	1,287	34,900	1,120

Follow an English Blockbuster 14,000
 Follow an Arabic Movie 14,000
 Follow an Asian Movie 6,800



** ScreenX

* Xperience



on screen advertising



30-Second Four Weekly Film Advertising Rates

Taif

	Screen	Seats	30 Sec (SAR)	Spots
Taif City Walk	1	90		140
	2	61		140
	3	81		140
	4	99		140
	5	67		140
	6	99		140
	7	72		140
	8	68		140
	9	68		140
	10	86		140
	10	791	75,900	1,400

Follow an English Blockbuster	30,400
Follow an Arabic Movie	30,400
Follow an Asian Movie	14,900

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)




THE
HOUSEMAID

on screen advertising



30-Second Four Weekly Film Advertising Rates

Khamis

	Screen	Seats	30 Sec (SAR)	Spots
Mujan Park	1	155		140
	2**	150		140
	3	114		140
	4	89		140
	5	89		140
	6	89		140
	7	172		140
	8	204		140
	9*	306		140
	9	1,368	113,900	1,260

Follow an English Blockbuster 45,500
Follow an Arabic Movie 45,500
Follow an Asian Movie 22,300

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

• High resolution .mov file (1998 x 1080 pixels)



** ScreenX

* Xperience



on screen advertising



30-Second Four Weekly Film Advertising Rates

Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
The Granada Mall	1**	247		140
	2	135		140
	3	75		140
	4	74		140
	5	90		140
	6	90		140
	7	69		140
	8	103		140
	9**	191		140
	10#	40		140
	11#	40		140
	12P	32		140
	13P	32		140
	14P	32		140
	14	1,250	137,500	1,960

Follow an English Blockbuster	55,000
Follow an Arabic Movie	55,000
Follow an Asian Movie	27,000



**DOLBY Cinema

#Junior

P - Platinum

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)



on screen advertising



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30-Second Four Weekly Film Advertising Rates

Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Obhur	1#	84		140
	2	95		140
	3	95		140
	4**	258		140
	5	75		140
	6	57		140
	7	184		140
	8	180		140
	9*	88		140
	10	95		140
	11GCL	36		140
11	1,247		115,000	1,540

Follow an English Blockbuster 46,000
Follow an Arabic Movie 46,000
Follow an Asian Movie 29,000

Durations

• Other time lengths will be on Pro-rata basis

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

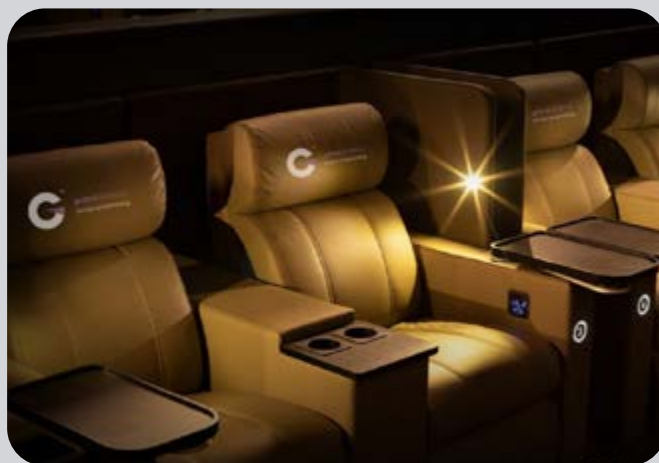
Material Requirements & Minimum Standards

RAW File:

• High resolution .mov file (1998 x 1080 pixels)

	Screen	Seats	30 Sec (SAR)	Spots
Al Masarrah	1GCL	56		140
	2GCL	54		140
	3*	85		140
	4GCL	52		140
	5GCL	52		140
	6GCL	52		140
6	351		65,000	840

Follow an English Blockbuster 26,000
Follow an Arabic Movie 26,000
Follow an Asian Movie 16,500



** Dolby Atmos

* Junior

GCL - Grand Class

MX4D



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30-Second Four Weekly Film Advertising Rates

Taif

	Screen	Seats	30 Sec (SAR)	Spots
The Park Taif	1**	297		140
	2	83		140
	3	90		140
	4	90		140
	5	83		140
	6	46		140
	7*	57		140
	8	138		140
	9	138		140
	10	138		140
	11GCL	40		140
	11	1,200	101,000	1,540

Follow an English Blockbuster 40,500
Follow an Arabic Movie 40,500
Follow an Asian Movie 25,500



GCL - Grand Class

** Dolby Atmos

* Junior

Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)



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30-Second Four Weekly Film Advertising Rates

Al Ahsa

	Screen	Seats	30 Sec (SAR)	Spots
Al Mamsha2	1**	257		140
	2	109		140
	3	111		140
	4	154		140
	5	154		140
	6	143		140
	7	105		140
	8	110		140
	9	91		140
	10GCL	64		140
	10	1,298	89,000	1,400

Follow an English Blockbuster 35,500
Follow an Arabic Movie 35,500
Follow an Asian Movie 22,500



GCL - Grand Class

** Dolby Atmos



Durations

• Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)

on screen advertising



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

VOX Cinemas

	Screen	Seats	SAR
Red Sea Mall	10GC	48	21,750
	11GC	48	21,750
	12GC	48	21,800
	3	144	65,300

Kingdom Centre	1VVIP	24	18,300
	2VVIP	30	23,050
	3VVIP	30	23,050
	4VVIP	30	23,050
	5VVIP	24	18,300
	6VVIP	30	23,050
	7VVIP	30	23,050
	8VVIP	30	23,050
	8	228	174,900

ROSHN Front	15GC	32	17,600
	16GC	32	17,600
	17GC	12	6,600
	18GC	12	6,600
	4	88	48,400

Riyadh Park	4VIP	36	35,650
	9VIP	30	31,450
	2	66	67,100

Sahara Mall	10GC	20	10,550
	11GC	30	15,850
	2	50	26,400

Atyaf Mall	10VIP	30	7,450
	11VIP	30	7,450
	2	60	14,900

	Screen	Seats	SAR
Century Corner	7T	32	8,800
	8T	32	8,800
	9T	32	8,800
	3	96	26,400

The Spot Sheikh Jaber	3VIP	48	5,000
	1	48	5,000

Tabuk Park	4VIP	56	12,100
	1	56	12,100

Town Square	3VIP	46	12,100
	1	46	12,100

	Screen	Seats	SAR
The Esplanade	7GC	32	3,950
	8GC	20	2,650
	2	52	6,600

Hail Square	3VIP	48	4,400
	1	48	4,400

Jeddah Park	11GC	32	8,250
	12GC	32	8,250
	2	64	16,500

The Roof	4VIP	48	6,510
	1	48	6,510



GC - Gold Class

T - THEATRE

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:
High resolution .mov file (1998 x 1080 pixels)
Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising



Premium Cinema Screens

30-Second Four Weekly Film Advertising Rates

MUVI Cinemas

	Screen	Seats	SAR
Mall of Arabia	13SUITES	48	18,930
	14SUITES	48	18,930
	15SUITES	48	18,940
	3	102	56,800

	Screen	Seats	SAR
U Walk	10SUITES	40	16,150
	11SUITES	40	16,150
	12SUITES	24	9,700
	13SUITES	32	13,000
	4	136	55,000

	Screen	Seats	SAR
Mall of Dhahran	16SUITES	32	9,900
	17SUITES	40	12,100
	18SUITES	40	12,100
	3	112	34,100

	Screen	Seats	SAR
Nakheel Mall Riyadh	11SUITES	24	11,900
	12SUITES	24	11,900
	13SUITES	32	15,800
	3	80	39,600

	Screen	Seats	SAR
Atelier La Vie	1SUITES	56	5,800
	2SUITES	48	4,400
	3SUITES	48	4,400
	4SUITES	48	4,400
	4	200	19,000

	Screen	Seats	SAR
Boulevard Riyadh City	22SUITES	40	13,200
	23SUITES	40	13,200
	24SUITES	40	13,200
	25SUITES	32	11,000
	4	152	50,600

	Screen	Seats	SAR
The Village	11SUITES	36	3,420
	12SUITES	36	3,420
	13SUITES	36	3,420
	3	108	10,260

	Screen	Seats	SAR
Hayat Mall	8SUITES	40	13,500
	9SUITES	32	10,500
	10SUITES	32	10,500
	4	104	34,500

AMC Cinemas

	Screen	Seats	SAR
Panorama Mall 10	1	77	13,550
	2	77	13,550
	3	84	14,850
	4	77	13,550
	5	84	14,850
	6	77	13,550
	7	88	15,400
	8	84	14,850
	9	66	11,500
	10	79	13,550
	10	793	139,200



Grand Cinemas

	Screen	Seats	SAR
Obhur	11GCL	32	7,250
	1	32	7,250

	Screen	Seats	SAR
The Park Taif	11GCL	40	6,500
	1	40	6,500

	Screen	Seats	SAR
Al Mamsha2	10GCL	64	6,500
	1	64	6,500

	Screen	Seats	SAR
Al Masarrah	1GCL	56	11,500
	2GCL	54	11,000
	4GCL	52	10,550
	5GCL	52	10,550
	6GCL	52	10,550
	5	266	54,150

Reel Cinemas

	Screen	Seats	SAR
The Granada Mall	12P	32	13,800
	13P	32	13,750
	14P	32	13,750
	3	96	41,300

Reel Cinemas

P - Platinum

Grand Cinemas

GCL - Grand Class

Durations

- Other time lengths will be on Pro-rata basis

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

RAW File:

- High resolution .mov file (1998 x 1080 pixels)
- Low resolution .mp4 file (1280 x 720 pixels)

on screen advertising packages



KSA Premium Screen Package

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

Maximise your coverage of sophisticated cinema audiences in the Saudi Arabia with the KSA Premium Screen package. Your ad appears on **81 screens across 28 cinemas**. **Four weekly 30-second rate is SAR 781,028** 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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