

**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

Abu Dhabi	Screen	Seats	AED
Alqana	1 XXL+13*	340+50	23,600
	2	89	5,450
	3	88	5,450
	4	103	6,050
	5	115	7,250
	6+12*	127+40	10,300
	7	109	6,650
	8##+15*	170+48	13,950
	9##	125	7,850
	10##+14*	200+50	15,150
	11##	147	9,050
Follow an English Blockbuster			38,125
Follow an English Movie			30,500
Follow an Asian/Arabic Movie			15,100

Sharjah	Screen	Seats	AED
Zero 6 Mall	1 IMAX+7*	366+32	27,850
	2	249	15,450
	3+8*	277+32	25,150
	4	121	7,600
	5	108	7,000
	6	108	7,000
	Follow an English Blockbuster		
Follow an English Movie			28,000
Follow an Asian/Arabic Movie			15,400

Rahmania	Screen	Seats	AED
Rahmania	1#	88	6,050
	2#	96	7,250
	3#	86	6,050
	4#	86	6,050
	5#	29	3,300
Follow an English Blockbuster			7,500
Follow an English Movie			6,000
Follow an Asian/Arabic Movie			4,800

Dubai	Screen	Seats	AED
Arabian Center	1#	128	18,150
	2#+6*	150+26	33,900
	3#	150	21,550
	4#	133	18,150
	5#	101	15,450
	7#	122	15,450
	8#	98	12,450
	Follow an English Blockbuster		
Follow an English Movie			19,500
Follow an Asian/Arabic Movie			14,000

Fountain Views	Screen	Seats	AED
Fountain Views	1*	22	8,800
	2#	62	20,900
	3*	30	10,650
	4*	30	10,650
	5#	54	20,900
	6**	28	10,900
Follow an English Blockbuster			26,250
Follow an English Movie			21,000
Follow an Asian/Arabic Movie			10,500

\* - VIP  
# - Club Class

\*\* - VIP Azul  
## - Cinemacity Plus

### 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)
- Audio: Full mix or separate tracks with sync beeps



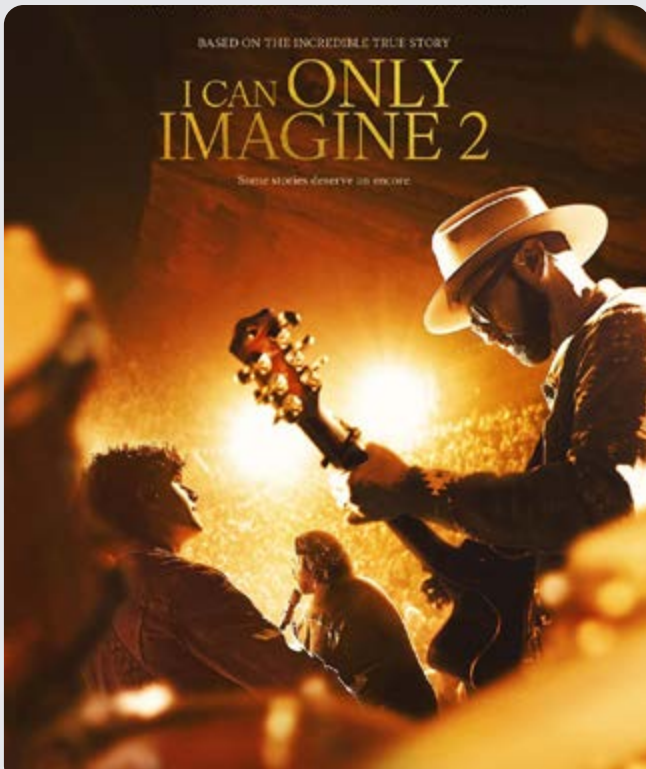
# on screen advertising

سينيپوليس  
cinépolis  
CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Sharjah

	Screen	Seats	AED
Oasis Mall	1 Macro XE	259	25,150
	2P	269	25,150
	3*	57	9,100
	4P	83	8,500
	5P	88	8,500
	6P	88	8,500
	7P	88	8,500
	8P	88	8,500
	9P	88	8,500
	10P	88	8,500
	Follow an English Blockbuster		31,250
	Follow an English Movie		25,000
	Follow an Asian/Arabic Movie		8,400



P - Premium

\*Junior

### 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)
- Audio: Full mix or separate tracks with sync beeps



# on screen advertising

## ROYAL CINEMAS سينما

### 30-Second Four Weekly Film Advertising Rates

#### Abu Dhabi

	Screen	Seats	AED	
Dalma Mall	3	169	13,950	
	4	123	6,400	
	5	99	5,450	
	6+2R	232+43	34,850	
	7*	61	10,300	
	8	117	7,000	
	9	234	24,450	
	10RP+1R	286+61	38,450	
	11	232	24,550	
	12	99	5,450	
	13	125	6,400	
	14	169	13,950	
	Follow an English Blockbuster			43,750
	Follow an English Movie			35,000
Follow an Asian/Arabic Movie			17,300	
Deerfields Mall	1*	61	5,450	
	2RP+12R	336+46	41,750	
	3	155	11,850	
	4	98	10,650	
	5	98	10,650	
	6	97	10,650	
	7	97	10,650	
	8	222	20,900	
	9+14R	218+24	30,600	
	10+13R	206+24	34,850	
	11	282	20,900	
	Follow an English Blockbuster			38,125
	Follow an English Movie			30,500
	Follow an Asian/Arabic Movie			16,600
WTC Mall	1	295	27,500	
	2+6R	320+60	38,500	
	3	140	13,200	
	4	145	13,750	
	5	145	13,750	
	6	145	13,750	
	7	145	13,750	
	8	140	13,200	
	Follow an English Blockbuster			48,125
	Follow an English Movie			38,500
	Follow an Asian/Arabic Movie			13,700

	Screen	Seats	AED	
Khalidiyah Mall	1RP+9R	369+30	30,600	
	2	288	23,000	
	3	301	26,650	
	4	173	11,250	
	5	141	7,000	
	6	110	6,400	
	7	183	15,450	
	8	70	7,600	
	Follow an English Blockbuster			35,000
	Follow an English Movie			28,000
Follow an Asian/Arabic Movie			13,900	
Al Dhannah Mall	1	116	15,450	
	2	116	15,450	
	3	91	12,450	
	4	91	12,450	
	Follow an English Blockbuster			14,375
	Follow an English Movie			11,500
Follow an Asian/Arabic Movie			8,500	

#### 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)
- Audio: Full mix or separate tracks with sync beeps

R - Royal Class

RP - Royal Plus

\* Royal Kids

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED
The Dubai Mall	1	53	6,400
	2	53	6,400
	3+26PS	176+32	43,900
	4+20PS	176+30	43,900
	5	53	6,400
	6	53	6,400
	7**+26PS	213+32	52,300
	8##+23PS	176+24	43,900
	9	140	20,900
	10	136	20,900
	11	75	9,700
	12	76	9,700
	13	155	20,900
	14	78	9,700
	15***	28	12,400
	16***	48	15,400
	17	83	15,400
	18#	23	11,200
	19#	39	14,000
	21**+24PS	302+32	58,900
	22*	120	16,600
	Follow an English Blockbuster		
Follow an English Movie			62,500
Follow an Asian/Arabic Movie			23,000

Dubai Marina Mall	1	79	11,200
	2**	170	30,600
	3	70	11,200
	4	192	30,600
	5	88	11,800
	6	88	11,800
	7	70	11,200
Follow an English Blockbuster			43,500
Follow an English Movie			35,000
Follow an Asian/Arabic Movie			10,000

PS - Platinum Suite \*MX4D \*\*DOLBY Cinema \*\*\*Dine-In Cinema

#Junior ##ScreenX ###Premier

	Screen	Seats	AED
The Springs Souk	1	59	8,500
	2	90	12,400
	3###	31	16,600
	4	45	6,400
	5	39	5,500
	6#	41	5,500
Follow an English Blockbuster			15,500
Follow an English Movie			12,500
Follow an Asian/Arabic Movie			6,200



### 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

### 4 Week Campaign on MX4D

Location	Screen	Seats	AED
The Dubai Mall	19	94	25,000

### 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)
- Audio: Full mix or separate tracks with sync beeps

# on screen advertising packages



## Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all Reel locations with the Emirates Blockbuster package. Your ad appears on **39 screens across 3 cinemas. Four weekly 30-second rate is AED 340,230** inclusive of one digital transfer (DCP).

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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 110,000.

#### 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 88,000.

#### 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 31,360.

#### 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 3 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 31,360.

#### 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

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED
City Centre	1 MAX+17T	374+40	38,450
Mirdif	MAX2+T2	255+40	34,850
	3	152	11,850
	4*	124	22,400
	5	161	12,450
	6	162	12,450
	7	161	12,450
	8	261	23,000
	9	38	4,850
	10**	44	4,850
	11 IMAX Sapphire+19T+20T	128+40+40	34,850
	12	141	11,250
	13	141	11,250
	14	141	11,250
	15	54	5,450
	16	45	4,850
	Follow an English Blockbuster		56,875
	Follow an English Movie		45,500
	Follow an Asian/Arabic Movie		16,600

	Screen	Seats	AED
City Centre	1 MAX+13GC	526+40	61,150
Deira	2 MAX+14GC	382+40	55,650
	3+15GC	259+32	40,250
	4	105	8,500
	5	207	11,850
	6	181	11,250
	7	180	11,250
	8	209	11,850
	9	104	8,500
	10	124	22,400
	11+16GC	257+32	38,450
	12**	37	6,400
	17	135	10,000
	18	153	10,000
	19	107	8,500
	20	35	6,400
	Follow an English Blockbuster		69,375
	Follow an English Movie		55,500
	Follow an Asian/Arabic Movie		36,300

T - THEATRE      GC - Gold Class      \*\* VOX Kids  
\* 4DX      # - SAMSUNG ONYX

### 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

#### 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

Wafi City	1	116	6,400
	2	116	6,400
	3+14T	264+44	16,650
	4+10GC	143+46	9,100
	5+12GC	120+46	8,500
	6	120	7,000
	7 MAX+13T	474+68	29,400
	8+11GC	149+46	10,650
	9**	71	4,250
	15#	56	3,650
	Follow an English Blockbuster		36,875
	Follow an English Movie		29,500
	Follow an Asian/Arabic Movie		16,600

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED
Mall of The Emirates	1 IMAX®+21T	357+36	58,450
	2*	160	26,350
	3 ATMOS+23T	113+36	25,750
	4	89	18,150
	5	85	18,150
	6	86	18,150
	7	34	6,400
	8	34	6,400
	9	34	6,400
	10	34	6,400
	11**	47	6,400
	12**	48	6,400
	13	70	11,250
	14+24T	85+34	18,150
	15	72	13,950
	16	44	7,600
	17+22T	132+36	50,250
	18**	94	11,250
	19	53	11,250
	20	69	13,950
	Follow an English Blockbuster		85,625
	Follow an English Movie		68,500
	Follow an Asian/Arabic Movie		22,900

Mercato	1	118	15,450
	2	143	18,150
	3	177	26,350
	4	174	26,350
	5	174	26,350
	6	129	15,450
	7	108	11,250
	Follow an English Blockbuster		29,375
	Follow an English Movie		23,500
	Follow an Asian/Arabic Movie		16,600

	Screen	Seats	AED
Burjuman	1 MAX+11VIP	224+50	33,300
	2**	43	5,450
	3+12VIP	190+50	23,000
	4	31	4,850
	5	48	6,400
	6+13VIP	136+50	18,150
	7	124	15,450
	8	41	5,450
	9	38	5,450
	10+14VIP	220+50	30,600
	Follow an English Blockbuster		38,125
	Follow an English Movie		30,500
	Follow an Asian/Arabic Movie		20,900

MEGAPLEX	1	460	24,550
	2	388	24,550
	3	296	24,550
	4	296	20,900
	5	200	20,900
	6	200	20,900
	7	130	13,350
	8	130	13,350
	9	130	13,350
	10*	68	13,350
	11	100	11,250
	12	94	11,250
	Follow an English Blockbuster		27,500
	Follow an English Movie		22,000
	Follow an Asian/Arabic Movie		19,000

### 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



T - THEATRE

\*\* VOX Kids

\* 4DX

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

	Screen	Seats	AED	
City Centre	1	131	11,850	
Shindagha	2	143	12,450	
	3	124	11,250	
	4	130	11,850	
	5	204	15,450	
	6	45	4,850	
	7	91	7,600	
			Follow an English Blockbuster	16,875
		Follow an English Movie	13,500	
		Follow an Asian/Arabic Movie	10,500	
<b>OUTDOOR at</b>	1	80	10,600	
Galleria Mall			Follow a Movie 13,125	
Palm	1 MAX+12T	254+16	34,850	
Jumeirah	2+13T	91+16	18,150	
Mall	3+14T	93+16	18,150	
	4	37	5,450	
	5	35	4,250	
	6**	46	5,450	
	7	35	4,250	
	8+15T	54+16	13,950	
	9	27	3,650	
	10	42	5,450	
	11	50	5,450	
			Follow an English Blockbuster	43,750
			Follow an English Movie	35,000
		Follow an Asian/Arabic Movie	18,100	

	Screen	Seats	AED	
Dubai	1	98	15,750	
Festival City	2	98	16,350	
	3	121	18,750	
Mall	4	121	18,750	
	5+12GC	155+32	30,850	
	6 IMAX+11GC	323+32	36,300	
	7	263	13,300	
	8	182	13,300	
	9	182	9,700	
	10	156	9,700	
	13	64	6,650	
	14	69	6,650	
	15	80	7,900	
	16	80	7,900	
	17**	78	7,900	
	18**	78	7,900	
			Follow an English Blockbuster	45,625
			Follow an English Movie	36,500
			Follow an Asian/Arabic Movie	18,800



### 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
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- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps



T - THEATRE  
\*\* VOX Kids

GC - Gold Class  
\* 4DX

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Abu Dhabi

	Screen	Seats	AED		Screen	Seats	AED		Screen	Seats	AED	
YAS Mall - Abu Dhabi	1 MAX+14T	470+36	50,250	Nation Towers - Abu Dhabi	1	84	9,100	The Galleria Al Maryah Island	1 IMAX+21T	402+12	34,800	
	2	88	8,500		2	52	7,600		2VIP	50	6,400	
	3	143	12,450		3	72	8,500		3**	65	7,600	
	4	131	12,450		4+11VIP	111+23	18,150		4**	59	7,600	
	5	80	7,600		5 ATMOS+8VIP	124+21	19,350		5+18T	141+32	22,400	
	6 MAX+16T	195+36	30,600		6 ATMOS+9VIP	124+21	19,350		6	44	5,450	
	7	43	5,450		7+10VIP	121+23	18,150		7	44	5,450	
	8	80	7,600		Follow an English Blockbuster	21,875	8		44	5,450		
	9	69	7,600		Follow an English Movie	17,500	9		40	5,450		
	10**	38	5,450		Follow an Asian/Arabic Movie	16,000	10		55	7,000		
	11**	68	7,600				11		126	11,850		
	12**	40	5,450				12+19T		162+32	25,150		
	13*	96	15,450		Abu Dhabi Mall	1 MAX	166		20,900	3VIP+20T	173+32	27,850
	17	192	19,350		2	168	19,350		14	50	5,800	
	18	134	12,450		3	134	16,650		15	40	4,250	
	19+15T	241+36	34,850		4	116	13,950		16	45	4,850	
	20	192	19,350		5	83	11,250		17	43	4,850	
	Follow an English Blockbuster		56,875		6**	46	7,000		Follow an English Blockbuster		45,000	
	Follow an English Movie		45,500		Follow an English Blockbuster		25,625		Follow an English Movie		36,000	
	Follow an Asian/Arabic Movie		17,300		Follow an English Movie		20,500		Follow an Asian/Arabic Movie		16,600	
			Follow an Asian/Arabic Movie		16,000							

Reem Mall	1 MAX	357	35,050
	2**	47	4,850
	3	93	9,100
	4	99	9,700
	5	91	8,800
	6	120	11,500
	7	161	15,750
	8	161	15,750
Follow an English Blockbuster		43,750	
Follow an English Movie		35,000	
Follow an Asian/Arabic Movie		15,700	



#### 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



T - THEATRE

\*\* VOX Kids

\* 4DX

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Sharjah

	Screen	Seats	AED
City Centre Sharjah	1 MAX+12VIP	294+48	34,800
	2 MAX+11VIP	146+40	20,900
	3	66	8,500
	4	127	13,900
	5	125	13,900
	6	76	11,250
	7	78	9,700
	8	80	9,700
	9**	46	7,000
	10**	70	8,500
Follow an English Blockbuster			43,750
Follow an English Movie			35,000
Follow an Asian/Arabic Movie			20,900

City Centre Al Zahia	1 MAX+14GC	344+32	27,850
	2 MAX+15GC	189+40	17,550
	3	70	10,600
	4+16GC	189+38	17,550
	5	155	13,900
	6	68	7,000
	7	59	6,400
	8	59	6,400
	9	59	6,400
	10	60	6,400
	11	45	4,250
	12	45	4,250
	13**	33	3,650
Follow an English Blockbuster			35,000
Follow an English Movie			28,000
Follow an Asian/Arabic Movie			17,300

### Ajman

	Screen	Seats	AED
City Centre Ajman	1 MAX	301	9,100
	2	64	4,250
	3**	44	2,750
	4	130	6,400
	5	75	4,850
	6	156	6,400
	7	74	4,850
	8	158	6,400
	9 MAX	369	9,700
Follow an English Blockbuster			11,250
Follow an English Movie			9,000
Follow an Asian/Arabic Movie			5,500

### Fujairah

	Screen	Seats	AED
City Centre Fujairah	1 MAX+10VIP	251+78	13,300
	2+11VIP	167+78	13,300
	3	72	8,500
	4	74	6,400
	5	97	7,600
	6	98	7,600
	7	74	6,400
	8	120	9,700
	9	153	9,700
Follow an English Blockbuster			15,000
Follow an English Movie			12,000
Follow an Asian/Arabic Movie			8,400

### Al Ain

	Screen	Seats	AED	
Al Jimi Mall	1**	47	4,250	
	2	89	8,500	
	3	94	8,500	
	4	51	4,250	
	5+8T	166+23	18,150	
	6 MAX+7T	157+32	18,150	
	Follow an English Blockbuster			23,125
	Follow an English Movie			18,500
	Follow an Asian/Arabic Movie			8,400

### Ras Al Khaimah

	Screen	Seats	AED
Al Hamra Mall - RAK	1 MAX+8VIP	293+18	12,450
	2	75	6,400
	3	72	6,400
	4	196	9,700
	5	61	5,450
	6	99	7,600
	7	50	5,450
Follow an English Blockbuster			15,000
Follow an English Movie			12,000
Follow an Asian/Arabic Movie			6,900

#### 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

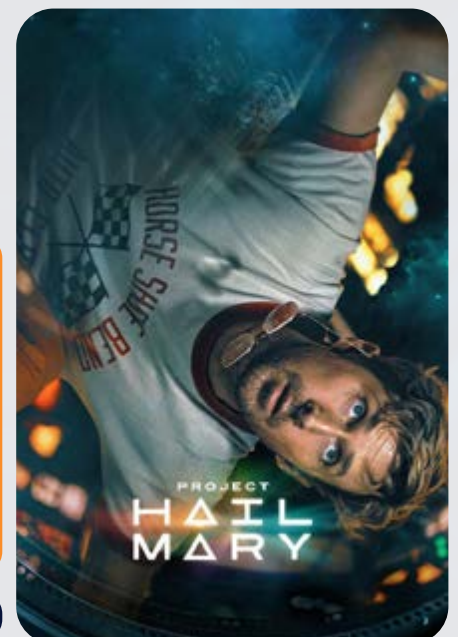
- Rates for other time lengths are available on request
- Rates for 'Follow a Movie' are for the entire period that the selected movie plays
- An additional 25% loading applicable on 'Follow a Movie' rates for English Blockbuster movies

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



GC - Gold Class

\*\* VOX Kids

\* 4DX

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dubai

Seats AED

City Centre Mirdif	124	27,800
Mall of the Emirates	160	41,800
MEGAPLEX	68	13,900

### Abu Dhabi

Seats AED

Yas Mall - Abu Dhabi	96	27,800
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### 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

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

- 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

- 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 pack-



## Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all VOX locations with the Emirates Blockbuster package. Your ad appears on 282 screens across 21 cinemas. Four weekly 30-second rate is AED 1,612,275 inclusive of one digital transfer (DCP).

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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 629,000.

#### 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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 597,550.

#### 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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 328,035.

#### 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 21 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 328,035.

#### 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

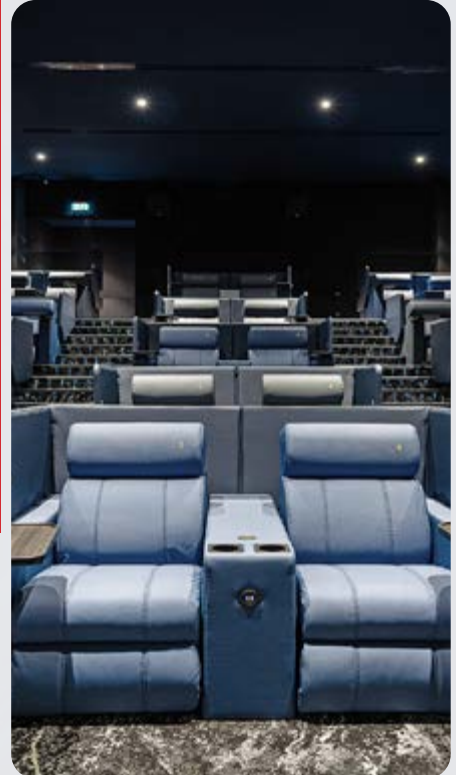
### 30-Second Four Weekly Film Advertising Rates

#### Cinemacity

	Screen	Seats	AED
Zero 6 Mall	7*	32	10,900
	8*	32	10,900
Alqana	12*	40	16,950
	13*	50	21,200
	14*	50	21,200
	15*	48	20,000
Fountain Views	1*	22	8,800
	2#	62	20,900
	3*	30	10,650
	4*	30	10,650
	5#	54	20,900
	6**	28	10,900
Arabian Centre	1#	128	18,150
	2#+6**	150+26	33,900
	3#	150	21,550
	4#	133	18,150
	5#	101	15,450
	7#	122	15,450
	8#	98	12,450
Rahmania	1#	88	6,050
	2#	96	7,250
	3#	86	6,050
	4#	86	6,050
	5#	29	3,300

#### Royal Cinemas

	Screen	Seats	AED
Dalma Mall	1R	61	16,950
	2R	43	15,150
WTC Mall	6R	60	17,050
Khalidiyah Mall	9R	30	12,750
Deerfields Mall	12R	46	16,750
	13R	24	14,550
	14R	24	14,550



#### 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

#### ROYAL CINEMAS

R - Royal Class  
P - Platinum Class

#### CINEMACITY

\* - VIP  
\*\* - VIP Azul  
# - Club Class

# on screen advertising



## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### Reel Cinemas

	Screen	Seats	AED
The Dubai Mall	24PS	32	23,550
	25PS	32	23,550
	26PS	32	23,550
	20PS	30	23,550
	23PS	24	21,150



#### 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

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

#### VOX Cinemas

	Screen	Seats	AED
City Centre Mirdif	17T	40	15,150
	18T	40	15,150
	19T	40	15,150
	20T	40	15,150

Burjuman	11VIP	50	13,950
	12VIP	50	13,950
	13VIP	50	13,950
	14VIP	50	13,950

Yas Mall - Abu Dhabi	14T	36	20,000
	15T	36	20,000
	16T	36	20,000

Al Hamra Mall - RAK	8VIP	18	5,450
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The Galleria	18T	32	16,950
Al Maryah Island	19T	32	16,950
	20T	32	16,950
	21T	12	7,250
	2VIP	50	6,400

City Centre Al Zahia	14GC	32	10,900
	15GC	40	10,900
	16GC	38	10,900

Dubai Festival	11GC	32	16,950
City Mall	12GC	32	16,950



	Screen	Seats	AED
Mall of the Emirates	21T	36	23,600
	22T	36	23,600
	23T	36	23,600
	24T	34	23,600

City Centre Deira	13GC	40	18,150
	14GC	40	18,150
	15GC	32	17,000
	16GC	32	17,000

Al Jimi Mall	7T	32	7,300
	8T	24	7,300

Nation Towers - Abu Dhabi	8VIP	21	8,000
	9VIP	21	8,000
	10VIP	23	8,000
	11VIP	23	8,000

City Centre Sharjah	11VIP	40	13,950
	12VIP	48	13,950

City Centre Fujairah	10VIP	78	5,450
	11VIP	78	5,450

Palm Jumeirah Mall	12T	16	7,250
	13T	16	7,250
	14T	16	7,250
	15T	16	7,250

Wafi City	10GC	46	4,250
	11GC	46	4,250
	12GC	46	4,250
	13T	68	7,300
	14T	44	4,250

#### REEL CINEMAS

PS - Platinum Suite

#### VOX CINEMAS

G - Gold class

T - THEATRE

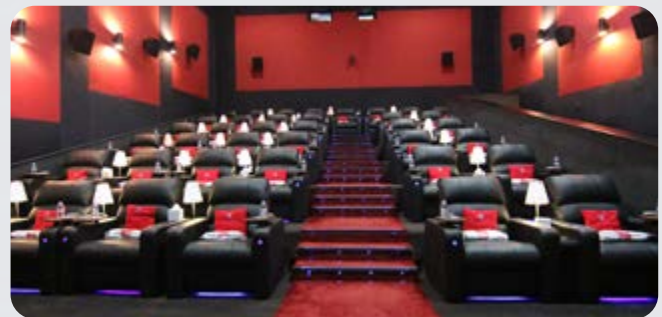
# on screen advertising packages



## Emirates Premium Screen Package

### Emirates Premium Screen Package (30-Second Four Weekly Rates)

Maximise your coverage of sophisticated cinema audiences in the UAE with the Emirates Premium Screen package. Your ad appears on 86 screens across 25 cinemas. Four weekly 30-second rate is AED 831,180 inclusive of one digital transfer (DCP).



# on screen advertising pack-



## Cinema Circuit Package

### Emirates Blockbuster Package (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across the **Motivate Val Morgan** circuit (VOX, Oscar, Royal, Cinemacity and Cinépolis) with the Emirates Blockbuster package. Your ad appears on **383 screens across 32 cinemas**. **Four weekly 30-second rate is AED 2,254,225** 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 32 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 902,500.

#### 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 32 VOX, Oscar, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 722,000.

#### 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 32 VOX, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 386,800.

#### 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 32 VOX, Royal, Cinemacity and Cinépolis locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 386,800.

#### 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



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

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GLOBAL CINEMA ADVERTISING ASSOCIATION

