

# Qatar Cinema Advertising



# Why Cinema Advertising :

## Because Size Matters:

Combine wall-to-wall Cinema s, surround-sound, and a darkened theatre auditorium to deliver the ultimate immersive environment that no other advertising medium can match. According to a recent Digital Cinema Media and Millward Brown study..

Cinema has 20 times the media return on investment for efficiency, per person, compared with any other Media.

## An Uncluttered Media Environment With No Ad Blocking:

Cinema has the lowest ad avoidance of all media. The cluttered environment of TV and the proliferation of pop-up ads on mobile platforms have millions of people around the globe installing ad blockers to just make it go away. Movies remain a pristine environment where moviegoers are receptive to the ads as part of the overall experience. With no DVR, no skipping through ads and a clutter-free environment, Cinema ads boasts recall that is higher than that of TV\*\*\*\*. In fact, 72% of moviegoers who recall an ad in Cinema had not seen the ad on TV. Of those who had seen both TV and Cinema ads, 32% prefer the ad in Cinema .

# Doha City Center

Cinema No	SEATS	Rate Per Month (QR)	Rate for 2 Week (QR)	Commercial		Slide Rate
				15 Sec.	10 Sec.	
		30 Seconds				10 Seconds
Cinema 1	439	21600	14400	10800	7200	4620
Cinema 2	187	18000	12000	9000	6000	3850
Cinema 4	221	18000	12000	9000	6000	3850
Cinema 5	134	14400	9600	7200	4800	3080
Cinema 6	184	18000	12000	9000	6000	3850
Cinema 7	125	14400	9600	7200	4800	3080
Cinema 8	125	14400	9600	7200	4800	3080
Cinema 9	64	14400	9600	7200	4800	3080
Cinema 10	125	14400	9600	7200	4800	3080
Cinema 11	113	14400	9600	7200	4800	3080
Cinema 12	125	14400	9600	7200	4800	3080
Cinema 13	113	14400	9600	7200	4800	3080
Cinema 14	125	14400	9600	7200	4800	3080

# Villagio

Cinema No	SEATS	Rate Per Month (QR)	Rate for 2 week	COMMERCIAL(Month)		Slide Rate
		30 Seconds		15 Sec.	10 Sec.	
Cinema 1	211	18000	12000	9000	6000	3850
Cinema 2	213	18000	12000	9000	6000	3850
Cinema 3	387	21600	14400	10800	7200	4620
Cinema 4	164	14400	9600	7200	4800	3080
Cinema 5	164	14400	9600	7200	4800	3080
Cinema 6	164	14400	9600	7200	4800	3080
Cinema 7	164	14400	9600	7200	4800	3080
Cinema 8	164	14400	9600	7200	4800	3080
Cinema 9	203	18000	12000	9000	6000	3850
Cinema 10	98	12000	8000	6000	4000	2567
Cinema 11	108	12000	8000	6000	4000	2567
Cinema 12	99	12000	8000	6000	4000	2567

# Asian Town Cinema

Cinema No	SEATS	RATE PER MONTH	Rate for 2 Week	SLIDE RATE PER MONTH
		30"COMMERCIAL	30" COMMERCIAL	10 SEC. SLIDE
Cinema 1	500	QR 15,000	QR 10000	QR 5,000
Cinema 2	500	QR 15,000	QR 10000	QR 5,000
Cinema 3	500	QR 15,000	QR 10000	QR 5,000
Cinema 4	500	QR 15,000	QR 10000	QR 5,000



# Gulf Mall Cinema

Cinema No	SEATS	Rate Per Month (QR)	Rate for 2 Week	Slide Rate(Month)
		30 Seconds		10 Seconds
Cinema 1(VIP1)	52	14400	9600	3080
Cinema 2(VIP2)	27	FOC WITH SCR.5		
Cinema 3	115	14400	9600	3080
Cinema 4	123	14400	9600	3080
Cinema 5	526	30000	20000	6600
Cinema 6	172	18000	12000	3850
Cinema 7	156	14400	9600	3080
Cinema 8	229	18000	12000	3850
Cinema 9	310	21600	14400	4620
Cinema 10	123	14400	9600	3080
Cinema 11	123	14400	9600	3080
Cinema 12	95	12000	8000	2567
Cinema 13	95	12000	8000	2567

# AlKhor Cinema

Cinema No	SEATS	RATE PER MONTH(QR)		Rate for 2 Weeks(QR)
		30 SECONDS COMMERCIAL	10 SECONDS SLIDE	30 Sec.
Cinema 1	146	15000	6000	10000
Cinema 2	82	15000	6000	10000
Cinema 3	277	18000	6500	12000



Tel: +971-44295392 MOB: +971-566356889

Fax: +971-44298192

P.O.Box 336248, Dubai

[www.awanmedia.com](http://www.awanmedia.com)

E-mail: [suhaib@awanmedia.com](mailto:suhaib@awanmedia.com)