

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 2023  
unrivalled advertising impact

Cinema  
turns audiences  
into customers

# off screen advertising

## CINEMACITY



### Offscreen Advertising Rates (AED)

Please note that no activity will be confirmed before all aspects - artwork, dimensions and availability - are approved by the cinema management. Contracts or booking orders will not be accepted if the above condition has not been fulfilled.

Available Media	Duration/Quantity**	Arabian Center	Zero 6 Mall
<b>Foyer Displays (3 x 3m)</b>	1 Month 1 Week	40,250 16,000	NA
<b>Foyer Displays (2 x 2m)</b>	1 Week	NA	17,250
<b>Sampling (1.5 x 1.5m)</b>	1 Weekend (3 days: Fri/Sat/Sun)	8,000	NA
<b>Cut Out (Single Sided)</b>	1 Month	14,000	NA
<b>Floor Decals - Qty 4 (1 x 1m)</b>	1 Month	14,000	NA
<b>Plasma Screen Branding - Qty 26 Screens (15 sec stills)</b>	1 Month	26,000	NA
<b>Static Light Box - Qty 2</b>	1 Month	14,000	NA
<b>Table Tops - Qty 28</b>	1 Month	7,000	NA
<b>Arch</b>	1 Month	27,000	NA
<b>Voucher/Flyer Distribution - Qty 10,000</b>	2 Weeks	11,500	NA

Above rates are only for the medium mentioned and do not include production. Specific requests other than the above activities will be evaluated by the cinema on a case-by-case basis. Rates not inclusive of taxes.

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# off screen advertising

سينيپوليس  
cinépolis  
C I N E M A S سينما

## Offscreen Advertising Rates (AED) Sharjah

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Available Media	Duration/Quantity**	Oasis Mall
Popcorn Box Sponsorship	10,000**	34,500
	30,000**	86,250
	50,000**	115,000
	70,000**	140,800
Foyer Displays (3 x 3 x 1.5m)	1 Month	47,400
	1 Week	19,000
Cut Out (Double Sided) (Single Sided)	1 Month	20,100
	1 Week	12,350
Main Entrance LED Screen (14.6m x 1.53m / 4864 x 512)	1 Month	16,100
Plasma Screens (Entrances of Auditoriums) (55" / 2160 x 3840) - 15 screens	1 Month	11,500
Hero Screen (4.03m x 1.73m /1344 x 576)	1 Month	12,650
Plasma Screens (Lobby) (55" / 2160 x 3840) - 8 screens	1 Month	6,320
LED Above Ticketing (8.5 m x 1.734m / 2816 x 576)	1 Month	8,050
Sampling In Concourse Area	1 Weekend (3 days: Fri/Sat/Sun)	10,350
Sampling In Foyer Area	1 Weekend (3 days: Fri/Sat/Sun)	15,520
Sampling Inside Junior Cinema	1 Weekend (3 days: Fri/Sat/Sun)	6,320
Sampling Inside Regular Cinemas (Max 3 Cinemas)	1 Weekend (3 days: Fri/Sat/Sun)	12,650
Sampling Inside Macro XE Cinema	1 Weekend (3 days: Fri/Sat/Sun)	3,160

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# off screen advertising



# ROYAL

CINEMAS سينما



## Offscreen Advertising Rates (AED)

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Available Media	Duration/Quantity**	Khalidiyah Mall	Dalma Mall	Ruwais Mall	Deerfields Mall
Entrance Arch	1 Month	57,500	57,500	11,500	NA
Banner Wall Display	1 Month	57,500	57,500	NA	NA
Hanging Banner (3 Units)	1 Month	46,000	46,000	NA	NA
Foyer Stand Display	1 Month	NA	NA	13,800	63,250
Stair Advertising	1 Month	28,750	28,750	5,750	NA
Main Snack Bar Sponsorship + Snack Bar Panels	1 Month	28,750	28,750	5,750	NA
LCD	1 Month	23,000	NA	5,750	NA
Floor Advertising	1 Month	33,100	28,750	5,750	NA
Lightbox (4 Units)	1 Month	34,500	NA	NA	NA
Lightbox (3 Units)	1 Month	NA	40,250	5,750	NA
Concourse Display	1 Month	40,250	40,250	NA	40,250
Secondary Snack Bar Sponsorship	1 Month	17,250	17,250	NA	NA
Coffee Counter Sponsorship	1 Month	8,000	8,000	NA	NA
VIP Snack Bar Sponsorship	1 Month	5,750	5,750	NA	NA
Foyer Sampling	1 Weekend (3 days: Fri/Sat/Sun)	NA	NA	3,500	NA
Main Foyer Cut Out	1 Month	NA	NA	5,750	NA
Pillar Advertising	1 Month	190,000	190,000	NA	NA
Cinema Sampling (Max 3 Screens)	1 Weekend (3 days: Fri/Sat/Sun)	16,000	16,000	3,500	16,000
	1 Day	7,500	7,500	1,800	7,500
Digital Screens (16 LED Screens)	1 Month	NA	NA	NA	23,000
Voucher/Flyer Distribution - Qty 10,000	2 Weeks	11,500	11,500	11,500	11,500

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# off screen advertising



اوسكار سينما  
Oscar Cinema

## Offscreen Advertising Rates (AED) - Abu Dhabi , Al Ain & Sharjah

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Available Media	Duration	Al Wahda Mall	Al Foah Mall	Sports Club	Al Shaab Village
Sampling - Concourse Area	1 Week	16,000	9,200	5,750	9,000
	1 Weekend	12,650	5,750	3,500	5,750
	(3 days:Fri/Sat/Sun)				
<b>Foyer/Car Display</b>					
Ground Floor	1 Month	71,300	27,600	25,000	27,600
Upper Floor	1 Month	42,500	22,500	NA	22,500
Lightbox (1)	1 Month	10,900	6,900	4,600	6,900
Floor Decals (2)	1 Month	8,600	6,900	4,600	6,900
Roll Ups (2)	1 Month	14,500	8,600	4,600	8,600
Wall Branding	1 Month	21,300	16,700	13,800	16,700
Pillar Wrap	1 Month	14,900	10,900	8,000	10,900
<b>Cut Outs</b>					
1.5 x 1.8m (Single Sided)	1 Month	15,000	10,000	4,600	10,000
2.5 x 1.8m (Double Sided)	1 Month	26,500	27,500	13,225	27,500
Entrance Glass (Each Screen)	1 Month	TBC	21,000	11,500	20,500
Plasma Screens	1 Month	9,200	25,600	NA	26,000
Voucher/Flyer Distribution - Qty 10,000	2 Weeks	11,500	11,500	11,500	11,500

Disney  
THE LITTLE MERMAID



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## Offscreen Advertising Rates (AED)

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### ACTIVATIONS

Available Media	Duration	The Dubai Mall
<b>Foyer Display (4 x 4 x 1.8m)</b>	1 Month	222,200
	1 Weekend	55,550
	1 Week	77,300
	2 Weeks	118,300
	3 Weeks	167,000
<b>Foyer Display (3 x 3 x 1.8m)</b>	1 Month	111,100
	1 Weekend	42,300
	1 Week	62,800
	2 Weeks	77,300
	3 Weeks	98,000
<b>Platinum Kiosk (1.5 x 1.5m)</b>	1 Month	111,100
	1 Weekend	42,300
	1 Week	62,800
	2 Weeks	77,300
	3 Weeks	98,000
<b>Platinum Suite Corridor Stand Display</b>	1 Month	55,500
	1 Week	21,000
	2 Weeks	35,100
	3 Weeks	44,700

### BRANDING

Available Media	Duration/Quantity**	The Dubai Mall
<b>Entrance Panel Wrap</b>	1 Month	140,000
<b>Black Corridor Pillar Branding (Per Piece)</b>	1 Month	27,800
<b>Digital Screens Takeover Façade Main Entrance (Top) Barco + Column LED Screen + Column LED Screen (Entrance) + Hero Screen</b>	1 Month	189,750



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# off screen advertising



## Offscreen Advertising Rates (AED)

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### SAMPLING

Available Media	Duration	The Dubai Mall
Sampling Booth (1.5 x 1.5m)	1 Weekend (3 Days: Fri/Sat/Sun)	50,100
Sampling from Booking Counter	1 Weekend (3 Days: Fri/Sat/Sun)	55,600
Sampling Inside Regular Cinema (Max 3 Screens)	1 Weekend (3 Days: Fri/Sat/Sun)	32,000

### ONLINE

Available Media	Duration	The Dubai Mall
Online Banner (Website + Mobile App)	1 Month	50,000



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# off screen advertising



## Offscreen Advertising Rates (AED)

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### ACTIVATIONS

Available Media	Duration	Dubai Marina Mall
Foyer Display (4 x 4 x 1.8m)	1 Month	111,100
	1 Weekend	39,200
	1 Week	62,790
	2 Weeks	77,200
	3 Weeks	97,000

### BRANDING

Available Media	Duration/Quantity**	Dubai Marina Mall
Video Wall Branding Black Panel Branding	1 Month	27,830

### SAMPLING

Available Media	Duration	Dubai Marina Mall
Sampling Booth (1.5 x 1.5m)	1 Weekend (3 Days: Fri/Sat/Sun)	38,900
Sampling from Booking Counter	1 Weekend (3 Days: Fri/Sat/Sun)	35,000
Sampling Inside Regular Cinema (Max 3 Cinemas)	1 Weekend (3 Days: Fri/Sat/Sun)	23,000

### ONLINE

Available Media	Duration	Dubai Marina Mall
Online Banner (Website + Mobile App)	1 Month	50,000



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# off screen advertising



## Offscreen Advertising Rates (AED) Across Circuit

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Available Media	Duration/Quantity **	All Locations
<b>Popcorn Box Sponsorship</b> Choice of size - Maxi, Mega, Jumbo	10,000**	Rates upon request and subject to availability
	30,000**	
	50,000**	
	70,000**	



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## Offscreen Advertising Rates (AED) Dubai

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Available Media	Duration	City Centre Mirdif	City Centre Deira	Mercato	Burjuman	MEGAPLEX
<b>Foyer/Car Displays</b> (3 x 3 x 1.5m)	1 Month	95,000	95,000	NA	95,000	95,000
	1 Week	38,000	38,000	NA	38,000	38,000
<b>Concourse Displays</b> (2 x 2 x 2m)	1 Month	50,000	50,000	45,000	NA	50,000
	1 Week	20,000	20,000	18,000	NA	20,000
<b>Sampling</b> (1.5 x 1.5m)	1 Weekend (3days: Fri/Sat/Sun)	20,700	20,700	19,000	20,700	20,700
<b>Sampling Inside Regular Cinema</b> (Max 3 Cinemas)	1 Weekend (3days: Fri/Sat/Sun)	11,000	11,000	10,000	11,000	11,000
<b>Sampling Inside VOX Gold Cinemas</b>	1 Weekend (3days: Fri/Sat/Sun)	15,000	NA	NA	15,000	NA
<b>Cut Out</b>						
	<b>Double Sided</b>	1 Month	40,250	40,250	NA	40,250
<b>Single Sided</b>	1 Month	25,000	25,000	22,250	25,000	25,000
<b>Lightboxes/ Plasma Screens*</b>	1 Month	27,000*	27,000*	19,500	19,500	19,500
<b>Pillar Wrap (One face)</b>	1 Month	25,700	25,700	NA	NA	NA
<b>2 Floor Decals (1 x 1m)</b>	1 Month	14,500	14,500	NA	14,500	14,500
<b>1 LED Banner</b>	1 Month	NA	26,500	24,000	24,000	NA
<b>Entrance Plasma Screen</b>	1 Month	40,000	NA	NA	NA	NA
<b>digital Screens Takeover (30 Screens)</b>	1 Month	NA	126,500	NA	NA	NA

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## Offscreen Advertising Rates (AED) - Dubai

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Available Media	Duration	Mall of the Emirates
<b>Digital Screens Takeover (Hero Screen above Candy Bar, IMAX Digital Screen, Concourse Plasma Screen)</b>	1 Month	172,500
<b>Area Above Candybar - Digital Screen</b>	1 Month	115,000
<b>Lightbox at Entrance to VOX THEATRE</b>	1 Month	31,600
<b>Lightbox (1 x 0.7m)</b>	1 Month	28,700
<b>Sampling Inside Regular Cinema (Max 3 Cinemas)</b>	1 Weekend (3days: Fri/Sat/Sun)	25,300
<b>Sampling Inside THEATRE</b>	1 Weekend (3days: Fri/Sat/Sun)	23,000
<b>1 LED Banner - Concourse</b>	1 Month	36,200



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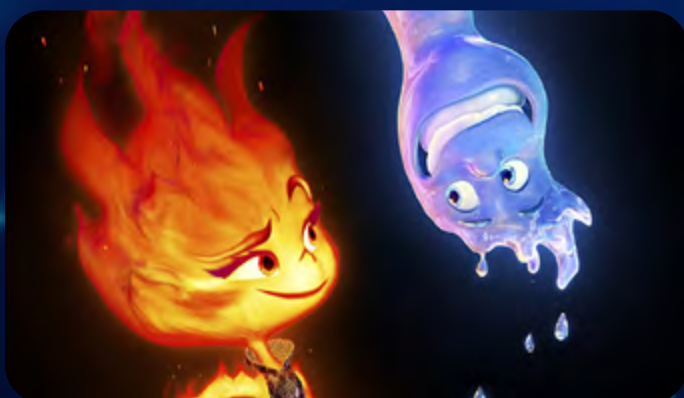
# off screen advertising



## Offscreen Advertising Rates (AED) - Abu Dhabi

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Available Media	Duration	YAS Mall - Abu Dhabi	Nation Towers - Abu Dhabi	The Galleria Al Maryah Island
<b>Foyer/Car Displays</b> (3 x 3 x 1.5m)	1 Month	101,700	101,700	
	1 Week	41,000	41,000	
<b>Sampling</b> (1.5 x 1.5m)	1 Weekend (3days: Fri/Sat/Sun)	17,800	17,800	
<b>Sampling Inside Regular Cinema</b> (Max 3 Cinemas)	1 Weekend (3days: Fri/Sat/Sun)	9,800	9,800	
<b>Sampling Inside VOX Gold/THEATRE Cinemas</b>	1 Weekend (3days: Fri/Sat/Sun)	5,800	5,800	
<b>Cut Out Double Sided</b>	1 Month	37,000	37,000	
	1 Month	21,000	21,000	
<b>Lightboxes/Plasma Screens*</b>	1 Month	14,900	17,300	
<b>Pillar Wrap (One face)</b>	1 Month	NA	NA	
<b>1 LED Banner</b>	1 Month	19,600	19,600	
<b>Digital Screens</b>				
<b>1 screens</b>	1 Month	37,300	NA	43,100
<b>2 screens</b>	1 Month	74,750	NA	NA



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## Offscreen Advertising Rates (AED) - Northern Emirates

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Available Media	Duration	City Centre Ajman	City Centr Fujairah	Al Hamra Mall
<b>Foyer/Car Displays (3 x 3 x 1.5m)</b>	1 Month	54,000	43,000	34,500
	1 Week	22,000	17,250	20,000
<b>Sampling (1.5 x 1.5m)</b>	1 Weekend (3days: Fri/Sat/Sun)	10,900	8,600	6,900
<b>Sampling Inside Regular Cinema (Max 3 Cinemas)</b>	1 Weekend (3days: Fri/Sat/Sun)	5,200	4,100	3,400
<b>Sampling Inside VOX Gold/THEATRE Cinemas</b>	1 Weekend (3days: Fri/Sat/Sun)	NA	5,800	5,800
<b>Cut Out Double Sided</b>	1 Month	21,000	16,600	13,000
	1 Month	13,800	11,000	8,500
<b>Lightboxes/Plasma Screens*</b>	1 Month	10,900	8,600	6,900
<b>Pillar Wrap (One face)</b>	1 Month	13,800	NA	NA
<b>1 LED Banner</b>	1 Month	NA	13,800	13,200



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

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