

Darkened  
auditorium



Captive  
audience

موتيفات  
MOTIVATE



Cinema  
Media Rates 2023  
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
<b>Riyadh Park</b>	IMAX	212		140
	2**	40		140
	3**	40		140
	VIP1	34		140
	MAX	260		140
	6	86		140
	7	78		140
	8	77		140
	VIP2	30		140
	10	113		140
	11	68		140
	12	58		140
		<b>12</b>	<b>1,096</b>	<b>276,000</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>The Roof</b>	1	49		140
	2	52		140
	3	87		140
	4	46		140
	5**	49		140
	6	87		140
	7	98		140
	8	77		140
	<b>8</b>	<b>545</b>	<b>70,000</b>	<b>1,120</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Kingdom Centre</b>	VVIP1	24		140
	VVIP2	30		140
	VVIP3	30		140
	VVIP4	30		140
	VVIP5	24		140
	VVIP6	30		140
	VVIP7	30		140
	VVIP8	30		140
	<b>8</b>	<b>228</b>	<b>159,000</b>	<b>1,120</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Atyaf Mall</b>	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
	VIP1	30		140
VIP2	30		140	
	<b>11</b>	<b>531</b>	<b>57,500</b>	<b>1,540</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Sahara Mall</b>	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**	57		140
	GC1	20		140
	GC2	30		140
	<b>11</b>	<b>991</b>	<b>103,500</b>	<b>1,540</b>

#### 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)

GC - Gold Class

\*\* VOX kids

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>Al Qasr Mall</b>	MAX	160		140
	2	81		140
	3	105		140
	4	113		140
	5	104		140
	6	54		140
	7	119		140
	8	91		140
	9	64		140
	10	53		140
	11**	44		140
	12**	45		140
	13	106		140
	14	90		140
	15	37		140
	<b>15</b>	<b>1,266</b>	<b>134,500</b>	<b>2,100</b>

<b>Riyadh Front</b>	1	49		140
	2	49		140
	MAX	292		140
	4	38		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**	57		140
	14**	57		140
	GC1	32		140
GC2	32		140	
GC3	12		140	
GC4	12		140	
	<b>18</b>	<b>1,427</b>	<b>221,000</b>	<b>2,520</b>



#### 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)

GC - Gold Class

\*\* VOX kids

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>The Spot, Sheikh Jaber</b>	1**	47		140
	2	119		140
	VIP	48		140
	4	91		140
	5	91		140
	6	133		140
	7	133		140
	<b>7</b>	<b>662</b>	<b>69,000</b>	<b>980</b>

<b>The Esplanade</b>	MAX	280		140
	2	94		140
	3**	62		140
	4	66		140
	5	157		140
	6	157		140
	GC1	32		140
	GC2	20		140
	<b>8</b>	<b>868</b>	<b>92,000</b>	<b>1,120</b>



GC - Gold Class

\*\* VOX kids

#### 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



## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
<b>Red Sea Mall</b>	1	160		140
	2	160		140
	3	123		140
	4	161		140
	5	161		140
	6	126		140
	IMAX	277		140
	VIP	50		140
	9**	66		140
	GC1	46		140
	GC2	46		140
	GC3	46		140
	<b>12</b>	<b>1,422</b>	<b>258,750</b>	<b>1,680</b>

<b>Town Square</b>	IMAX	312		140
	2**	47		140
	VIP	49		140
	4***	150		140
	5	43		140
	6	154		140
	7	154		140
	8	49		140
	9#	80		140
	10	49		140
	11	140		140
	12	140		140
	<b>12</b>	<b>1,367</b>	<b>54,000</b>	<b>1,680</b>



#### 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)

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

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Dammam

	Screen	Seats	30 Sec (SAR)	Spots
West Avenue Mall	MAX	227		140
	2**	40		140
	3	161		140
	4	161		140
	5	161		140
	6	161		140
	<b>6</b>	<b>911</b>	<b>80,500</b>	<b>840</b>

#### 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)

\*\* 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
	VIP	56		140
	5	47		140
	6	143		140
	7	143		140
	8	49		140
	9	143		140
	10	49		140
	11	49		140
	<b>11</b>	<b>831</b>	<b>57,500</b>	<b>1,540</b>



#### 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)

\*\* VOX kids

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Hail

	Screen	Seats	30 Sec (SAR)	Spots
<b>Hail Square</b>	1	48		140
	2	48		140
	VIP	48		140
	4	186		140
	5	186		140
	6	186		140
	7	186		140
	8	186		140
	9	186		140
	10**	49		140
	<b>10</b>	<b>1,309</b>	<b>86,250</b>	<b>1,400</b>



#### 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)

\*\* VOX kids



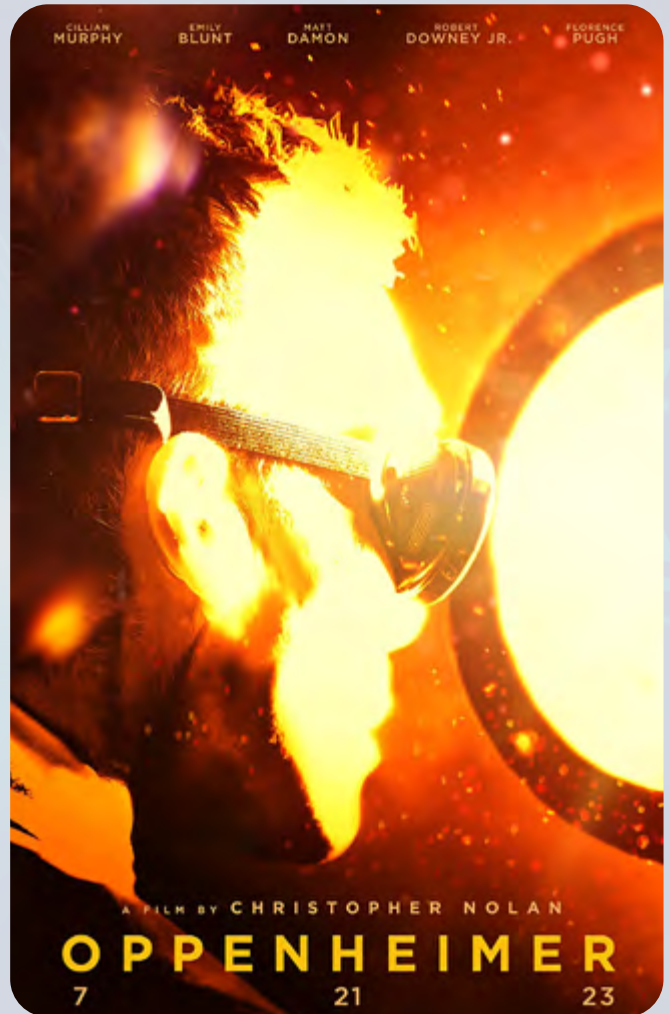
# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Jubail

	Screen	Seats	30 Sec (SAR)	Spots
<b>Jubail Galleria Mall</b>	1	87		140
	2**	49		140
	3	87		140
	4	85		140
	5	86		140
	<b>5</b>	<b>394</b>	<b>34,500</b>	<b>700</b>



#### 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)

\*\* VOX kids

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>King Abdullah Financial District 1</b>	1	405		140
	<b>1</b>	<b>405</b>	<b>90,750</b>	<b>140</b>
<b>Panorama Mall 10</b>	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
	<b>10</b>	<b>793</b>	<b>126,500</b>	<b>1,400</b>
<b>Riyadh Gallery 9</b>	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
	<b>9</b>	<b>901</b>	<b>172,500</b>	<b>1,260</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Al Khair 9</b>	IMAX	112		140
	2**	150		140
	3	65		140
	4	117		140
	5	73		140
	6	73		140
	7	65		140
	8	73		140
	9	73		140
	<b>9</b>	<b>801</b>	<b>92,000</b>	<b>1,260</b>
<b>Azizia Plaza 3</b>	1**	114		140
	2	100		140
	3	100		140
	<b>3</b>	<b>314</b>	<b>34,500</b>	<b>420</b>



#### 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)

\* DOLBY Cinema

\*\* PRIME at AMC

# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Hafar Al Batin

	Screen	Seats	30 Sec (SAR)	Spots
<b>Hafar Al Batin 8</b>	IMAX	148		140
	2	100		140
	3	100		140
	4	100		140
	5	118		140
	6	60		140
	7	99		140
	8	62		140
	<b>8</b>	<b>787</b>	<b>69,000</b>	<b>1,120</b>



#### Durations

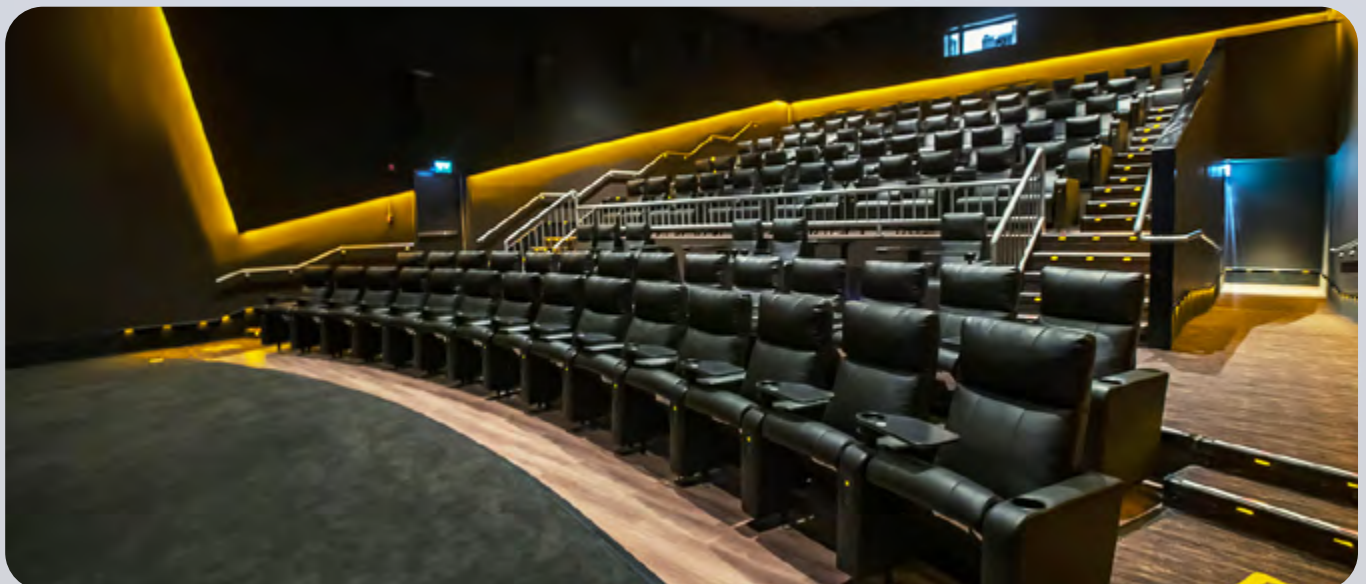
• Other time lengths will be on Pro-rata basis

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



## 30-Second Four Weekly Film Advertising Rates

### Al Majma'ah

	Screen	Seats	30 Sec (SAR)	Spots
<b>Karam 5</b>	1**	173		140
	2	141		140
	3	148		140
	4	141		140
	5	148		140
	<b>5</b>	<b>751</b>	<b>51,750</b>	<b>700</b>

#### Durations

• Other time lengths will be on Pro-rata basis

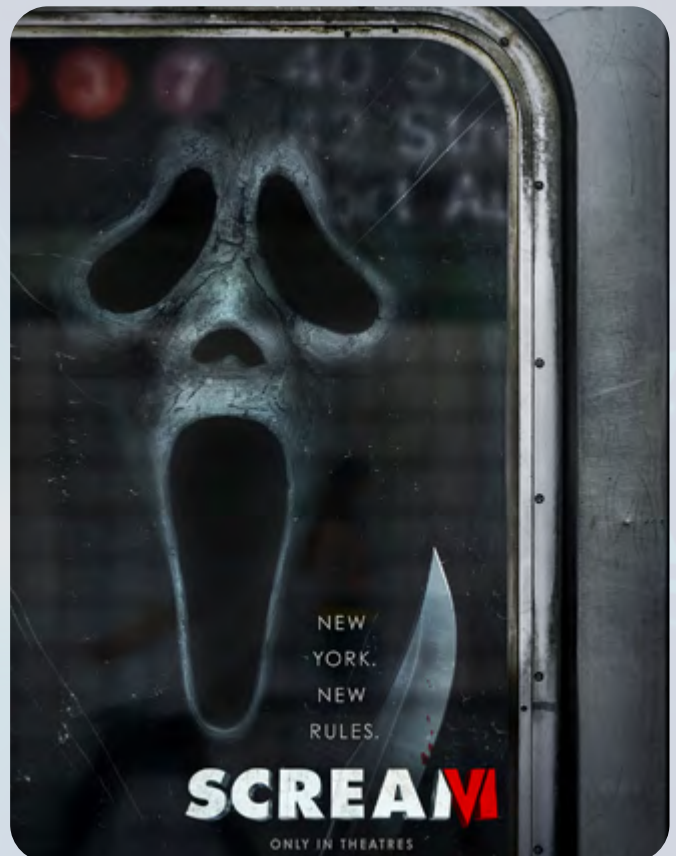
1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

#### Material Requirements & Minimum Standards

RAW File:

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

\*\* PRIME at AMC



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Star Avenue 9	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
	<b>9</b>	<b>740</b>	<b>46,000</b>	<b>1,260</b>



### 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



## 30-Second Four Weekly Film Advertising Rates

### Al Dawadmi

	Screen	Seats	30 Sec (SAR)	Spots
<b>Dawadmi 3</b>	1**	111		140
	2	99		140
	3	100		140
	<b>3</b>	<b>310</b>	<b>18,000</b>	<b>420</b>

#### Durations

• Other time lengths will be on Pro-rata basis

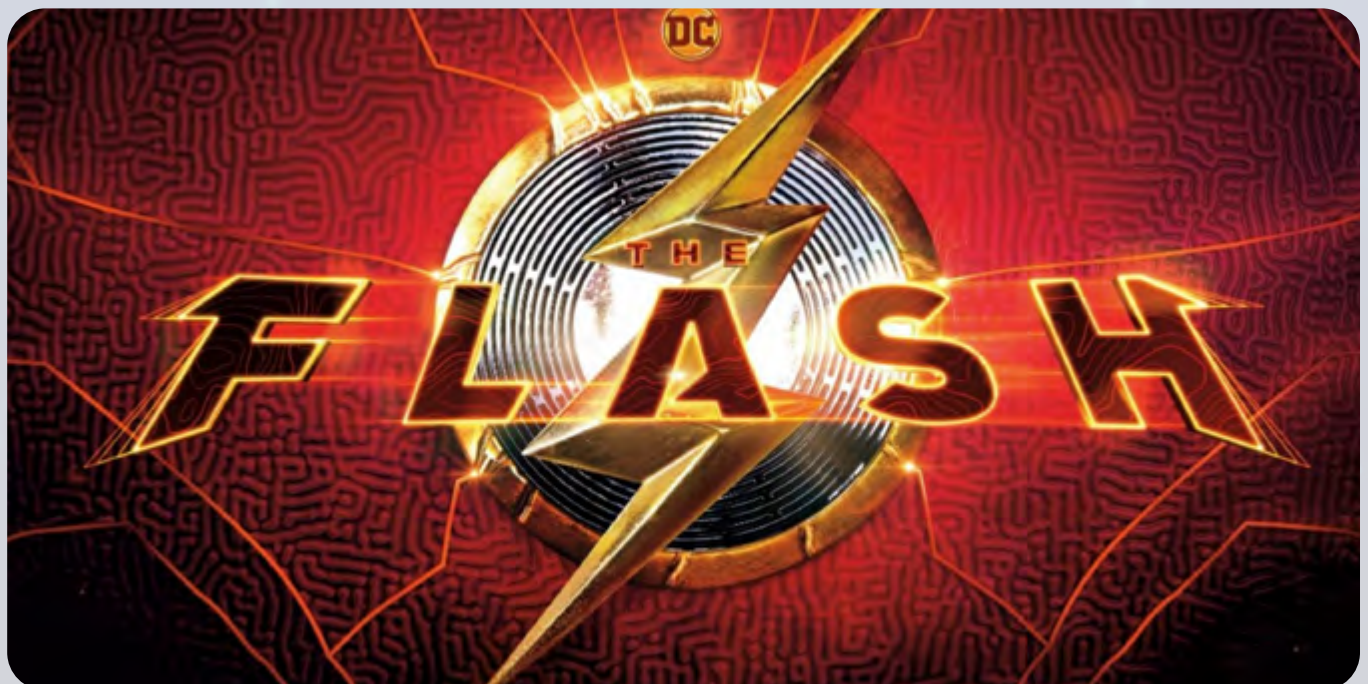
1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

#### Material Requirements & Minimum Standards

RAW File:

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

\*\* PRIME at AMC



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Al Khobar

	Screen	Seats	30 Sec (SAR)	Spots
<b>Ajdan Walk 9</b>	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
	<b>9</b>	<b>906</b>	<b>69,000</b>	<b>1,260</b>



### 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)

\*DOLBY Cinema

\*\* PRIME at AMC



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Hail

	Screen	Seats	30 Sec (SAR)	Spots
<b>Garden 5</b>	1**	171		140
	2	84		140
	3	98		140
	4	98		140
	5	98		140
	<b>5</b>	<b>549</b>	<b>34,500</b>	<b>700</b>

### 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)

\*\* PRIME at AMC





# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Tabuk

	Screen	Seats	30 Sec (SAR)	Spots
<b>Tabuk</b>	1**	182		140
<b>Boulevard 7</b>	2	50		140
	3	84		140
	4	114		140
	<b>4</b>	<b>430</b>	<b>23,000</b>	<b>560</b>

#### 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)

\*\* PRIME at AMC



# on screen advertising



## 30-Second Four Weekly Film Advertising Rates

### Al Hofuf

	Screen	Seats	30 Sec (SAR)	Spots
<b>The Walk 7</b>	1**	88		140
	2	45		140
	3	46		140
	4	46		140
	5	46		140
	6	45		140
	7	46		140
	<b>7</b>	<b>362</b>	<b>20,000</b>	<b>980</b>



#### 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)

\*\* PRIME at AMC



# on screen advertising



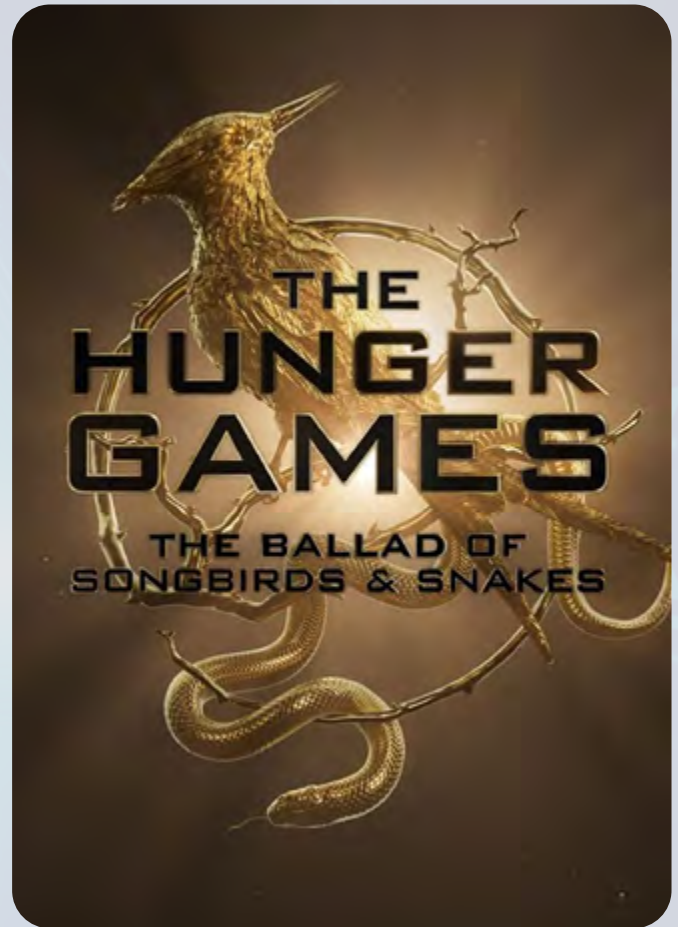
CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
Mall of Arabia	1*	430		140
	2	310		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
SUITES 1	34		140	
SUITES 2	34		140	
SUITES 3	34		140	
	<b>15</b>	<b>1,905</b>	<b>287,500</b>	<b>2,100</b>

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
	<b>9</b>	<b>924</b>	<b>74,750</b>	<b>1,260</b>



### 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)

\* Xperience

\*\* Screen X

# Junior

# on screen advertising



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
<b>Aziz Mall</b>	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
	<b>9</b>	<b>1,302</b>	<b>103,500</b>	<b>1,260</b>

<b>Atelier La Vie</b>	SUITES 1	56		140
	SUITES 2	48		140
	SUITES 3	48		140
	SUITES 4	48		140
	<b>4</b>	<b>200</b>	<b>17,250</b>	<b>560</b>



\* Xperience

\*\* Screen X

	Screen	Seats	30 Sec (SAR)	Spots
<b>Al-Yasmin Mall</b>	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
	<b>9</b>	<b>1,339</b>	<b>92,000</b>	<b>1,260</b>



#### 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



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>Al Hamra Mall</b>	1	183		140
	2	122		140
	3	51		140
	4	51		140
	5	51		140
	6	91		140
	<b>6</b>	<b>549</b>	<b>69,000</b>	<b>840</b>

### U Walk

<b>U Walk</b>	1	280		140
	2 <sup>#</sup>	221		140
	3 <sup>**</sup>	149		140
	4	155		140
	5	80		140
	6	80		140
	7	80		140
	8	80		140
	9 <sup>***</sup>	147		140
	SUITES 1	40		140
	SUITES 2	40		140
	SUITES 3	24		140
	SUITES 4	32		140
	<b>13</b>	<b>1,408</b>	<b>276,000</b>	<b>1,820</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Nakheel Mall</b>	1 <sup>#</sup>	276		140
	2	250		140
	3 <sup>**</sup>	161		140
	4	108		140
	5 <sup>***</sup>	229		140
	6	150		140
	7	77		140
	8	77		140
	9	168		140
	10	96		140
	SUITES 1	24		140
	SUITES 2	24		140
	SUITES 3	32		140
	<b>13</b>	<b>1,672</b>	<b>201,250</b>	<b>1,820</b>

<b>Salaam Mall</b>	1	179		140
	2	153		140
	3	153		140
	4	108		140
	5	108		140
	6	99		140
	7	99		140
	8	157		140
	<b>8</b>	<b>1,056</b>	<b>92,000</b>	<b>1,120</b>

### 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)



\*\* Screen X

\*\*\* Onyx

## Dolby Cinema

# on screen advertising



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Riyadh

	Screen	Seats	30 Sec (SAR)	Spots
<b>The View</b>	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
	<b>9</b>	<b>977</b>	<b>80,500</b>	<b>1,260</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Park Avenue</b>	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
	<b>10</b>	<b>1,277</b>	<b>81,000</b>	<b>1,400</b>

\* Xperience # Junior ### 4DX \*\* 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)
- Low resolution .mp4 file (1280 x 720 pixels)

	Screen	Seats	30 Sec (SAR)	Spots
<b>muvi Boutique Tala Mall</b>	Boutique 1	125		140
	Boutique 2	125		140
	Boutique 3	54		140
	Boutique 4	83		140
	<b>4</b>	<b>387</b>	<b>27,600</b>	<b>560</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>Boulevard Riyadh City</b>	1*	485		140
	2###	192		140
	Boutique 1	90		140
	Boutique 2	90		140
	Boutique 3	65		140
	Boutique 4	65		140
	7	122		140
	8	62		140
	9	71		140
	10	89		140
	11	89		140
	12	89		140
	13	162		140
	14	162		140
	15	80		140
	16	71		140
	17	80		140
	18	71		140
	19	79		140
	20#	42		140
	21#	43		140
SUITES 1	40		140	
SUITES 2	40		140	
SUITES 3	40		140	
SUITES 4	32		140	
	<b>25</b>	<b>2,451</b>	<b>258,750</b>	<b>3,500</b>

# on screen advertising



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Dammam

	Screen	Seats	30 Sec (SAR)	Spots
<b>Nakheel Mall</b>	1	151		140
	2	83		140
	3	86		140
	4	85		140
	5	67		140
	6	89		140
	7	89		140
	<b>7</b>	<b>650</b>	<b>69,000</b>	<b>980</b>



### 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



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Jubail

	Screen	Seats	30 Sec (SAR)	Spots
<b>Jubail Mall</b>	1	153		140
	2	85		140
	3	51		140
	4	71		140
	5	56		140
	<b>5</b>	<b>416</b>	<b>34,500</b>	<b>700</b>

**THE SON**

*"HUGH JACKMAN GOES DEEP. FLORIAN ZELLER ASSEMBLES A STELLAR CAST, THIS FAMILY'S TRAGEDY BECOMES OUR OWN, AND ZELLER'S WARNING BECOMES IMPOSSIBLE TO IGNORE."*  
*Steve Bortolin, EW*

*"A TREMENDOUS PERFORMANCE FROM HUGH JACKMAN, A PERFORMANCE OF GREAT DIGNITY, PRESENCE AND INTELLIGENCE. A BEAUTIFULLY COMPOSED AND LITERATE DRAMA."*  
*Peter Bradshaw, THE NEW YORK TIMES*

*"FLORIAN ZELLER HAS QUICKLY BECOME ONE OF THE MOST EXCITING VISUAL STORYTELLERS IN THE GAME."*  
*Stephan Lee, EW*

*"HUGH JACKMAN IS DEVASTATING, MIGHTY BE HIS BEST DRAMATIC PERFORMANCE TO DATE."*  
*Eric Dargatzis, SLASH FGM*

*"ANTHONY HOPKINS IS VOLCANICALLY TOXIC FORM."*  
*Wesley J. Miller, EW*

*"ZEN McGRATH IN AN INDELEIBLE PERFORMANCE."*  
*Oliver Paul, THE WRAP*

*"DERN IS EXCELLENT." "KIRBY IS TRULY HEARTBREAKING."*  
*Pat Diamond, DEADLINE*

### 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



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Hofuf

	Screen	Seats	30 Sec (SAR)	Spots
<b>Al Ahsa Mall</b>	1*	272		140
	2	169		140
	3	76		140
	4	76		140
	5	76		140
	6	76		140
	7	109		140
	8	63		140
	<b>8</b>	<b>917</b>	<b>74,750</b>	<b>1,120</b>

\* Xperience

### 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



CINEMAS سينما

## 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
SUITES 1	32		140	
SUITES 2	40		140	
SUITES 3	40		140	
	<b>18</b>	<b>2,368</b>	<b>172,500</b>	<b>2,520</b>



\*\* 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)
- Low resolution .mp4 file (1280 x 720 pixels)

# on screen advertising



CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Qassim

	Screen	Seats	30 Sec (SAR)	Spots
<b>Nakheel Plaza Buraydah</b>	1**	314		140
	2	69		140
	3	155		140
	4	69		140
	5	155		140
	6	69		140
	<b>6</b>	<b>831</b>	<b>63,250</b>	<b>840</b>

	Screen	Seats	30 Sec (SAR)	Spots
<b>The Boulevard Unaizah</b>	1	160		140
	2	123		140
	3	160		140
	4	123		140
	5	125		140
	6	101		140
	7*	271		140
	8	224		140
	<b>8</b>	<b>1,287</b>	<b>31,750</b>	<b>1,120</b>

\*\* ScreenX

\* Xperience

### 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

# muvi

CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Taif

	Screen	Seats	30 Sec (SAR)	Spots
<b>Taif City Walk</b>	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
	<b>10</b>	<b>791</b>	<b>69,000</b>	<b>1,400</b>



### 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

# muvi

CINEMAS سينما

## 30-Second Four Weekly Film Advertising Rates

### Khamis

	Screen	Seats	30 Sec (SAR)	Spots
<b>Mujan Park</b>	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
	<b>9</b>	<b>1,368</b>	<b>103,500</b>	<b>1,260</b>

### 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

## سينيپوليس cinépolis CINEMAS سينما

### 30-Second Four Weekly Film Advertising Rates

#### Jeddah

	Screen	Seats	30 Sec (SAR)	Spots
<b>Jameah Plaza</b>	1	217		140
	2*	52		140
	3	123		140
	4	111		140
	5	111		140
	6	110		140
	7	86		140
	8	86		140
	<b>8</b>	<b>896</b>	<b>165,000</b>	<b>1,120</b>
<b>Al Massarah</b>	VIP1	55		140
	VIP2	53		140
	3*	87		140
	VIP4	54		140
	VIP5	52		140
	VIP6	52		140
	<b>6</b>	<b>353</b>	<b>32,500</b>	<b>840</b>

\*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)
- Low resolution .mp4 file (1280 x 720 pixels)



# on screen advertising

## سينيپوليس cinépolis CINEMAS سينما

### 30-Second Four Weekly Film Advertising Rates

#### Dammam

	Screen	Seats	30 Sec (SAR)	Spots
<b>Lulu Mall</b>	1*	75		140
	P1	79		140
	P2	79		140
	P3	85		140
	P4	85		140
	P5	85		140
	P6	149		140
	<b>7</b>	<b>637</b>	<b>95,250</b>	<b>980</b>

P - Premium

\*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)
- Low resolution .mp4 file (1280 x 720 pixels)



# on screen advertising

## سينيپوليس cinépolis

C I N E M A S س ي ن م ا

### 30-Second Four Weekly Film Advertising Rates

#### Jazan

	Screen	Seats	30 Sec (SAR)	Spots
Al Hokair Time	Macro XE	336		140
	2	137		140
	3*	84		140
	4	137		140
	5	142		140
	6	137		140
	7	138		140
	8	138		140
	<b>8</b>	<b>1,249</b>	<b>57,500</b>	<b>1,120</b>

\*Junior

#### Durations

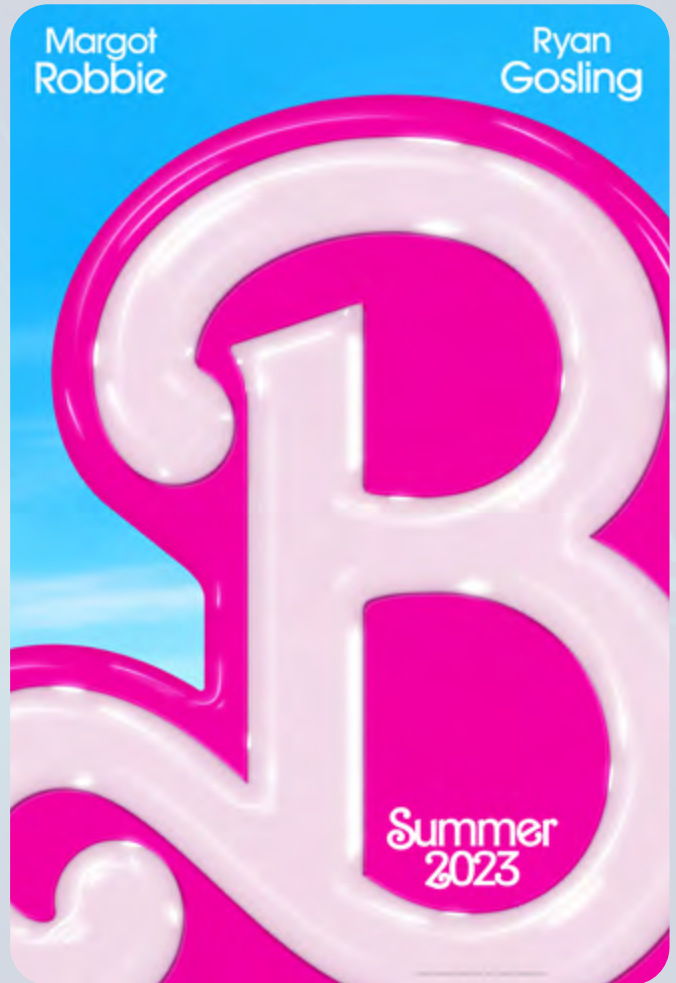
- Other time lengths will be on Pro-rata basis

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)
- Low resolution .mp4 file (1280 x 720 pixels)





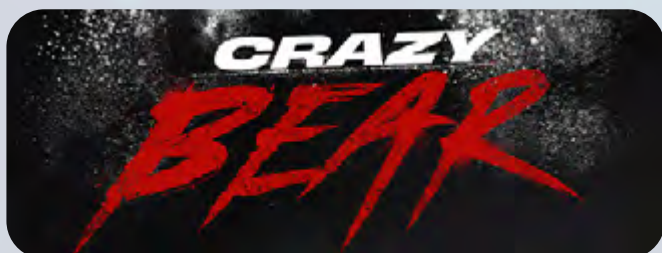
# on screen advertising



## 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
	P1	32		140
	P2	32		140
	P3	32		140
	<b>14</b>	<b>1,250</b>	<b>125,000</b>	<b>1,960</b>



\*\*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)
- Low resolution .mp4 file (1280 x 720 pixels)



# on screen advertising



موتيفيت  
MOTIVATE

## Premium Cinema Screens

### 30-Second Four Weekly Film Advertising Rates

#### VOX Cinemas

	Screen	Seats	SAR
<b>Red Sea Mall</b>	GC1	48	19,800
	GC2	48	19,800
	GC3	48	19,800
<b>Kingdom Centre</b>	VVIP1	24	16,650
	VVIP2	30	20,950
	VVIP3	30	20,950
	VVIP4	30	20,950
	VVIP5	24	16,650
	VVIP6	30	20,950
	VVIP7	30	20,950
	VVIP8	30	20,950
<b>Riyadh Front</b>	GC1	32	16,000
	GC2	32	16,000
	GC3	12	6,000
	GC4	12	6,000
<b>Riyadh Park</b>	VIP1	34	32,400
	VIP2	30	28,600
<b>Sahara Mall</b>	GC1	20	9,600
	GC2	30	14,400
<b>Atyaf Mall</b>	VIP1	30	6,750
	VIP2	30	6,750
<b>Tabuk Park</b>	VIP	56	11,000
<b>Town Square</b>	VIP	49	11,000
<b>Hail Square</b>	VIP	48	4,000
<b>The Spot, Sheikh Jaber</b>	VIP	48	4,500
<b>The Esplanade</b>	GC1	32	3,600
	GC2	20	2,400

#### MUVI Cinemas

	Screen	Seats	SAR
<b>Mall of Arabia</b>	SUITES 1	34	17,200
	SUITES 2	34	17,200
	SUITES 3	34	17,200
<b>U Walk</b>	SUITES 1	40	14,700
	SUITES 2	40	14,700
	SUITES 3	24	8,800
	SUITES 4	32	11,800
<b>Mall of Dhahran</b>	SUITES 1	32	9,000
	SUITES 2	40	11,000
	SUITES 3	40	11,000
<b>Nakheel Mall Riyadh</b>	SUITES 1	24	10,800
	SUITES 2	24	10,800
	SUITES 3	32	14,400
<b>Atelier La Vie</b>	SUITES 1	56	5,250
	SUITES 2	48	4,000
	SUITES 3	48	4,000
	SUITES 4	48	4,000
<b>Boulevard Riyadh City</b>	SUITES 1	40	12,000
	SUITES 2	40	12,000
	SUITES 3	40	12,000
	SUITES 4	32	10,000

#### AMC Cinemas

	Screen	Seats	SAR
<b>Panorama Mall 10</b>	1	77	12,300
	2	77	12,300
	3	84	13,500
	4	77	12,300
	5	84	13,500
	6	77	12,300
	7	88	14,000
	8	84	13,500
	9	66	10,500
	10	79	12,300

#### Reel Cinemas

	Screen	Seats	SAR
<b>The Granada Mall</b>	P1	32	12,500
	P2	32	12,500
	P3	32	12,500

#### Cinépolis Cinemas

	Screen	Seats	SAR
<b>Al Massarah</b>	VIP1	55	5,000
	VIP1	53	5,000
	VIP1	54	5,000
	VIP1	52	5,000
	VIP1	52	5,000

VOX Cinemas  
GC - Gold Class

Reel Cinemas  
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)  
Low resolution .mp4 file (1280 x 720 pixels)

# on screen advertising packages

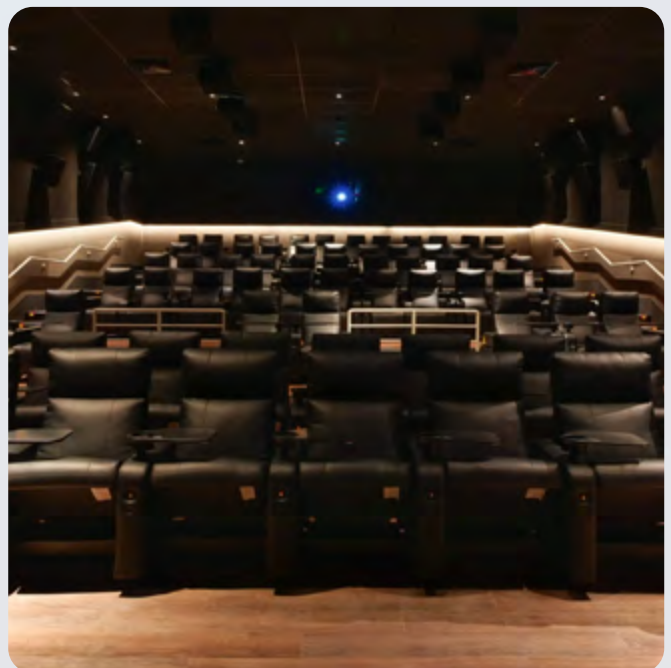


موتيفيت  
MOTIVATE

## 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 **66 screens across 20 cinemas**. **Four weekly 30-second rate is SAR 613,688** inclusive of one digital transfer (DCP).



# Material Requirements

## 2D

Here are 2D conversion Source Movie requirements for better conversion

- **Video Specs**

- **Ideal Quality**

- 1998 × 1080 (Square pixels)  
@ 24fps

- **Good Quality**

- 1920 x 1080 (square pixels)  
@ 24fps

\*(If the fps is 25/30 will be pull-down and interpreted to 24 fps after 2D conversion)

- **Formats Requirements**

- High Res. .Mov

- **Audio Specs**

- Stereo L/R

**Please Note:**

- For English commercials, please ensure to provide Arabic subtitles
- For Arabic commercials, please ensure to provide English subtitles

## 3D

Here are 3D conversion Source Movie requirements for better conversion

- **Video Specs**

- **High Quality**

- 4K
  - 3840 × 2160 (Square pixels)  
@ 24fps

- **Good Quality**

- 2K
  - 2048 x 1080 (square pixels)  
@ 24fps

\*(If the fps is 25/30 will be pull-down and interpreted to 24 fps after 3D conversion)

- **Formats Requirements**

- High Res. .Mov

- **Audio Specs**

- Stereo L/R

**Please Note:**

- For English commercials, please ensure to provide Arabic subtitles
- For Arabic commercials, please ensure to provide English subtitles



# موتيفيت MÖTIVATE

## Contact

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