

darkened
auditorium



captive
audience

no distractions
all eyes on the big screen



cinema
media rates 2009
unrivalled advertising impact

film advertising

30-Second Four Weekly Film Advertising Rates



	Cinema	Seats	Dhs
Deira City Centre	1	482	19,000
Dubai	2	438	19,000
	3	278	11,500
	4	121	4,500
	5	234	6,000
	6	204	5,500
	7	204	5,500
	8	234	6,000
	9	121	4,500
	10	301	11,500
	11*	283	10,000
Follow an English Movie			19,000
Follow an Asian Movie			11,500

	Cinema	Seats	Dhs
Mall of the Emirates	1*	225	13,000
Dubai	2*+G#	475+42	26,000
	3+G#	475+42	26,000
	4	125	6,500
	5	125	6,500
	6	125	6,000
	7	125	6,000
	8	125	6,000
	9	125	6,000
	10	125	6,000
	11	125	6,000
	12	305	14,000
Follow an English Movie			26,000
Follow an Asian Movie			13,000

	Cinema	Seats	Dhs
Mirdif City Centre	1*+G#	384+40	20,000
Dubai	2+G#	285+40	18,000
	3	152	6,000
	4	255	11,500
	5	161	6,500
	6	162	6,500
	7	161	6,500
	8*	263	12,000
Follow an English Movie			20,000
Follow an Asian Movie			11,500

	Cinema	Seats	Dhs
Cinemacity	1	156	12,000
Dubai	2*	176	14,000
	3*	176	14,000
	4	159	12,000
	5	121	10,000
	6	98	8,000
	7	122	10,000
	8	98	8,000
Follow an English Movie			14,000
Follow an Asian Movie			12,000

	Cinema	Seats	Dhs
Plaza Cinema**	1	1,603	8,500
Dubai			

	Cinema	Seats	Dhs
Marina Mall	1	282	12,000
Abu Dhabi	2	214	6,000
	3	173	4,500
	4	262	6,500
	5*+G#	507+32	24,000
	6	298	16,000
	8*	214	6,000
	9	282	11,500
Follow an English Movie			24,000
Follow an Asian Movie			11,500

	Cinema	Seats	Dhs
Al Raha Mall	1	150	8,000
Abu Dhabi	2	150	8,000
Follow an English Movie			8,000

	Cinema	Seats	Dhs
Club Cinema**	1	807	6,500
Al Ain			

	Cinema	Seats	Dhs
City Centre	1	374	5,000
Ajman	2	444	5,000
	3	292	4,500
	4	292	4,500
	5*	243	4,000
	6	126	4,000
Follow an English Movie			5,000
Follow an Asian Movie			4,000

Durations

45 Sec	30% loading	75 Sec	75% loading
60 Sec	40% loading	90 Sec	100% loading

Rates for other time lengths are available on request

Gold Class ** Shows Asian Movies only
*Shows digital & 3D movies

Material Requirements & Minimum Standards

- One 35mm print per screen booked
- The print visual should be in 1.85:1 screen format and sound should be in Dolby Stereo at maximum 82dB

film advertising packages

Emirates Blockbuster (30-Second Four Weekly Rates)

Maximise your coverage of the UAE cinema audience with the Emirates Blockbuster package. Your ad appears on 62 screens across seven cinemas. Four weekly 30-second rate Dhs 303,000 inclusive of one transfer to 35mm and commercial prints.

Multi-Screen Blockbuster (30-Second Four Weekly Rates)

Maximise your coverage in a local area by choosing any of the Multi-screen Blockbuster options.

Mini Multi-Screen Blockbuster

Option 1

	Cinema	Seats	Dhs
Abu Dhabi Marina Mall	2,5+G,9	1,035	35,500
Cinemacity	1,3,5	453	26,000
Deira City Centre	1,3,8	994	30,500
Mall of the Emirates	1,2+G,5	867	39,000
Mirdif City Centre	1+G,4,5	840	31,000

Maxi Multi-Screen Blockbuster

Option 1

	Cinema	Seats	Dhs
Abu Dhabi Marina Mall	1,2,5+G,8,9	1,531	46,000
Ajman City Centre	1,3,4,5,6	1,327	13,000
Cinemacity	1,3,5,6,7,8	771	48,500
Deira City Centre	1,6,7,8,10,11	1,708	44,500
Mall of the Emirates	1,2+G,5,6,8,9	1,242	50,500
Mirdif City Centre	1+G,3,4,6,7	1,955	38,000

Mega Multi-Screen Blockbuster (Top Three)

	Cinema	Seats	Dhs
Abu Dhabi Marina Mall	1,5+G,6	5,764	219,000
Al Raha	1,2		
Cinemacity	2,3,4		
Deira City Centre	1,2,3		
Mall of the Emirates	2+G,3+G,12		
Mirdif City Centre	1+G,2+G,8		

Option 2

	Cinema	Seats	Dhs
Abu Dhabi Marina Mall	1,4,6	842	28,000
Cinemacity	2,4,7	457	26,000
Deira City Centre	2,5,10	973	30,500
Mall of the Emirates	3+G,4,12	947	39,000
Mirdif City Centre	2+G,6,8	750	30,000

Option 2

	Cinema	Seats	Dhs
Abu Dhabi Marina Mall	1,2,4,6,8,9	1,552	46,000
Ajman City Centre	2,3,4,5,6	1,397	13,000
Cinemacity	2,4,5,6,7,8	774	48,500
Deira City Centre	2,3,5,6,8,10	1,689	44,500
Mall of the Emirates	3+G,4,7,10,11,12	1,322	50,500
Mirdif City Centre	2+G,5,6,7,8	1,072	37,000

Jumbo Multi-Screen Blockbuster (Top Four)

	Cinema	Seats	Dhs
Abu Dhabi Marina Mall	1,5+G,6,9	6,698	250,000
Al Raha	1,2		
Cinemacity	1,2,3,4		
Deira City Centre	1,2,3,10		
Mall of the Emirates	1,2+G,3+G,12		
Mirdif City Centre	1+G,2+G,4,8		

Follow the Movie Package

Position your brand by targeting audience of a specific English or Asian movie.

English Movie

The commercial will play for as long as the movie runs in all seven cinema locations (Mall of the Emirates, Mirdif City Centre, Deira City Centre, Cinemacity, Abu Dhabi Marina Mall, Al Raha and Ajman City Centre) for a guaranteed period of 4 weeks for Dhs 98,600.

Note:

- The booking should play continuously/no breaks
- 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
- For specific cinema locations, please refer to the film advertising rates

Asian Movie

The commercial will play for as long as the movie runs in all eight cinema locations (Mall of the Emirates, Mirdif City Centre, Deira City Centre, Cinemacity, Plaza, Abu Dhabi Marina Mall, Al Ain Club and Ajman City Centre) for a guaranteed period of 4 weeks for Dhs 66,725.

Note:

- The booking should play continuously/no breaks unless there is no Asian movie playing for any particular week
- Asian movies are anticipated to run for two weeks hence you may get 2 movies
- For specific cinema locations, please refer to the film advertising rates

Contact

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