

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	AED
<b>Deira City Centre</b>	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	AED
<b>Mall of the Emirates</b>	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	AED
<b>Mirdif City Centre</b>	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	AED
<b>Marina Mall</b>	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

<b>Al Raha Mall</b>	1*	150	8,000
Abu Dhabi	2	150	8,000
	Follow an English Movie		8,000

<b>Club Cinema**</b>	1	807	6,500
Al Ain			

<b>City Centre</b>	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
- Rates for follow the movie is for the entire period the selected movie is playing

# 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 **53 screens across seven cinemas**. Four weekly 30-second rate **AED250,000** 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	AED
Abu Dhabi Marina Mall	2,5+G,9	1,035	35,500
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	AED
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
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	1,154	38,000

### Mega Multi-Screen Blockbuster (Top Three)

	Cinema	Seats	AED
Abu Dhabi Marina Mall	1,5+G,6	4,968	182,000
Al Raha Mall	1,2		
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	AED
Abu Dhabi Marina Mall	1,4,6	842	28,000
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	AED
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
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	AED
Abu Dhabi Marina Mall	1,5+G,6,9	6,031	207,000
Al Raha Mall	1,2		
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 six cinema locations (Mall of the Emirates, Mirdif City Centre, Deira City Centre, Abu Dhabi Marina Mall, Al Raha Mall and Ajman City Centre) for a guaranteed period of 4 weeks for AED76,500.

#### 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 particular movie runs in all five cinema locations (Mall of the Emirates, Mirdif City Centre, Deira City Centre, Al Ain Club and Ajman City Centre) for AED39,500.

#### 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 one or two weeks
- For specific cinema locations, please refer to the film advertising rates

## Contact

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

Office No 508, Building 8, Dubai Media City,  
PO Box 2331, Dubai, United Arab Emirates  
Phone: +971 4 3903550 Fax: +971 4 3904845  
E-mail: valmorgan@motivate.ae  
[www.motivatevalmorgan.com](http://www.motivatevalmorgan.com)