

darkened
auditorium



captive
audience

no distractions
all eyes on the big screen



cinema
media rates 2009
unrivalled advertising impact

foyer advertising



فوكس سينما
vox cinemas



Foyer Advertising Rates (AED)

Please note that no activity will be confirmed before all aspects – artworks, 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**	Abu Dhabi Marina Mall	Deira City Centre	Mall of the Emirates	Ajman City Centre	Mirdif City Centre	
Popcorn Box Sponsorship Choice of size – Maxi, Mega, Jumbo	10,000**	35,500	} For all five locations				
	20,000**	58,500					
	50,000**	117,500					
Ticket Sponsorship	1 Year	282,500	} For all five locations				
	6 Months	168,000					
	3 Months	94,000					
Foyer/Car Displays (3 X 3 X 1.5m)	1 Month	88,500	82,500	100,000	47,000	82,500	
	1 Week	35,500	33,000	40,000	19,000	33,000	
Concourse Displays (2 X 2 X 2m)	1 Month	NA	43,500	53,000	NA	43,500	
	1 Week	NA	17,500	21,500	NA	17,500	
Sampling (1.5 X 1.5m)	Weekend (3 days: Thu/Fri/Sat)	15,500	18,000	20,000	9,500	18,000	
Cut Out	Double Sided	1 Month	32,500	35,000	40,000	18,000	35,000
	Single Sided	1 Month	18,000	21,500	23,500	12,000	21,500
Lightboxes/Plasma Screens*	1 Month	13,000	23,500*	20,000	9,500	23,500*	
Pillar Wrap (One face)	1 Month	18,500	22,500	27,000	12,000	22,500	
Escalator Skylight	1 Month	NA	NA	34,500	NA	NA	
Escalator Concourse Frames	1 Month	NA	NA	47,000	NA	NA	
Escalator Glass Branding	1 Month	NA	NA	40,000	NA	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.
Please contact us for production and material specifications on foyer advertising.

foyer advertising

AL RAHA & AL AIN CLUB

Available Media	Duration/Quantity**	Al Raha Mall	Al Ain Club
Popcorn Box Sponsorship	10,000**	14,500	} For both locations
	20,000**	23,500	
	50,000**	47,000	
Ticket Sponsorship	1 Year	180,000	} For both locations
	6 Months	97,000	
	3 Months	56,000	
Sampling – Concourse Area	1 Week	8,000	5,000
	Weekend (3 days: Thu/Fri/Sat)	5,000	3,000
Foyer/Car Displays	Ground Floor (Per Month)	24,000	21,500
	Upper Floor (Per Month)	19,500	-
	Any Location (Per Week)	8,000	6,500
Lightbox (1)	Per Month	6,000	4,000
Floor Decals (2)	Per Month	6,000	4,000
Roll Ups	Two Per Month	7,500	4,000
Wall Branding	Per Month	14,500	12,000
Pillar Wrap	Per Month	9,500	7,000
Cut Outs			
1.5 x 1.8m (Single Sided)	Per Month	8,500	4,000
2.5 x 1.8m (Double Sided)	Per Month	24,000	11,500
Entrance Glass	Each Screen Per Month	18,000	10,000
Brochure Holders/ Handouts	Per Month	6,500	3,000

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Contact

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