



### CINE GRAND SOFIA advertising spaces

Audi	Audi Capacity/ Seats	60 sec		30 Sec		up to 15 sec Static Slide
		Rate Per Week	Rate For Four Weeks	Rate Per Week	Rate For Four Weeks	
Video Walls (2)		500 €	1 800 €	300 €	1 100 €	
TSAR	34	500 €	1 800 €	300 €	1 100 €	
Audi 1	242	400 €	1 500 €	300 €	1 000 €	<b>2 000 €</b>
Audi 2	254	400 €	1 500 €	300 €	1 000 €	
Audi 3	223	400 €	1 500 €	300 €	1 000 €	
Audi 4	274	400 €	1 500 €	300 €	1 000 €	
Audi 5	274	400 €	1 500 €	300 €	1 000 €	
<b>TOTAL</b>	<b>1301</b>	<b>2 500 €</b>	<b>9 300 €</b>	<b>1 800 €</b>	<b>6 100 €</b>	

		60 sec	30 Sec
		Rate per 1000 admissions	
TSAR	34	360 €	200 €
Audi 1 to 6	1301	260 €	160 €
Audi 1 to 5	1267	190 €	120 €

**Notes:**

*All the above rates are NET, in EUR*

*Digital format - DCP required for on-screen ads*

*HD video format required for Video Walls ads*

*Video Walls rates include rotation of the 2 video walls*

*Commercials played on the video walls can be played 1 at 10 minutes, or 90 times/day/wall*

*Static Slide Dimensions: - 15cm(W) & 10cm(H) in 300dpi. A black border of 5mm around the creative on the slides within the given*

*Static Slide will be played inside all the audis except TSAR and in all the shows.*

*Each audi has 2 seats reserved for the disabled user. This is included in the total capacity.*



### CINE GRAND BURGAS on-screen advertisement

Audi	Audi Capacity/ Seats	90 sec		60 sec		30 Sec		up to 15 sec Static Slide
		Rate Per Week	Rate For Four Weeks	Rate Per Week	Rate For Four Weeks	Rate Per Week	Rate For Four Weeks	
Audi 1	271	375 €	1 333 €	333 €	1 250 €	250 €	1 000 €	<b>1 667 €</b>
Audi 2	160	375 €	1 333 €	333 €	1 250 €	250 €	1 000 €	
Audi 3	104	375 €	1 333 €	333 €	1 250 €	250 €	1 000 €	
Audi 4	120	375 €	1 333 €	333 €	1 250 €	250 €	1 000 €	
Audi 5	112	375 €	1 333 €	333 €	1 250 €	250 €	1 000 €	
Audi 6	95	375 €	1 333 €	333 €	1 250 €	250 €	1 000 €	
Audi 7	175	375 €	1 333 €	333 €	1 250 €	250 €	1 000 €	
Audi 8	176	bonus	bonus	bonus	bonus	bonus	bonus	
<b>TOTAL</b>	<b>1213</b>	<b>2 625 €</b>	<b>9 333 €</b>	<b>2 333 €</b>	<b>8 750 €</b>	<b>1 750 €</b>	<b>7 000 €</b>	

		90 sec	60 sec	30 Sec
		Rate per 1000 admissions		
<b>Audi 1 to 8</b>	<b>1213</b>	<b>175 €</b>	<b>150 €</b>	<b>100 €</b>

**Notes:**

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Digital format - DCP required for on-screen ads

HD video format required for Video Walls ads

Static Slide Dimensions: - 15cm(W) & 10cm(H) in 300dpi. A black border of 5mm around the creative on the slides within the given dimensions.

Static Slide will be played inside all the audis except TSAR and in all the shows.

Each audi has 2 seats reserved for the disabled user. This is included in the total capacity.

# CINÉ GRAND



## CINE GRAND BURGAS

BRANDING OPTIONS	COST		
	PER 1 pc.	PER WEEK	PER MONTH
Leaflet Distribution	0,10 €	0 €	0 €
Product Display / 1.5m x 1.5m		120 €	400 €
Kiosk / Stand		250 €	550 €
Sampling		200 €	500 €
Snap Poster / 125cm(h) x 68cm(w)		40 €	150 €
Banner fix / roll-up		80 €	400 €
Floor Stickers / 1m x 1 / price for 4 pcs.		100 €	500 €
Danglers / price for 6 pcs.		100 €	500 €
Tent Cards / price for 6 pcs.		100 €	500 €
Ads on the Lobby LFDs, 46"		400 €	1 400 €
Seats stickers/ price per piece	1,4 €	-	-
Tickets branding	price upon request		

### NOTES:

All the above rates are NET, in EUR

The leaflet distribution is to take place at the box office by Cine Grand team

Minimum quantity for ticket jackets branding is 500 pcs.

Price do not include production of the promo materials



## CINE GRAND SOFIA

BRANDING OPTIONS	COST		
	PER 1 pc.	PER WEEK	PER MONTH
Ticket Jacket / TSAR Lounge*	1 €	0 €	0 €
Leaflet Distribution	0,10 €	0 €	0 €
Product Display / 1.5m x 1.5m		160 €	600 €
Kiosk / Stand		250 €	800 €
Sampling		300 €	900 €
Snap Poster / 125cm(h) x 68cm(w) / 28 pcs.		60 €	200 €
Banner fix / roll-up		100 €	500 €
Floor Stickers / 1m x 1 / price for 4 pcs.		100 €	500 €
Danglers / price for 6 pcs.		100 €	500 €
Tent Cards / price for 6 pcs.		100 €	500 €
Ads on the Lobby LFDs, 46" / price for 11 pcs		500 €	2 000 €
Seats stickers/ price per piece	1,4 €	-	-
Box Office Window Branding		500 €	2 000 €
Lounge Promotion		400 €	1 500 €
Tickets branding	price upon request		

**NOTES:**

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*The leaflet distribution is to take place at the box office by Cine Grand team*

*Minimum quantity for ticket jackets branding is 500 pcs.*

*Price do not include production of the promo materials*