

# 2011

## RATE CARD



**SYNAXIS**MEDIA

MARINA MALL • THE OPULENCE • AL MARIAH MALL • AL JIMI MALL

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# Digital Posters

Artwork Resolution | 768 px x 1360 px (w x h)  
1360 px x 768 px (w x h)  
*(For Al Jimi Mall)*

A TV advertisement for the price of a poster?! Only Synaxis Media can make that happen. Digital Posters are eight-foot high structures that can play full motion graphic advertisements for the cost of a poster. Placed in the mall's high traffic areas, and combined with the Digital Poster's high-definition screen, advertisements can be seen clearly from as far as twenty feet away.

There are two types of Digital Posters: one-sided (one screen only) and two-sided (two screens back-to-back). The One-sided Digital Posters are placed in corners and against walls, and can be branded. The Two-sided Digital Posters are located in mall hallways where people walk all over the place.

Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
47"	26	70,560	AED 18,500	AED 32,000	AED 55,000

 | 
 
**x 13**  
*Double Sided*



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
47"	20	58,800	AED 10,000	AED 17,500	AED 30,000

 | 
 
**x 20**  
*Single Sided*



Al Jimi Mall, Al Ain

Al Mariah Mall

Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
42", 50" & 60"	44	129,360	AED 18,500	AED 32,000	AED 55,000





 | 
 
**x 44**  
*Single Sided*

# Branded Digital Posters

Artwork Resolution | 768 px x 1360 px (w x h)

A Digital Poster can be made to look like a giant cell phone... through branding. Branded Digital Posters are single screened Digital Posters whose eight-foot body can be branded. This means that a sticker of your logo / brand colors / product can be placed on the entire Digital Poster. And what's more, branding is not limited to stickers. We can fabricate and add "extra parts or appendages" to the Digital Poster's rectangular frame so that it will look more eye catching.

Branded Digital Posters can play video, motion graphics and static, and they are interactive thus making your content as creative and dynamic as ever.

	Total No. of circuits	No. of screens per circuit	No. of units per circuit	Total No. of screens	No. of Faces per circuit	Each circuit rate for 1 week	Each circuit rate for 2 weeks	Each circuit rate for 4 weeks
    x 6 Double Sided Units	3 circuits	4	2	4	4	AED 18,500	AED 31,500	AED 55,000
    x 6 Single Sided Units	3 circuits	2	2	2	2	AED 14,000	AED 23,000	AED 40,000





# Pillar Digital Posters

Artwork Resolution | 768 px x 1360 px (w x h)

Escalators, elevators and hallway intersections are the busiest areas in any mall. That's why we placed the Pillar Digital Posters right smack in the middle of these areas: if you're going up or down the escalators and elevators, you'll see these screens. If you're going through the mall hallways, crossing from one atrium to another, you're also sure to see these.

Pillars provide great structural support for the buildings. Pillar digital posters provide the backbone for any campaign that aims to reach shoppers.

	Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
    x 40	42"	40	117,600	AED 20,000	AED 35,000	AED 60,000



# Travelator Digital Posters

Artwork Resolution | 768 px x 1360 px (w x h)

Introducing the Travelator Digital Wall Posters! Located exclusively in Marina Mall, on the walls of the travelator leading down to Carrefour, is a set of 35 digital screens.

Each screen has a size of 56.8cm by 84.6cm (width by height) – about the size of a regular poster – and each screen displays out high quality pictures in high definition and high clarity; and each screen can play static, full motion graphics and video advertisements.



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
32"	35	102,900	AED 15,000	AED 26,000	AED 45,000

# Cosmic L (103" Escalator LCD Screens)

Artwork Resolution | 1360 px x 768 px (w x h)

The Cosmic L refers to the quartet of 103" LCD Screens placed at the escalator bridges leading to the basement floor of Marina Mall. These said escalators lead to ever-so-high traffic areas of Carrefour and IKEA, and given that these two stores receive around half a million in footfall, advertisements placed on the Cosmic L would have 500 000 hits!

Since they are located on the escalator areas, the LCD screens become the focal points of those going up and down the escalators. After all, there are no shops, bright lights or distractions for the consumer to look at.



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
103"	4	11,760	AED 20,000	AED 35,000	AED 60,000

# Cosmic P (103" Atrium LCD Screens)

Artwork Resolution | 768 px x 1360 px (w x h)

Ideally located along atriums on various floors, these provide perfect spaces for branding and announcing sales of the shops in Marina Mall.

These screens are high definition, and are capable of playing full motion graphics.



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
103"	4	11,760	AED 20,000	AED 35,000	AED 60,000

# Grandview (Main Atrium LED Screens)

Artwork Resolution | 960 px x 656 px (wxh)

A literal take on high visibility. Located near the Marina Mall fountain area are the Main Atrium LED Screens – two sets of three screens (total of six screens) mounted high on steel scaffolds.

Since this fountain area is one of the busiest places in Marina Mall – it is where people on both ground and first floors pass to get to their respective shops – your advertisements are sure to garner a lot of attention.



Actual photo

Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
-	6	17,640	AED 27,000	AED 46,000	AED 80,000

# Centurions (Main Entrance LED Pillar)

Artwork Resolution | 320 px x 1152 px (wxh)

A centurion refers to the leader of the Ancient Roman army. They brought up the front of a highly specialized fighting force. Just like the centurions of yore, the Centurions of Synaxis Media lead the battle for the consumers' attention. Staying true to its name, the Centurions are situated at the front – at the main entrance of Marina Mall.

Standing taller than a double-decker bus, the Centurions – two colossal LED screens – greet everyone, and we mean everyone, who enters the mall from its main entrance, those going to IKEA and Carrefour, and those in the cafes on the 1st Floor.



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
-	2	5,880	AED 30,000	AED 51,500	AED 90,000

# Epic Video Walls Availability: February 2010

Artwork Resolution | 992 px x 672 px (wxh)

Want to connect with your high and middle class target markets? Then get your advertisements on the Epic Video Walls – two high-definition-high-brightness LED screens located near some of the Marina Mall's busiest dining places and cafés, like Fudruckers, and Café Moka.

Each screen has a size of 6 by 4 meters. The resolution, color, and brightness of our each screen exceed that of conventional LCD or Plasma screens. And combine that with the screen's sheer size, advertisements can be seen from as far as 30 meters away, and from both ground, first and second floors. The Epic Video Walls is capable of playing static, video and full motion graphics.



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
6m x 4m	2	5,880	AED 30,000	AED 51,500	AED 90,000

# Omniview Screens (Large 360 LED)

Artwork Resolution | 864 px x 480 px (w x h)

The 1st Rotating LED Screen in the UAE. The 360 Screens are eight-foot cylindrical structures with rotating 50" screens – here, advertisements rotate along the circular screen, and thus, when the structure is placed at the center of a room, the advertisement can be viewed from all around. Moreover, the 360 LED Screen is a versatile one as it can be split into two 180-degree (semi circle) screens. Thus, advertisers have the option of either playing one advertisement that plays on the whole screen, or two advertisements on two half screens.

The 360 Screen is a high definition LED screen, and is capable of playing full motion graphics.



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
6.48 m X 1.2m (Full wrap) Or (2.16 x 3) x 1.2 m	2	5,880	AED 18,500	AED 31,500	AED 55,000

# Perfect Five Outdoor LED Billboards (each)

Artwork Resolution | 256 px x 688 px (w x h)

Imagine your advertisement on a media space that's as tall as a double deck bus. That's what you get with the Outdoor LED Billboard. And because of its sheer size, advertisements are visible from about a hundred meters away.

This Hi Res LED Billboard is equipped with the latest pixel-technology, thus allowing advertisements to have great visibility under all weather conditions, even during the bright hours of the afternoon. This LED Billboard is located at the back entrance of Marina Mall.



Screen size	No. of Screens	Ad Frequency 4 weeks	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
7 m X 2 m (w x h)	1	11,760	AED 15,000	AED 26,000	AED 45,000
7 m X 2 m (w x h)	2	23,520	AED 27,000	AED 46,000	AED 80,000
7 m X 2 m (w x h)	5	58,800	AED 50,000	AED 86,000	AED 150,000
7 m X 2 m (w x h)	6	70,560	AED 58,500	AED 100,000	AED 175,000
7 m X 2 m (w x h)	1	11,760	AED 23,000	AED 37,500	AED 60,000

# W 900 Wallmount

Artwork Specifications | Live 890 cm x 290 cm (w x h)  
Bleed 905 cm x 305 cm (w x h)

Located along the entrance and exit ways of the underground parking area of Marina Mall are several large Backlit Wall Mounts. These static banners are almost as large as an SUV, and definitely can't be missed by consumers. These spaces are perfect for branding!



Size	No. of circuits	No. of units per circuit	No. of Faces per circuit	Each circuit rate for 2 weeks	Each circuit rate for 4 weeks
900 x 300cm (WxH)	5	1 (Single side)	1	AED 8,600 e.a.	AED 15,000 e.a.

\*Production cost not included.

# W120 Wallmount

Artwork Specifications | Live 116 cm x 176 cm (w x h)  
Bleed 120 cm x 180 cm (w x h)

These Backlit Banners are to be found on the basement entrance to Carrefour. And since these banners are near a foreign exchange, and several food outlets, they receive a lot of attention from those waiting in line. An ideal location indeed.



Size	No. of circuits	No. of units per circuit	No. of Faces per circuit	Each circuit rate for 2 weeks	Each circuit rate for 4 weeks
120 x 180cm (WxH)	2	1 (Single side)	1	AED 2,850 e.a.	AED 5,000 e.a.

\*Production cost not included.

# Indoor Mupi

Artwork Specifications | Live 116 cm x 176 cm (w x h)  
Bleed 120 cm x 180 cm (w x h)

The wise advertise here! Located on the Ground Floor of Marina Mall, beside the entrance, ATMs and escalators leading to Carrefour and IKEA, are these three Mupis.

This area receives the most traffic, and is surrounded by benches, where lots of families await.



Size	No. of circuits	No. of units per circuit	No. of Faces per circuit	Each circuit rate for 2 weeks	Each circuit rate for 4 weeks
120 x 180cm (WxH)	2	1 (Single side)	1	AED 2,850 e.a.	AED 5,000 e.a.

\*Production cost not included.

# The Opulence

Artwork Resolution | 1120 px x 320 px (w x h)

Simply put, it's the biggest outdoor LED screen in the Gulf, Africa and Europe!

Located at the heart of the city, above the Fotouh Al Khair Shopping Center (Marks & Spencer), on Airport Road, The Opulence covers two of the main Central Intercity major intersections with Hamdam Street and Zayed the 2nd Street. Approximately five million cars pass by the aforementioned roads monthly.

Also, with its position on top of a building combined with a colossal screen that measures 28 meters by 8 meters, or 224 square meters, advertisements are visible from as far as one-kilometer away.

Moreover, The Opulence is equipped with the latest pixel-technology, and can handle both static and full motion advertisements.



Screen size	No. of Screens	Ad Frequency per week	Rate for 1 week	Rate for 2 weeks	Rate for 4 weeks
28m x 8m	1	4,200	AED 22,000	AED 37,500	AED 65,000

