



# SPECIALTY LEASING **RATE CARD**

2022





# GROW

Grow your business through  
360 Kuwait's professional Specialty Leasing platforms





# PRESENT

Present your brand to the right audience in an innovative, creative and cost effective manner





## **IDEAL PLATFORM**

Specialty Leasing provides an ideal platform to reach a broad customer base outside the traditional selling areas





# UNIQUE POWERFUL LOCATIONS

Displays are positioned in highly visible areas. Locations for lease can range from 3 m x 3 m in size up to super sized areas such as the Main Atrium for large promotions and brand awareness campaign events. Specialty Leasing can be tailored to your marketing strategy. The display can be for one day, one week or two weeks.

## Major Events and Car Display



Location	Duration	Rate (KD)
Main Atrium	1 Day	KD 3,000
	3 Days	KD 7,500
	1 Week	KD 14,000
	2 Weeks	KD 17,500

Location	Duration	Rate (KD)
1) Grand Entrance 2) Expansion – In front of the Oasis	1 Day	KD 1,500
	3 Days	KD 3,750
	1 Week	KD 7,000
	2 Weeks	KD 8,750



Display and Promotion



Location / Rate	3 Days	1 Week	2 Weeks
Ground Level / Expansion Main Level	KD 1,500	KD 2,800	KD 4,200
Mezzanine	KD 1,200	KD 2,250	KD 3,400
Lower Ground level	KD 1,050	KD 2,100	KD 3,100
Level 1	KD 1,000	KD 2,000	KD 3,000

Rates for 3m x 3m display

Perfume Display



Duration	Rate (KD)
1 Week	KD 3,600
2 Weeks	KD 5,750
3 Weeks	KD 7,500
1 Month	KD 8,600

Rates for 3m x 3m display





# **Advertising Opportunities**



# Digital Branding



## IMAX TOWER

**Location:** Next to Gate 2 – Facing the 6th ring road

Available quantity: 1 Unit (Double-sided).

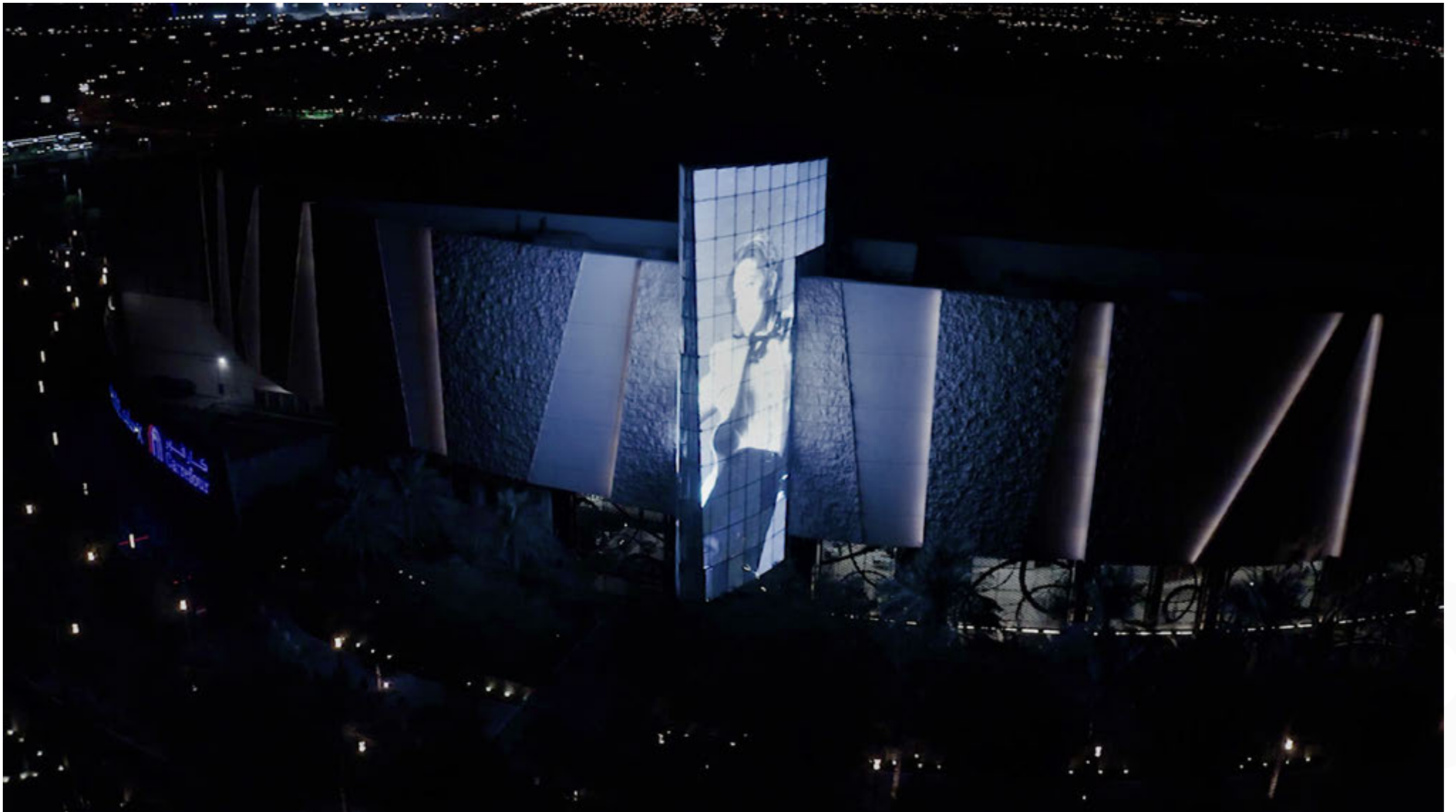
**Resolution:** H 2864 px X W 1600 px

**Format:** MP4 as per the resolution specs.

Duration	Rate (KD)
1 Week	KWD 3,500
2 Weeks	KWD 4,750
3 Weeks	KWD 5,750
4 Weeks	KWD 6,500



# IMAX TOWER







### 360 Oval Screen

Above Fauchon Area  
 Available quantity: 1 Unit  
 Resolution: Width 1080 px X Height 1920 px  
 Resolution up to 4K or HD / Still image or video  
 Format: MP4 as per the resolution specs.

### 360 Oval Screen

Tool	Duration	Period	Rate (KD)
360 Oval Screen	15 seconds	1 week	KWD 2,450
		2 weeks	KWD 3,500
		4 weeks	KWD 4,500





### Grand Entrance Screen

1

Location: (In front of Gate 1)

Available quantity: 1 Unit

Size: Width 6 m X Height 4 m

Resolution: Width 1366 px X Height 768 px

Format: MP4 as per the resolution specs.

### Grand Entrance Screen

Tool	Duration	Period	Rate (KD)
Grand Entrance Screen	15 seconds	1 week	KWD 1,000
		2 weeks	KWD 1,500
		4 weeks	KWD 2,000



### Bridge Screen

2

Location: in the Entrance of the Bridge

Available quantity: 1 Unit

Resolution: Width 1920 px X Height 766 px

Resolution up to 4K or HD / Still image or video

Format: MP4 as per the resolution specs.

### Bridge Screen

Tool	Duration	Period	Rate (KD)
Bridge Screen	15 seconds	1 week	KWD 750
		2 weeks	KWD 1,150
		4 weeks	KWD 1,500



### Circular Screen

1

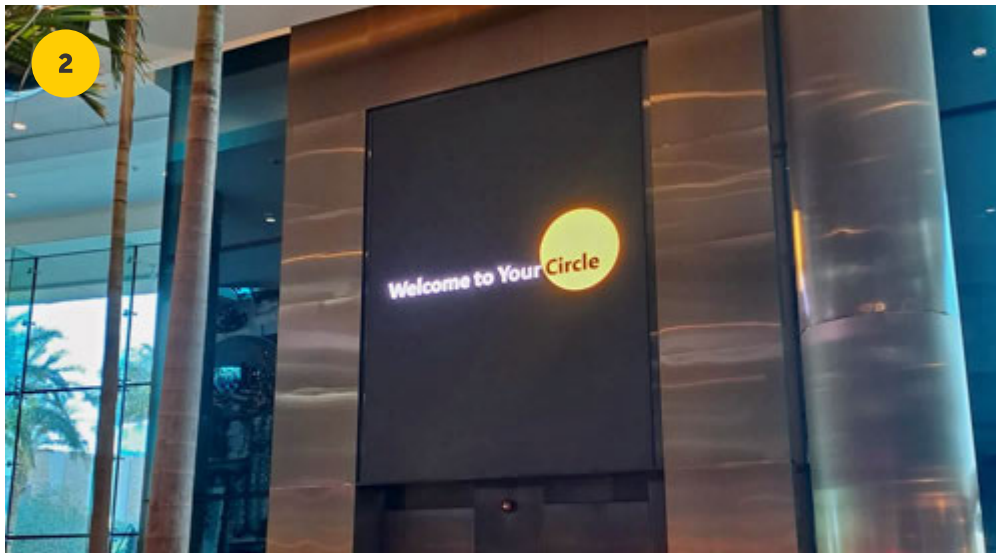
Location: (Near the Customer Service Desk Expansion)

Available quantity: 1 Unit

Resolution: Width 1920 px X Height 320 px

Resolution up to 4K or HD / Still image or video

Format: MP4 as per the resolution specs.



### AI Wadi Screen

2

Location: (In front of Fol O'Yasmine – GF)

Available quantity: 1 Unit

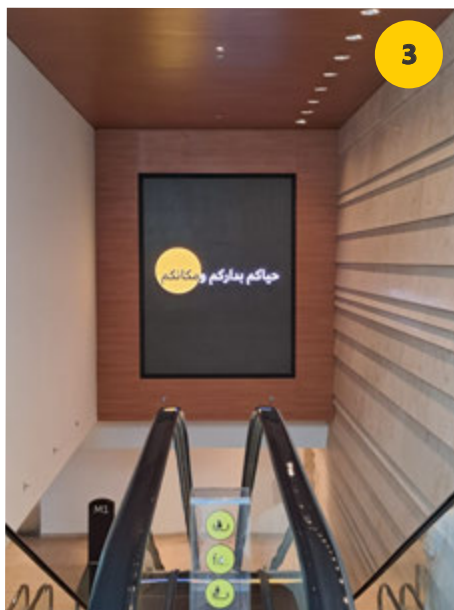
Resolution: Width 768 px X Height 1024 px

Resolution up to 4K or HD / Still image or video

Format: MP4 as per the resolution specs.

Tool	Duration	Period	Rate (KD)
Circular Screen + AI Wadi Screen	15 seconds	1 week	KWD 750
		2 weeks	KWD 1,150
		4 weeks	KWD 1,500





### MUPI Screens

1

Available quantity: 11 Units (Double Sided)  
Resolution: Width 1080 px X Height 1920 px  
Resolution up to 4K or HD / Still image or video  
Format: MP4 as per the resolution specs.

### Video Wall Screens (at the Expansion)

2

Available quantity: 3 Units  
Resolution: Width 1080 px X Height 1920 px  
Resolution up to 4K or HD / Still image or video  
Format: MP4 as per the resolution specs.

### Elevator Screen (at the Expansion)

3

Available quantity: 1 Unit  
Resolution: Width 576 px X Height 768 px  
Format: MP4 as per the resolution specs.

Tool	Duration	Period	Rate (KD)
11 MUPI Screens -55" LCD + 3 Video Wall Screens (each consists of 4 screens)	15 seconds	1 week	KWD 500
		2 weeks	KWD 750
		4 weeks	KWD 1,000

# Static Tools



## Ceiling Banners

### Day Journey

1

Size : H 7 m X W 3 m Double sided

**Rate:** KD 5,000 per month for one ceiling banner

### Boulevard

2

Size : H 7 m X W 3 m Double sided

**Rate:** KD 5,000 per month for one ceiling banner

## Ceiling Banners

Location	Available Points	Size	Per Week	2 Weeks	Per Month
Day Journey	2	7m x 3m	2,000	3,000	5,000
Boulevard	1		2,000	3,000	5,000





### Spotlight Showcases

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**Size:** 2m x 2m

**Description:** Advertising tool that allows brands to showcase their products in a creative and innovative way.

**Rate:** KD 3,500 per month

# Contact

For more information on Specialty Leasing please contact

## **Specialty Leasing Team**

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