

SPECIALTY LEASING¹

RATE CARD 2022



Kuwait's Largest Waterfront Retail and Leisure Destination
www.alkout.com f @alkoutmall

الكويت
AL KOUT

REACH YOUR TARGET AUDIENCE IN
A PLACE **BUSTLING WITH LIFE**



DECORATE OUR MALL WITH YOUR
LCAPTIVATING MESSAGES



GENERATE A NEW WAVE OF INTEREST IN
A PLACE FILLED WITH **OPPORTUNITY**



Major Events and Car display



Locations	Duration	Rate
<ul style="list-style-type: none"> • In front of Gate no. 1 • In front of H&M • In front of Starbucks 	1 Day	KD 1,250/-
	3 Day	KD 3,000/-
	1 Week	KD 5,250/-
	2 Weeks	KD 7,000/-

*Note: Kiosk/Event Design is subject to the Mall management approval.

Display and promotion



Location	3 Days	1 Week	2 Weeks
Ground Level	KD 1,200/-	KD 2,250/-	KD 3,400/-
Mezzanine 1	KD 1,050/-	KD 2,100/-	KD 3,100/-
Mezzanine 2	KD 1,000/-	KD 2,000/-	KD 3,000/-

Rates for 3m x 3m display

*Note: Kiosk/Event Design is subject to the Mall management approval.

Perfume display



Duration	Rate
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

*Note: Kiosk/Event Design is subject to the Mall management approval.

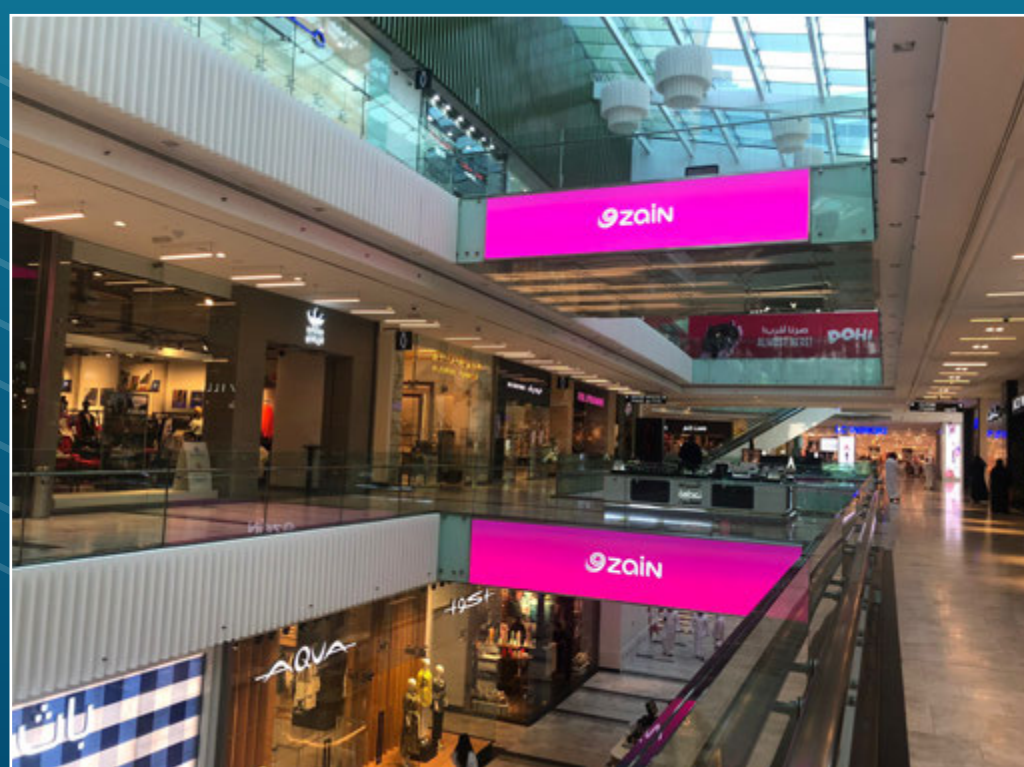
Advertising Opportunities

Digital Screens: Bridges



- Location: a network of screens throughout the mall
- Available quantity: 12 units
- Width 2375p x Height 475p
- 15 secs advertising space
- Resolution up to 4K or HD
- Format: MP4 as per the resolution specs

Rates:



Bridge Screens			
Spot	15 Seconds		
Duration	1 Week	2 Weeks	4 Weeks
Rate	KWD 1,000	KWD 1,500	KWD 2,000

*Note: The content is subject to the Mall management approval.

Digital Screens: Mupi Screen



- Location: a network of screens throughout the mall
- Available quantity: 12 units
- Width 1080p x Height 1920p
- 15 secs advertising space
- Resolution up to 4K or HD
- Format: MP4 as per the resolution specs

Rates:



Mupi Screens			
Spot	15 Seconds		
Duration	1 Week	2 Weeks	4 Weeks
Rate	KWD 500	KWD 750	KWD 1,000

*Note: The content is subject to the Mall management approval.

Façade Advertising Panels



Roundabout Panels

- Location: adjacent to roundabout / Souq Al Kout
- Dimensions: 6.3m H x 1.8m W
- Available quantity: 2 (must be booked together)

Mall Side Panels

- Location:
 - Dabbous Street side: 7 units
 - Seaside: 3 units
- Dimensions: from 6.3m H x 5.2m W to 8.3m H x 5.2m W

Rates:

Location	# of Units	Duration	Rate per Unit
Seaside	3	3 months	KWD 3,000
Dabbous Street side	7	6 months	KWD 5,000
Roundabout side	2	12 months	KWD 8,000

*Note: Artwork is subject to the Mall management approval.

Spotlight Showcases



- **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

*Note: Artwork is subject to the Mall management approval.

L Contact Information¹

For more information on specialty leasing, please contact:

Specialty Leasing Team

specialty.leasing@tamdeen.com

T: +965 2536 2330

Ext: 6153 / 6154 / 6155 / 6156 / 6157