



Why Fcube for Brand Building:

- More than 90% seat occupancy in fundays(Tuesday, Wednesday) and weekends.
- Being one and only premium multiplex theatre in prime center of chabahil, Fcube tends to capture variety of audience based on age, class from Bouddha to Sundarijal, Chabahil, Dhumbharai, Mitrapark, etc
- Higher number of shows compare to other same level Theatres(Shows per day: 8 to 12)
- Attractive ambience of the auditorium and concession with proper lighting in all branding areas.
- Branding spaces are not limited to the cinema areas but also whole tower itself as per preference.
- Spacious parking and wide range of food variety for better viewing experience.
- 4K projector, sound system, premium seat quality used to ensure high resolution display of advertisement.
- Gratification level of clients from fcube is high since variety of complimentary facilities are provided for brand visibility.



DTA Tariff

S.N.	Category Spot	Duration in Sec	Rate / Month
1.	DTA Spot	30 sec	56,700
2.	DTA Spot	45 sec	85,050
3.	DTA Spot	60 sec	1,13,400

Grab up the branding space to increase brand visibility.

S.N.	Descriptions	Size (ft)	Unit	Amount Per Unit Per Month
1.	Video Wall visible from Entrance at Fcube	4.6"x8"	1	15,000
2.	Video Wall Digital Display Food Counter	14.9"x2.2"	1	20,000
3.	LFD Branding (1080x720pixel- Vertical image)	3.6 x" 2"	6	15,000
4.	Wall Branding Glass with back light waiting area Cube 1 & 2	4"x6"	4	15,000
5.	Wall Branding Glass with back light near Concession	6.2"x3.10"	2	15,000
6.	Wall Branding Glass with back light waiting area outside	8"x2.3"	2	15,000
7.	Wall Branding Glass with back light near Lift	8"x2.11"	2	20,000
8.	Wall Branding Glass with back light near Lift	3.10"x6.3"	2	15,000

Note:

- Advertisements will be played before the movies or during the interval.
- The above rate is for all three theatres combined.
- Advertisement can be played at a preferred spots, subject to availability.
- Above rates are exclusive of VAT.

Brand Activation/Promotion Tariff

S.N.	Particulars	Unit	Amt/Month
1.	3'x3'Kiosk Promotion	Daily	10,000
2.	Product Display	Monthly	105,000
3.	Leaflet Distribution from Box Office	Daily	5,000
4.	Leaflet Distribution at Entrance	Daily	5,000
5.	Brand Promotion Activity Involving Movie goers	Daily	8,000
6.	2.5'x5'Standee/ Rollup Standee Placement	Weekly	10,500
7.	Sample Distribution	Daily	5,000

Note:

- Above rates are exclusive of VAT.
- Payment terms: 50% advance payment upon confirmation and 50% upon completion.



Indoor Branding Spaces



Video wall at ground floor entrance of Fcube



Video wall Digital Display food counter



LFD Branding



LFD Branding



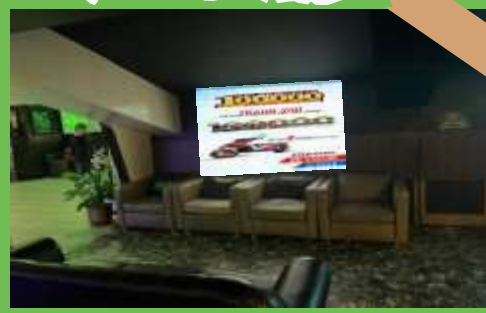
Wall Branding Glass with back light near Cube 1



Wall Branding glass with back light near Cube 2 clearly visible from waiting area



Wall Branding glass with back light



Wall Branding Acrylic with back light way to washroom



Wall Branding glass with back light waiting area of Cube1& 2



Wall Branding Acrylic with back light way to washroom



Wall Branding Glass with back light near concession (food counter)



Wall Branding Glass with back light waiting area outside



Wall Branding Glass with back light waiting area outside



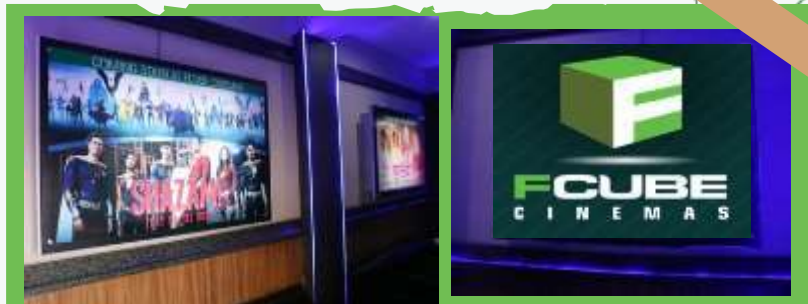
Concession 3 lobby left to stairs



Concession 3 lobby left to stairs



Wall Branding glass with back light near lift



Wall Branding Glass with back light near lift and exit of Cube 1



Wall branding Acrylic with back light
(coffee and bakery area)



Other branding space areas:



Concession Area



Near NIMB, Global IME
ATM & Box Office



Parking Area



Above Box Office



Product Display at concession
near Food Court

How to start?



Payment Term

The payment should be done in the name of KL Cinema City Pvt. Ltd. The certificate of release will be provided at the end of the month. Any discrepancy between the contract and the certificate at the end of the month will be reimbursed to the client accordingly. All the necessary government tax is applicable.

For more information and queries

Contact Us:

UTSAB ACHARYA

Phone: +977 9849120619,
01-4568700

Email: utsab.circleanddots@gmail.com

