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TARIF IKLAN KOMERSIAL CINEMA XXI

update 12 Oktober 2017

		HARGA perbulan (30 Hari) *belum termasuk PPN 10%									
Kota	Bioskop / Studio	1	2	3	4	5	6	7	8	9	10
Jakarta	Anggrek XXI	18,350,000	18,350,000	12,950,000	12,950,000						
Jakarta	Arion 21	5,250,000	5,250,000	5,250,000							
Jakarta	Artha Gading XXI	17,000,000	18,000,000	14,000,000	15,000,000	14,000,000	14,000,000				
Jakarta	Atrium 21	5,950,000	5,950,000	5,950,000	5,950,000						
Jakarta	Bassura XXI	9,250,000	9,250,000	9,250,000	8,500,000	8,500,000					
Jakarta	Bay Walk Pluit XXI	18,100,000	16,750,000	15,150,000	14,050,000	14,050,000					
Jakarta	The Premiere Bay Walk Pluit XXI	14,050,000									
Jakarta	Blok M 21	14,050,000	14,050,000	12,450,000	8,650,000	8,650,000	8,650,000				
Jakarta	Blok M Square 21	11,200,000	11,200,000	9,350,000	9,350,000	9,350,000	8,650,000				
Jakarta	Cijantung 21	5,150,000	5,150,000	5,150,000	5,150,000						
Jakarta	Cipinang XXI	9,250,000	8,350,000	7,300,000	7,300,000	6,250,000					
Jakarta	Citra XXI	12,850,000	12,850,000	11,750,000	11,750,000						
Jakarta	Daan Mogot XXI	5,050,000	5,050,000	5,050,000	5,050,000						
Jakarta	Djakarta XXI	11,550,000	11,550,000								
Jakarta	Emporium XXI	20,550,000	20,550,000	18,250,000	17,800,000						
Jakarta	The Premiere Emporium XXI	15,350,000	14,250,000								
Jakarta	Epicentrum XXI	22,450,000	19,750,000								
Jakarta	Gading XXI	22,850,000	22,850,000	17,250,000	17,250,000	16,600,000	14,950,000	14,950,000	14,950,000	14,950,000	14,950,000
Jakarta	IMAX Gading XXI	38,550,000									
Jakarta	The Premiere Gading XXI	17,050,000	17,050,000								
Jakarta	Gandaria XXI	22,050,000	20,550,000	18,250,000	18,250,000	17,550,000					
Jakarta	IMAX Gandaria XXI	38,550,000									
Jakarta	The Premiere Gandaria XXI	15,350,000	15,350,000								
Jakarta	GM XXI	7,100,000	7,100,000								
Jakarta	Grand Paragon XXI	6,000,000	6,000,000	5,500,000	5,500,000	5,000,000	5,000,000				
Jakarta	Hollywood XXI	20,200,000	18,250,000	13,650,000	13,650,000	13,650,000					
Jakarta	Jatinegara Square XXI	7,500,000	7,500,000	5,000,000	5,000,000	5,000,000					
Jakarta	Kalibata XXI	9,550,000	9,550,000	8,650,000	8,650,000						
Jakarta	Kasablanka XXI	19,600,000	18,250,000	16,950,000	19,600,000	14,650,000	14,650,000				
Jakarta	The Premiere Kasablanka XXI	20,300,000	20,300,000								
Jakarta	Kemang Village XXI	27,300,000	27,300,000	25,950,000	23,750,000	23,750,000	23,750,000				
Jakarta	The Premiere Kemang Village XXI	19,750,000	19,750,000								
Jakarta	Kramat Jati XXI	8,200,000	7,150,000	7,150,000	7,150,000						
Jakarta	Kuningan City XXI	15,650,000	19,050,000	14,350,000	14,350,000	14,350,000					
Jakarta	Lotte Shopping Avenue XXI	19,850,000	17,350,000	17,350,000	15,700,000	15,700,000	15,700,000				
Jakarta	The Premiere Lotte Shopping Avenue XXI	18,700,000	18,700,000								
Jakarta	Metropole XXI	10,950,000	10,750,000	9,950,000	9,950,000						
Jakarta	The Premiere Metropole XXI	12,000,000	12,000,000								
Jakarta	One Bel Park XXI	12,450,000	10,450,000	10,450,000	10,450,000	10,450,000					
Jakarta	The Premiere One Bel Park XXI	12,950,000									
Jakarta	Pejaten Village XXI	14,300,000	11,000,000	11,000,000	11,000,000	11,000,000					
Jakarta	Plaza Indonesia XXI	25,000,000	25,000,000	20,450,000	20,450,000						
Jakarta	The Premiere Plaza Indonesia XXI	20,850,000									
Jakarta	Plaza Senayan XXI	28,800,000	28,800,000	18,950,000	18,950,000	18,950,000	15,200,000	13,750,000	13,750,000		
Jakarta	The Premiere Plaza Senayan XXI	23,150,000	23,150,000								
Jakarta	Pluit Junction XXI	15,550,000	14,350,000	13,150,000	13,150,000	13,150,000					
Jakarta	Pondok Indah 1 XXI	20,550,000	20,550,000	18,000,000	18,000,000	16,250,000	16,250,000				

Denpasar	Galeria XXI	8,600,000	8,600,000								
Denpasar	Level 21	12,000,000	10,000,000	10,000,000	10,000,000	10,000,000					
Denpasar	The Premiere Level 21	12,000,000									
Denpasar	Park 23 XXI	9,700,000	8,700,000	7,700,000	7,700,000						
Lombok	LEM XXI	10,700,000	9,700,000	8,700,000	8,700,000	8,700,000	8,700,000				
Lombok	The Premiere LEM XXI	8,700,000									
Batam	BCS 21	5,400,000	5,000,000	5,000,000	5,000,000	6,400,000	6,400,000				
Batam	Mega XXI	7,700,000	7,300,000	6,700,000	6,700,000	6,700,000	6,700,000				
Batam	Studio 21	6,100,000	5,000,000	5,000,000	5,000,000						
Bengkulu	Bencoolen XXI	9,500,000	9,500,000	8,000,000	8,000,000	8,000,000	8,000,000				
Bengkulu	Mega 21	8,300,000	8,300,000	7,650,000	4,350,000						
Lampung	Boemi Kedaton XXI	10,300,000	10,300,000	9,300,000	9,300,000	8,300,000	8,300,000				
Lampung	Central 21	6,500,000	6,500,000	6,300,000	6,300,000						
Medan	Binjai 21	4,650,000	4,350,000	4,350,000	4,350,000						
Medan	Center Point XXI	12,300,000	12,300,000	11,500,000	11,500,000	8,850,000	8,850,000				
Medan	The Premiere Center Point XXI	9,400,000	9,400,000								
Medan	Hermes XXI	9,900,000	9,200,000	9,200,000	8,700,000	8,100,000	8,100,000				
Medan	Ringroad City Walk XXI	9,700,000	9,700,000	8,700,000	8,700,000	9,200,000	9,200,000				
Medan	The Premiere Ringroad City Walk XXI	7,700,000									
Medan	Thamrin 21	7,000,000	7,000,000	6,500,000	6,500,000						
Medan	Suzuya Plaza XXI	9,300,000	9,300,000	7,000,000	7,000,000	7,000,000	7,000,000				
Medan	Manhatan XXI	10,500,000	9,500,000	9,500,000	9,500,000	9,000,000					
Medan	The Premiere Manhatan XXI	8,000,000									
Palembang	International 21	5,700,000	5,700,000	5,700,000	5,700,000						
Palembang	Opi Mall XXI	7,700,000	7,700,000	6,700,000	6,700,000	6,700,000	6,700,000				
Palembang	The Premiere Opi Mall XXI	7,700,000									
Palembang	Palembang Square XXI	9,700,000	9,700,000	8,300,000	8,300,000	7,700,000	7,700,000				
Palembang	PIM XXI	12,200,000	12,600,000	7,400,000	7,400,000						
Palembang	The Premiere PIM XXI	9,400,000	9,400,000								
Padang	Plaza Andalas XXI	8,750,000	8,750,000	8,750,000	8,750,000	7,400,000	7,400,000				
Padang	TRANSMART Padang XXI	10,000,000	10,500,000	8,750,000	8,750,000	8,750,000	8,000,000				
Samarinda	Big Mall XXI	9,050,000	9,050,000	8,000,000	8,000,000	8,000,000	8,000,000				
Samarinda	The Premiere Big Mall XXI	9,600,000									
Samarinda	SCP XXI	8,600,000	8,600,000	7,000,000	7,000,000						
Samarinda	SCP 21	5,400,000	5,400,000	5,000,000	5,000,000						
Balikpapan	E-Walk XXI	8,600,000	7,200,000	8,200,000	7,650,000	7,650,000					
Balikpapan	The Premiere E-Walk XXI	8,700,000									
Balikpapan	Studio XXI	7,200,000	6,500,000	6,850,000	6,300,000						
Manado	Mega Mall XXI	8,200,000	6,700,000	6,700,000	7,700,000	7,700,000	6,700,000				
Manado	Mantos 1 XXI	6,900,000	6,900,000	5,700,000	5,300,000	5,300,000	5,300,000				
Manado	Mantos 3 XXI	7,700,000	7,500,000	7,000,000	7,000,000	7,000,000					
Makassar	M'Tos XXI	7,200,000	7,200,000	5,300,000	5,300,000	5,300,000	5,300,000				
Makassar	Panakukkang XXI	13,700,000	13,700,000	10,450,000	9,600,000	9,600,000					
Makassar	The Premiere Panakukkang XXI	10,000,000									
Makassar	Panakukkang 21	9,600,000	9,600,000	6,300,000	6,300,000						
Makassar	Studio XXI	9,300,000	9,300,000	7,650,000	7,650,000	7,650,000					
Makassar	TSM XXI	13,950,000	10,300,000	9,400,000	8,300,000	8,300,000	8,300,000				
Palu	Grand Mall Palu XXI	5,200,000	5,200,000	4,700,000	4,700,000	4,700,000	4,700,000				
Palu	Premiere Grand Mall Palu	5,700,000									
Pekanbaru	Ciputra Seraya XXI	8,400,000	6,900,000	6,700,000	6,700,000	6,700,000	6,700,000				
Pekanbaru	The Premiere Ciputra Seraya XXI	9,600,000	9,600,000								
Pekanbaru	SKA XXI	8,400,000	6,900,000	6,900,000	6,700,000	6,700,000	6,700,000				
Pekanbaru	The Premiere SKA XXI	9,600,000	9,600,000								
Jayapura	Jayapura XXI	8,850,000	7,200,000	7,200,000	7,200,000						

Jayapura	The Premiere Jayapura XXI	10,000,000									
Tanjungpinang	TCC XXI	7,500,000	6,900,000	6,900,000	6,700,000	6,700,000	6,700,000				
Jambi	WTC XXI	4,500,000	5,400,000	5,000,000	5,000,000	4,000,000	4,000,000				
Banjarmasin	Studio XXI	8,400,000	7,700,000	6,500,000	6,000,000	6,700,000	6,700,000	6,000,000	6,000,000		
Pontianak	Ayani XXI	8,750,000	7,400,000	7,400,000	7,400,000	7,400,000	7,400,000				
Palangkaraya	Palma 21	5,500,000	5,500,000	5,100,000	5,100,000						
Gorontalo	Gorontalo XXI	7,800,000	7,200,000	6,100,000	6,100,000	6,100,000	6,100,000				
Maluku / Ambon	Ambon City Center XXI	7,000,000	6,500,000	6,500,000	6,500,000	6,500,000	6,500,000	6,500,000			
Singkawang	Singkawang Grand Mall XXI	7,200,000	7,200,000	6,700,000	6,700,000	6,700,000					

SPESIFIKASI MATERI DIGITAL

A. Ukuran Iklan:

- 1 Ukuran/resolusi harus disediakan adalah Full HD 1920 x 1080 pixel
- 2 Seluruh media harus menggunakan aspect ratio (AR) 16:9
- 3 Area aman untuk gambar adalah posisi tengah dari bidang luas – 10%
- 4 Area aman untuk pesan tulisan adalah posisi tengah dari bidang luas – 20%

B. Spesifikasi Iklan Video:

- 1 Video di-encode dengan standar H264 dengan format MP4
- 2 Audio menggunakan format stereo atau 5.1 dengan level suara tidak boleh melebihi -06 Dbfs
- 3 Gunakan Progressive Scan, gambar yang terlalu Interlace dapat ditolak

Panduan Pembuatan Iklan Sinema selengkapnya dapat dilihat di <http://21cinead.blogspot.com>

KETERANGAN LAIN-LAIN :

- Pemasangan iklan trailer untuk periode 1 minggu hanya untuk trailer dengan durasi 60 detik, dan dikenakan tarif sebesar 35 % dari tarif per-bulan.
- Pemasangan iklan trailer pada waktu " prime time " (menjelang film utama), posisi Last & Secondlast dikenakan biaya tambahan sebesar 25 %; posisi Thirdlast dikenakan biaya tambahan sebesar 15%; dan posisi Forthlast & Fifthlast dikenakan biaya tambahan sebesar 10 %
- Tarif pemasangan iklan ini tidak termasuk untuk penayangan pada pertunjukan Midnight
- Tarif pemasangan iklan di atas adalah tarif perstudio (perlayar) / perbulan
- Tarif pemasangan iklan di atas dapat berubah sewaktu-waktu, kecuali sudah ada konfirmasi pemasangan
- Tarif pemasangan iklan di atas sudah termasuk Pajak Reklame, apabila ada perubahan perhitungan pungutan pajak reklame dari pemerintah maka akan disesuaikan kembali
- Penayangan iklan baru akan ditayangkan setelah kami menerima approval quotation dan PO yang di tandatangan oleh client sekaligus melampirkan bukti pembayaran. Dokumen ini bisa dikirimkan melalui e-mail ke : iklan@cinema21.info atau eu1@cinema21.info atau euizz12@gmail.com
- Apabila dalam keadaan Force Majeure penayangan iklan tidak dapat dilakukan, maka Klien pemasang iklan dapat memindahkan penayangan iklannya dari tempat yang ada Force Majeure ke tempat lain (sesuai dengan availability sbt); atau bisa mendapatkan refund atas biaya pemasangan iklan di tempat yang ada Force Majeure apabila telah dilakukan pembayaran.
- Materi yang sudah siap tayang (tanpa revisi) harus sudah kami terima selambat-lambatnya 7 hari kerja sebelum tayang
- Mohon untuk memperhatikan masa berlaku penawaran yang tertera dalam quotation
- Apabila terjadi pembatalan order harus di ajukan secara tertulis (surat resmi / e-mail) kepada kami, dan akan dikenakan biaya pembatalan order sebesar :
 - * Pembatalan 14 (empat Belas) hari kerja sebelum penayangan dikenakan biaya 25% dari nilai order
 - * Pembatalan 7 (tujuh) hari kerja sebelum penayangan dikenakan biaya 50% dari nilai order
 - * Pembatalan 3 (tiga) hari kerja sebelum penayangan dikenakan biaya 100% dari nilai order