



21 SZR Unipoles



4 DFC Unipoles



2 JC Billboards



1 DFC Side Wall



1 Maktoum Digital Unipole



2 Umm Suqeim Digital Screens



Out-Of-Home Media Kit

Our Vision

To strategically grow our presence as a trusted outdoor media supplier.

Our Mission

To provide creative & innovative platforms for OOH advertisements and flawlessly integrating them into the city's landscape.

Our Values

Innovative, Creative, Passionate, Open, and Resilient.

Sheikh Zayed Road Unipoles

Medium: 21 Backlit Unipoles, 42 Posters

Location: Jebel Ali To Abu Dhabi

Distance Covered: 30 kilometers



Traffic

612,000 cars / day



Size

12m (w) x 6m (h)



Display Area

144m² / Unipole



Impressions

154,224,000 / 4 weeks



Frequency

163.9 / 4 weeks

- Total domination of a 30-km stretch
- Connects Dubai and Abu Dhabi
- Unprecedented marketing strategy and exposure
- One-time effective frequency
- Dual traffic visibility



Sheikh Zayed Road Unipoles

Location	Quantity	Number of Faces	Production Cost (in AED)	Gross Rate / 4 weeks (in AED)
Jebel Ali to AUH	01	2	30,000	160,000
Jebel Ali to AUH	21	42	630,000	3,360,000



[Dubai Parks](#)



[Masdar](#)



[e&](#)



[Oceanz](#)



[Etisalat SMB Vertical](#)



[Etisalat Special Execution](#)



[SeaWorld](#)



[Etisalat - Ramadan](#)



[Mission Ferrari](#)



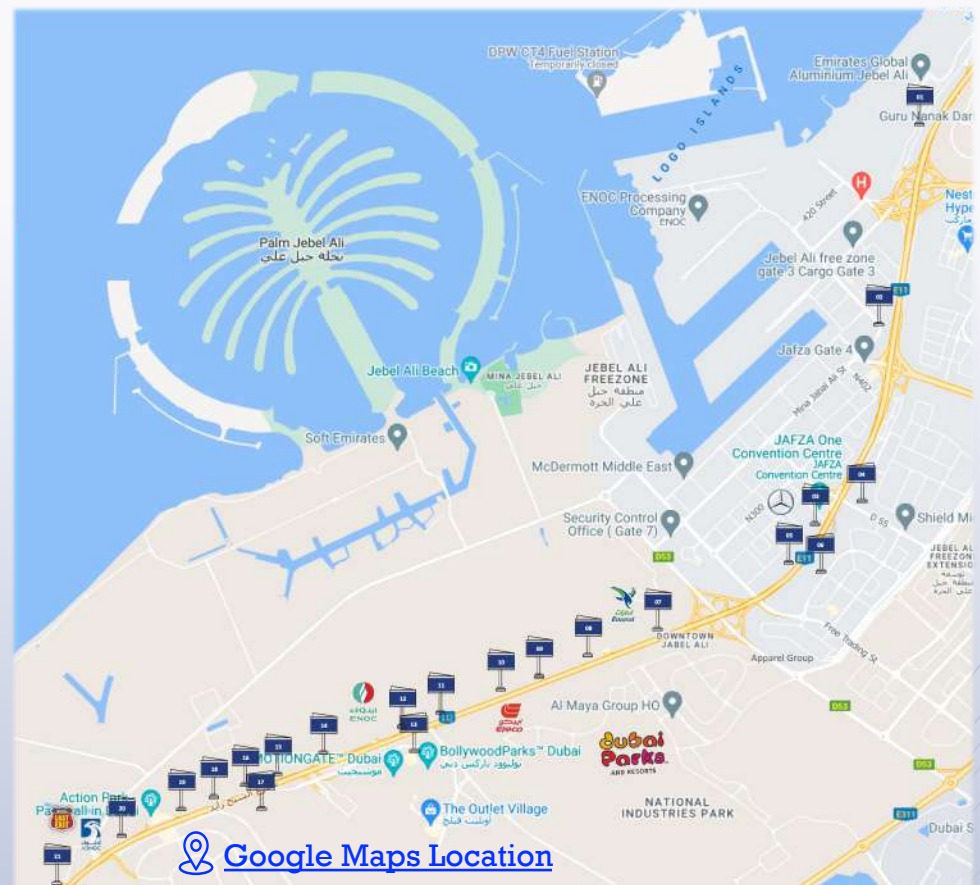
[Hayatna](#)



[Etisalat National Day](#)



[Warner Bros.](#)



[Google Maps Location](#)

Dubai Festival City Unipoles

Medium: 4 Backlit Unipoles, 8 Posters

Location: Dubai Festival City

Street: Rebat & Nad Al Hamar



Traffic

604,800 cars / day



Size

16m (w) x 8m (h)



Display Area

256m² / Unipole



Impressions

50,803,200 / 4 weeks



Frequency

54.63 / 4 weeks

- Highly populated residential area
- Constant heavy stream of traffic
- Dual traffic visibility
- Large format display



Dubai Festival City Unipoles

Location	#	Number of Faces	Production Cost (in AED)	Gross Rate / 4 weeks (in AED)
Rebat St.	01	2	30,000	140,000
Rebat St.	02	2	30,000	140,000
Nad Al Hamar St.	03	2	30,000	140,000
Nad Al Hamar St.	04	2	30,000	140,000



[Papa Johns](#)



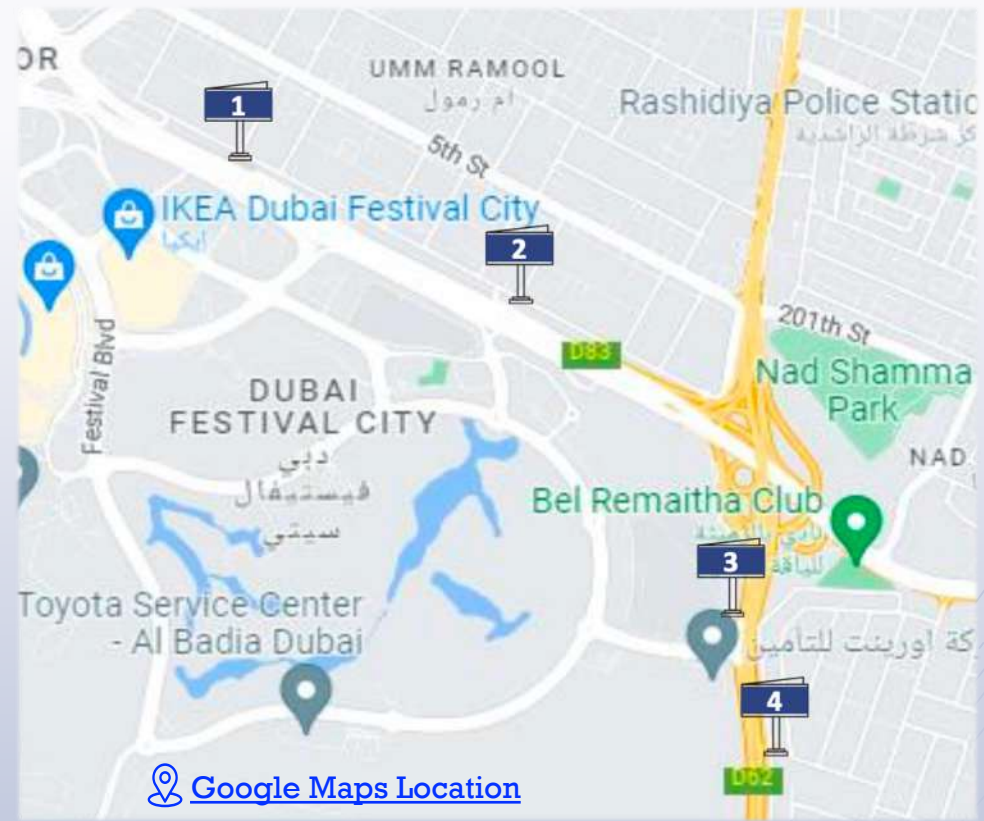
[2XL](#)



[MG Motor](#)



[Etisalat](#)



[Google Maps Location](#)

Jumeirah Canal Bridge Billboards

Medium: 2 Frontlit Billboards, 8 Posters

Location: Jumeirah Canal Bridge

Street: Jumeirah Beach Road



Traffic

288,000 cars / day



Size (front & back):

12m (w) x 4m (h)

Size (sides):

7.1m (w) x 4m (h)



Display Area

305.6m²

2 Billboards



Impressions

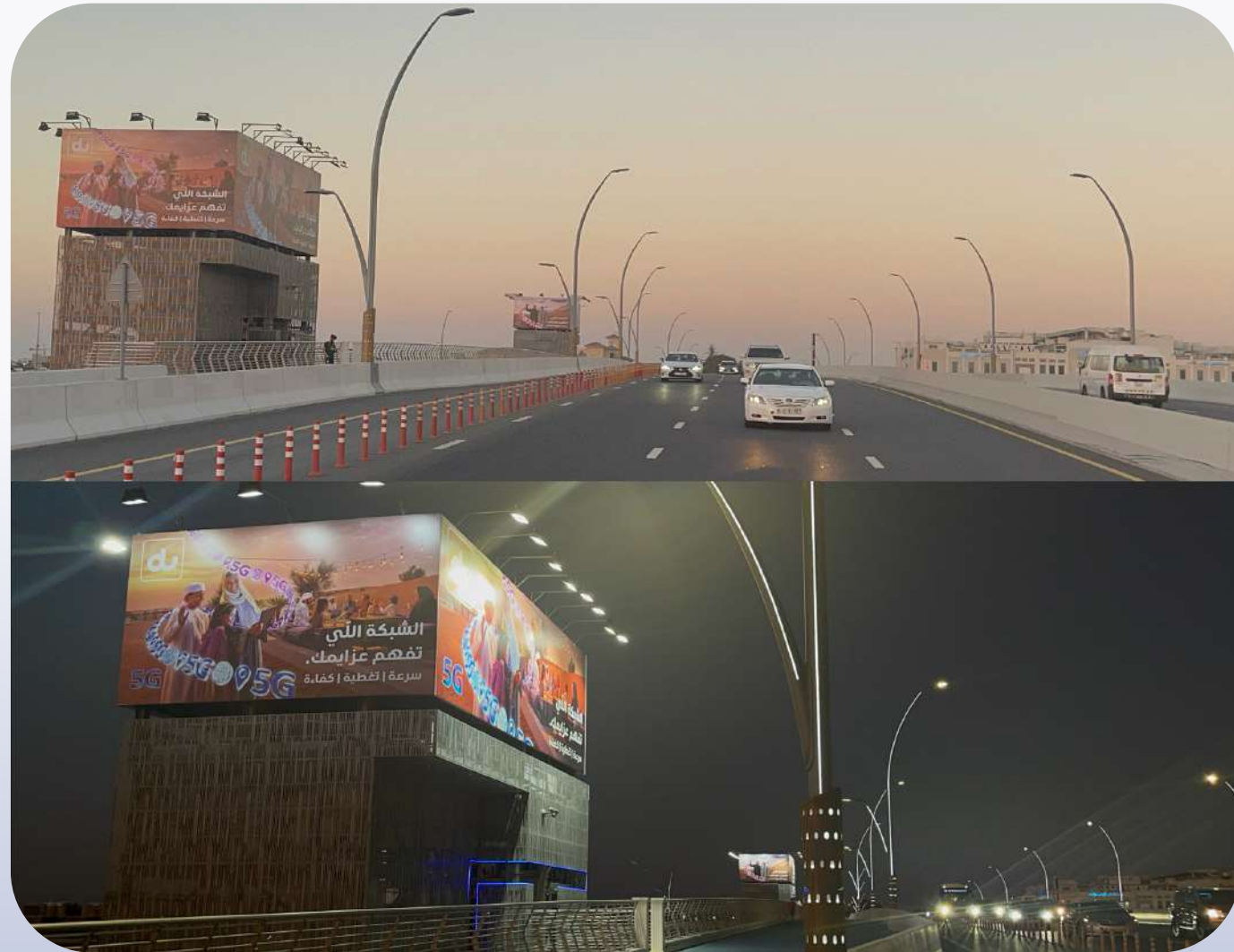
18,748,800 / 4 weeks



Frequency

42.34 / 4 weeks

- Exclusive exposure
- High-end target audience
- 360 degree coverage
- Dual traffic visibility
- Total domination of the Bridge



Jumeirah Canal Bridge Billboards

Location	#	Number of Faces	Production Cost (in AED)	Gross Rate / 4 weeks (in AED)
Jumeirah Beach Road	01 & 02	8	40,000	280,000



[Du](#)



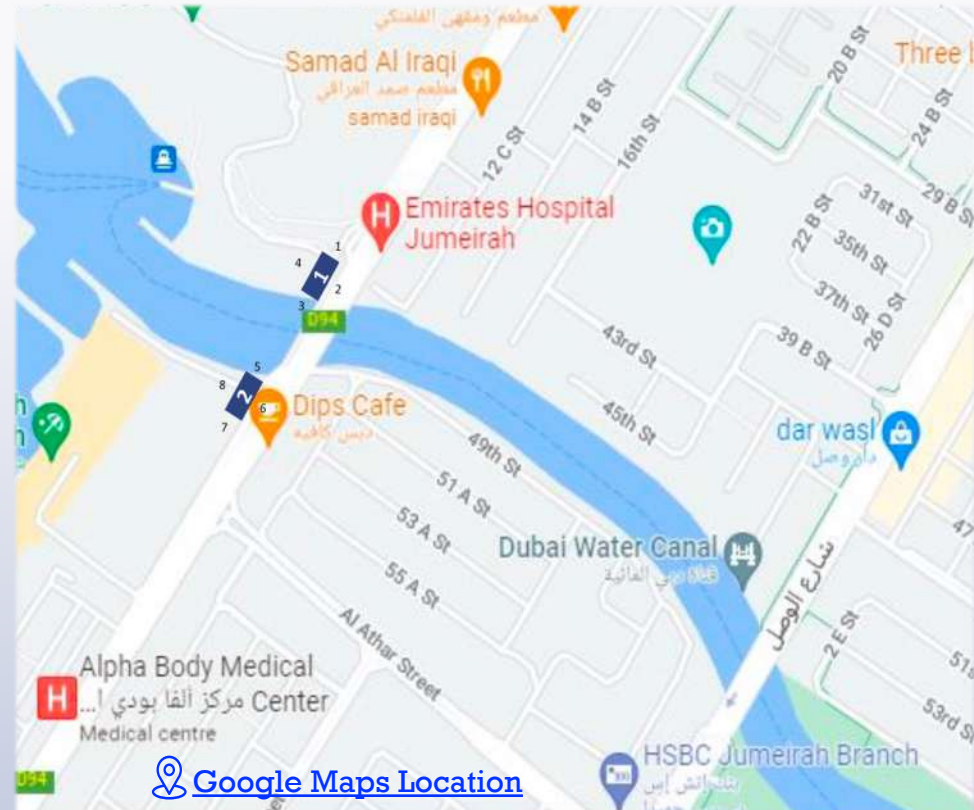
[Papa Johns](#)



[Liv x Fili](#)



[Etisalat](#)



[Google Maps Location](#)

DIFC Side Wall

Medium: 1 Backlit Side Wall, 1 Poster

Location: Dubai International Financial Centre

Landmark: Adjacent to The Ritz-Carlton Hotel



Traffic

216,000 cars / day



Size

10m (w) x 20m (h)



Display Area

200m²



Impressions

9,072,000 / 4 weeks



Frequency

27.32 / 4 weeks

- High-end target audience
- Large format display
- Targeted exposure
- Highly populated commercial area



DIFC Side Wall

Location	Number of Faces	Production Cost (in AED)	Gross Rate / 4 weeks (in AED)
DIFC	1	30,000	240,000



[Insurance Market](#)



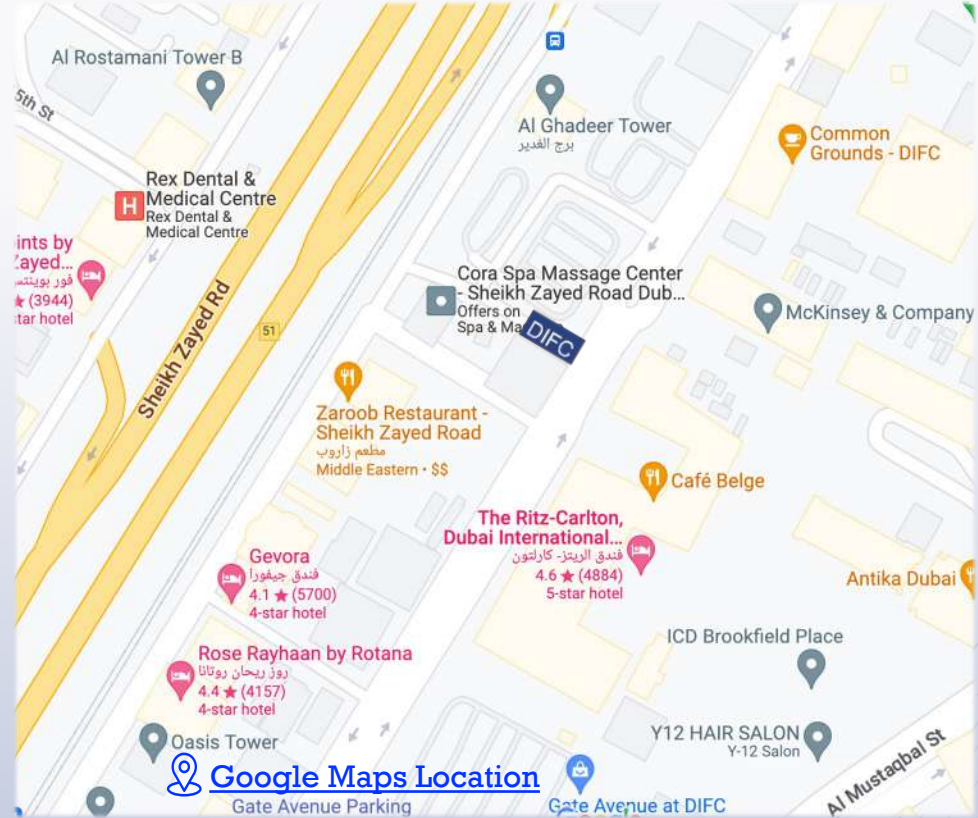
[Yango](#)



[Liv x Filli](#)



[Danube Properties](#)



[Google Maps Location](#)

Maktoum Digital Unipole

Medium: 1 Digital Unipole, 2 Sides

Location: Al Maktoum Bridge

Street: Tariq Bin Ziyad



Traffic

576,000 cars / day



Size

16m (w) x 8m (h)



Display Area

256m²



Impressions

36,288,000 / 4 weeks



Frequency

40.98 / 4 weeks

- Constant heavy stream of traffic
- Prolonged dwell time
- Long-distance, dual traffic visibility
- Large format display
- Unique eye-level exposure



Maktoum Digital Unipole

Location	Quantity	Number of Faces	Gross Rate / 2 weeks (in AED)
Al Maktoum Bridge	1 spot 10 seconds	2	90,000
Al Maktoum Bridge	1 loop - 6 spots 60 seconds	2	540,000



[Real Madrid World - Dubai Parks](#)



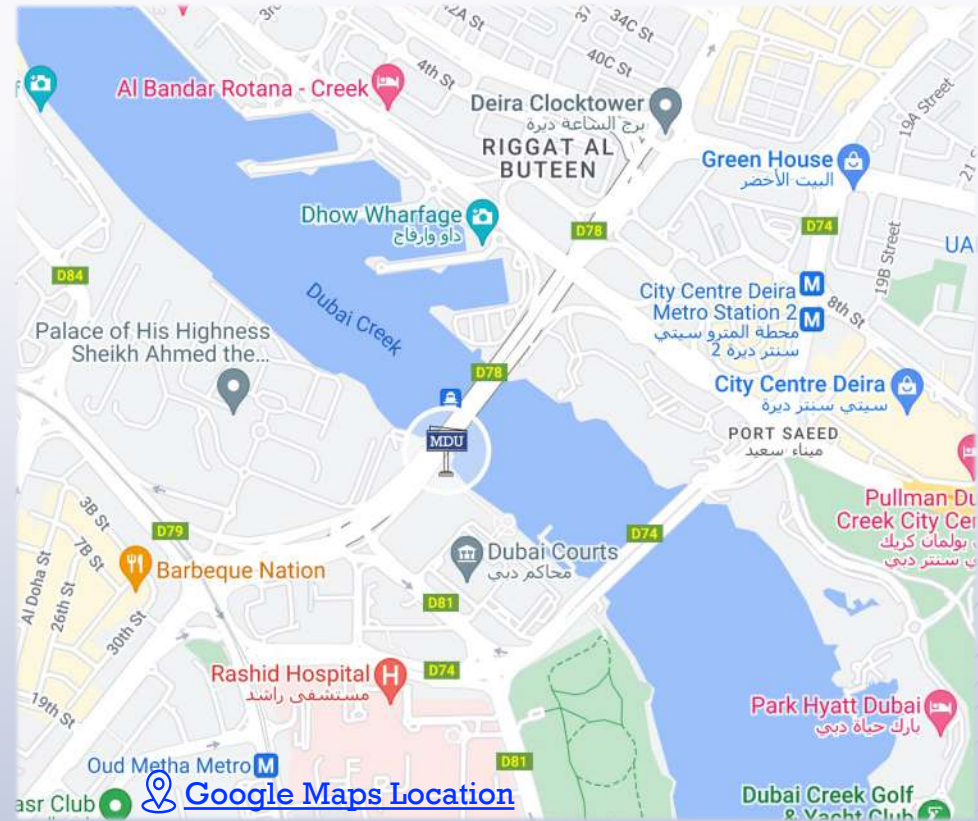
[ADIB](#)



[First 6 Clients](#)



[Traffic from Car](#)



Umm Suqeim Digital Screens

Medium: 2 Digital Screens, 3 Sides

Location: 700 Padel

Street: Umm Suqeim



Traffic

601,200 cars / day



Size

960(w) x 336(h) px
1440(w) x 1080(h) px



Display Area

47.81m²



Impressions

41,663,160 / 4 weeks



Frequency

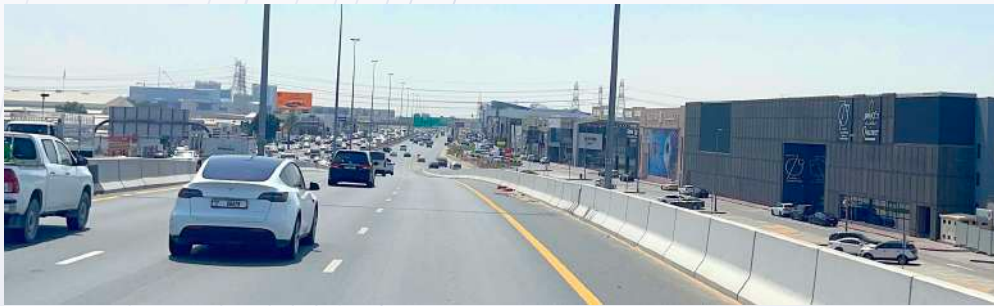
45.07 / 4 weeks

- Constant heavy stream of traffic
- Prolonged dwell time
- Dual traffic visibility
- Eye-level exposure

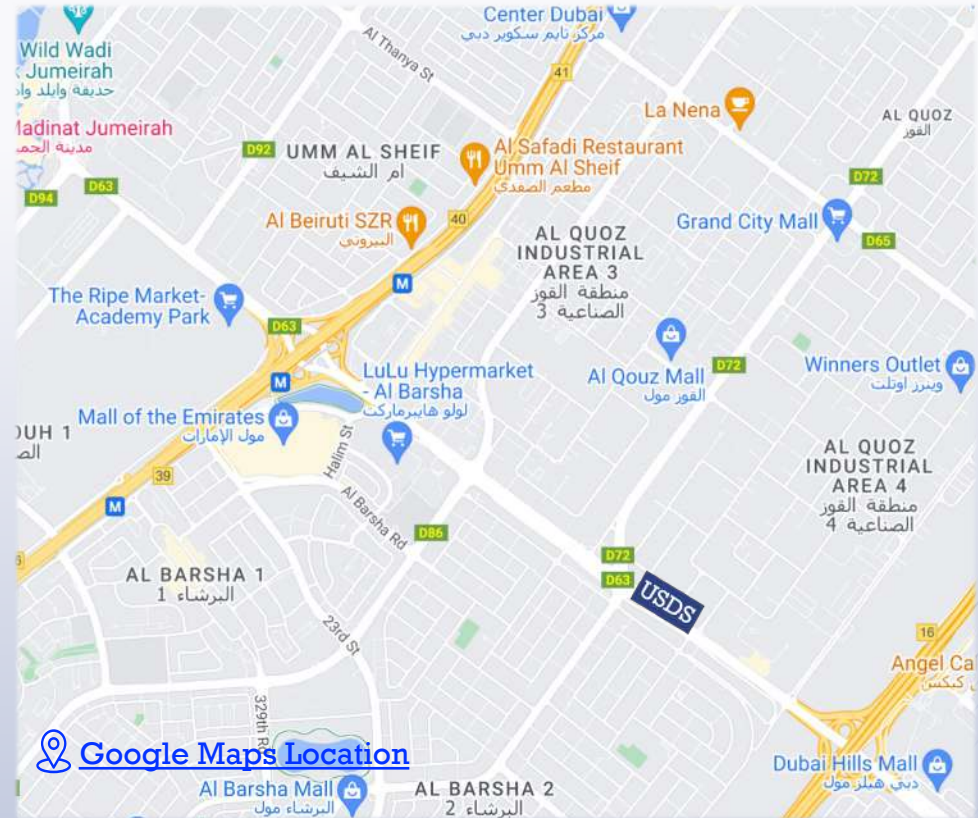


Umm Suqeim Digital Screens

Location	Quantity	Number of Faces	Gross Rate / 2 weeks (in AED)
Umm Suqeim St.	1 spot 10 seconds	2	90,000
Umm Suqeim St.	1 loop - 6 spots 60 seconds	2	540,000



[Traffic from car](#)





THANK YOU