

Static Media





Product Brief:

- ❖ Sizeable dominance over any other advertising format.
- ❖ Backlighting for effective nighttime presentation of your advertising creative.
- ❖ Prime locations opposite the Burj Dubai Area facing the world's largest fountain.
- ❖ This exclusive offer is perfect for brand/image building or store launches.
- ❖ Own a piece of the Mall's exterior and communicate *prestige* to your consumer.

Media Recommended:	Fountain Panels
Number of Panels:	9 Panels
Location:	Facing Fountain
Gross Rate:	328,000 AED / 9 Panels / Month

Subject to approval and upon availability

The Dubai Mall

Fashion Entrance Wall Panels



Media Recommended:	Fashion Wall Panel
Location:	Fashion Entrance
Number of Panels:	3
Gross Rate :	400,000 AED / Month

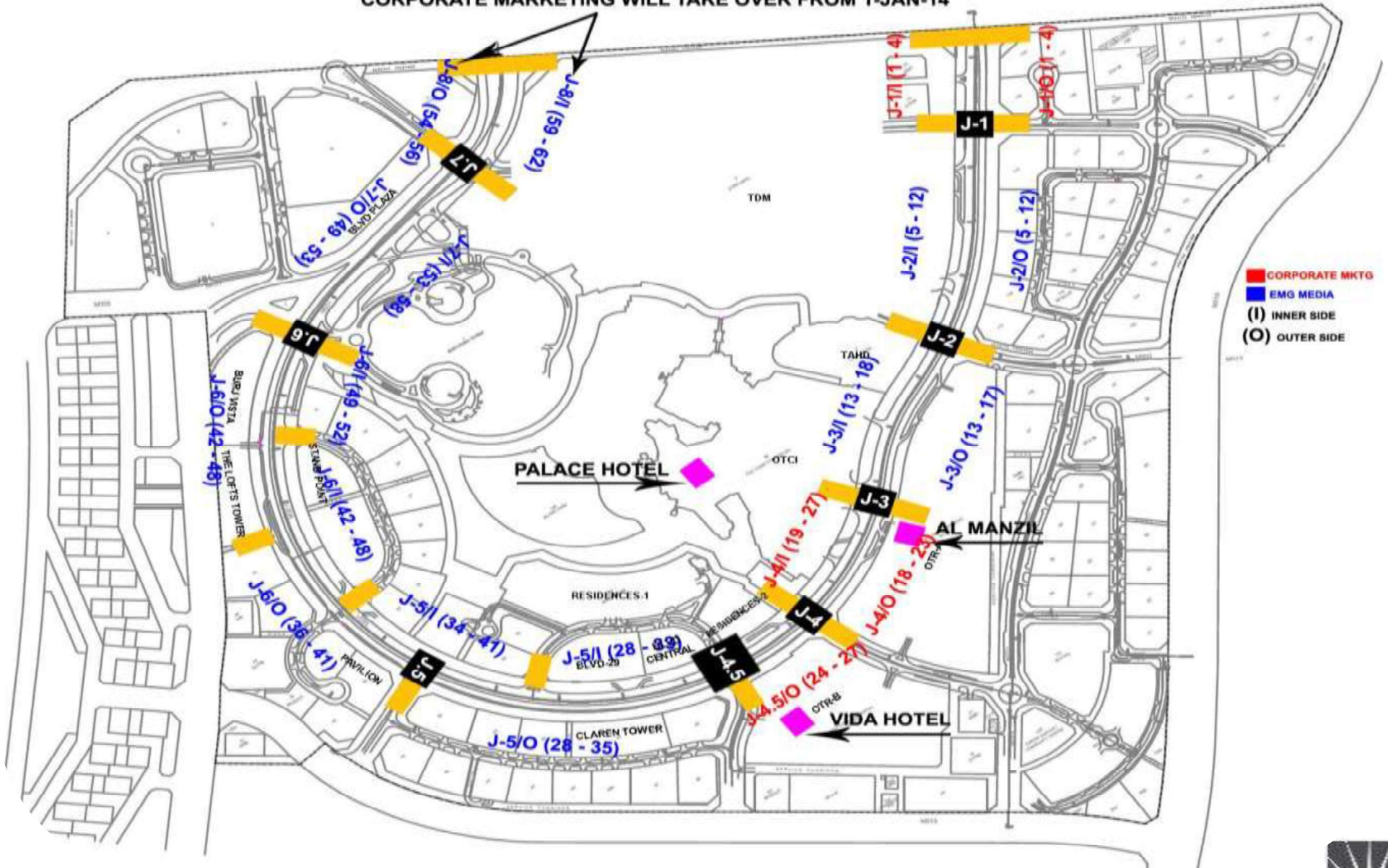
Subject to approval and upon availability

The Dubai Mall

MBR Blvd Flags



CORPORATE MARKETING WILL TAKE OVER FROM 1-JAN-14



The Dubai Mall

Total Recommended Package

Media Recommended:	Emaar Boulevard Flags
Number of Poles:	12 Poles
Gross Rate :	165,000 AED/Month

Subject to approval and upon availability



The Dubai Mall

Wall Branding on Top of Bloomingdales

إمبورتوريو أرماني
EMPORIO ARMANI

Abu Dhabi



إمبورتوريو أرماني

MARKS &
SPENCER
Level 1
Next to Dubai Ice Rink





Media Recommended:

Wall Branding

Media Details:

1 Wall

Gross Rate:

250,000 AED / 3 Months

Subject to approval and upon availability

The Dubai Mall

Backlit Pillars



The Dubai Mall

Total Recommended Package

Media Recommended:	Backlit Pillar Branding
Location:	Mall-Wide
Number of pillars:	20
Gross Rate:	50,000 AED / 2 Pillar

Subject to approval and upon availability







Media Recommended:

Wall Banner

Location :

Reel Cinemas or Ice Rink Parking Entrances

Gross Rate:

180,000 AED/ Month / Wall Banner

Subject to approval and upon availability.

The Dubai Mall

Ceiling Banners



Media recommended:	Ceiling Banners
Number of Circuits:	6
Faces per Circuit:	12 Faces
Location:	Fashion avenue, Galeries La Fayette, Next to Bloomingdales
Gross Rate:	115,000 AED/Month

Subject to approval and upon availability



The Dubai Mall

Total Recommended Package

Media Recommended:	Outside Elevators
Space Media Details:	TBC
Number of Packages:	1
Number of Faces per Package:	20 Elevators
Gross Rate:	115,000 AED /20 Elevators / Month

Subject to approval and upon availability



The Dubai Mall

Inside Elevators Branding



The Dubai Mall

Total Recommended Package

Media Recommended:	Inside Elevators
Space Media Details:	1.20 M x 1.80 M
Number of Packages:	1
Number of Faces per Package:	40 Elevators
Gross Rate:	135,000 AED / Month

Subject to approval and upon availability



