

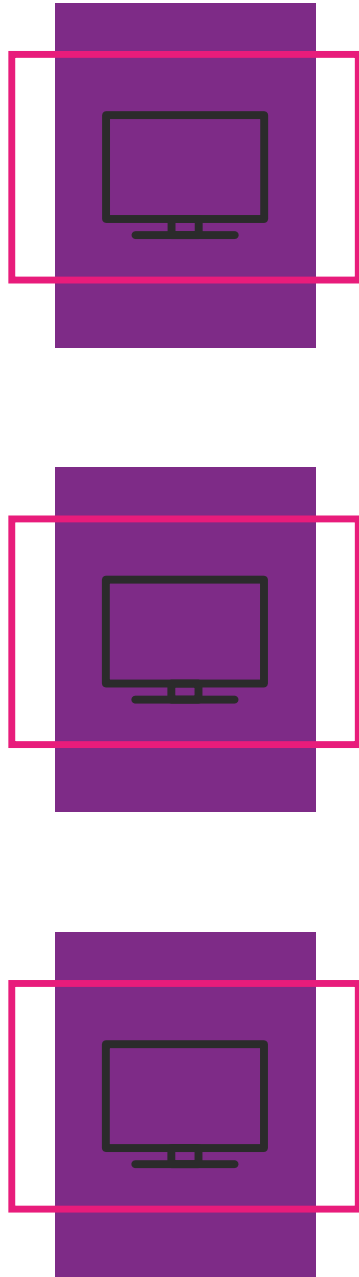
Make a Bold
Mark...



Abu Dhabi LED Digital Screens

Next Generation LED Digital Screens

Dynamic Content ... Increased Integration



Impact

Bringing you the next generation Digital Screens with enhanced Outdoor resolution to unleash the power of your Brand.

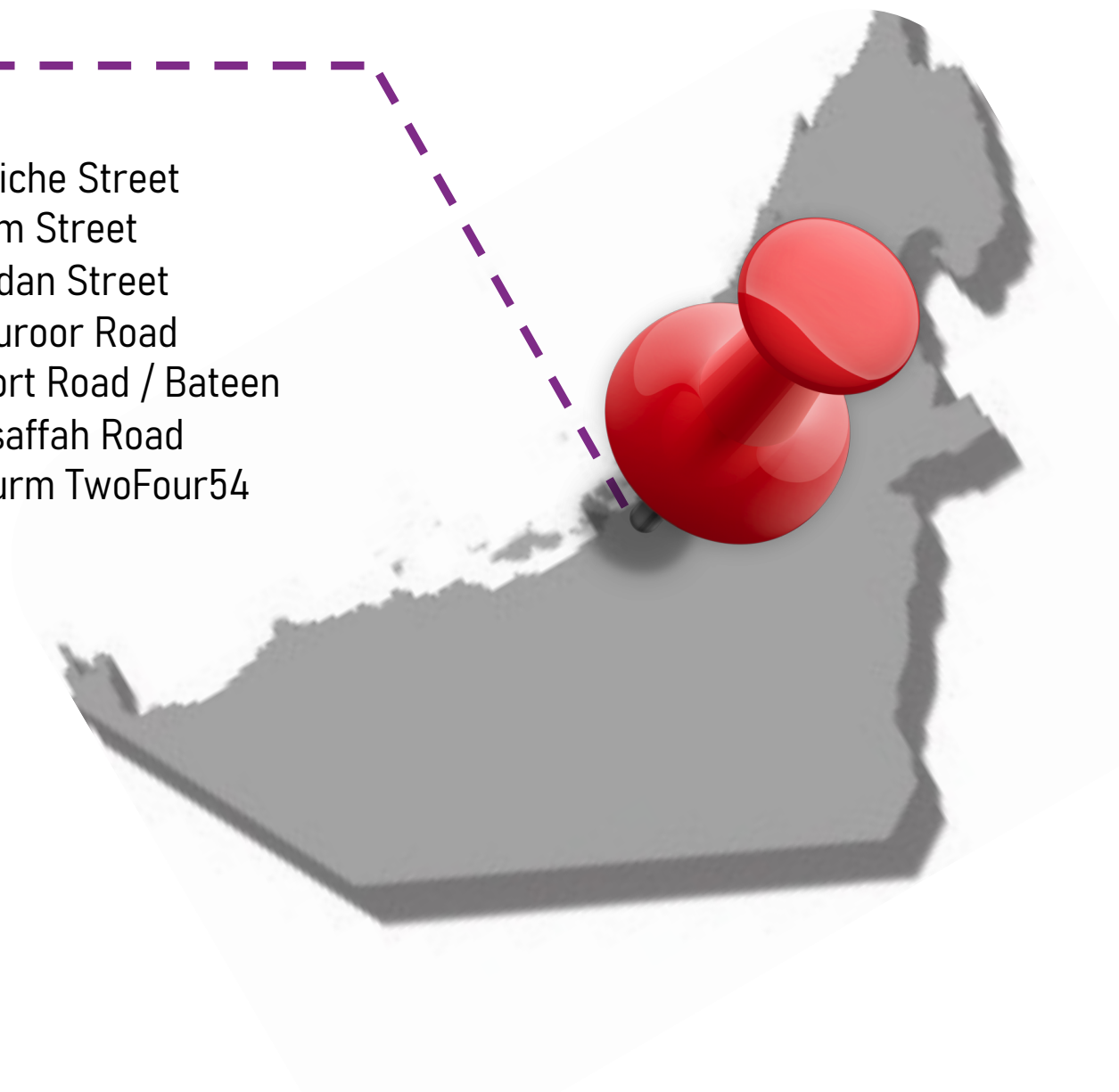
Flexibility

Digital content easy and fast turnaround to coop instantly with Brand Message alteration.

Increased Value

A crafted network providing higher visibility across Main and most congested Arteries of Abu Dhabi.

- Corniche Street
- Salam Street
- Hamdan Street
- Al Muroor Road
- Airport Road / Bateen
- Mussaffah Road
- Al Qurm TwoFour54



7 LED
Screens

Network
Covering
7 Main Roads

Visibility
from multiple
Traffic direction

Exclusive
Prime Locations

Our Network

7 LED Screens in the
Main Arteries
of Abu Dhabi city

Corniche Radisson Blu Hotel

ADLED1

Abu Dhabi, Corniche Main St. intersecting with King Salman Bin Abdulaziz St. Next to Radisson Blu Hotel (Hilton Previously).

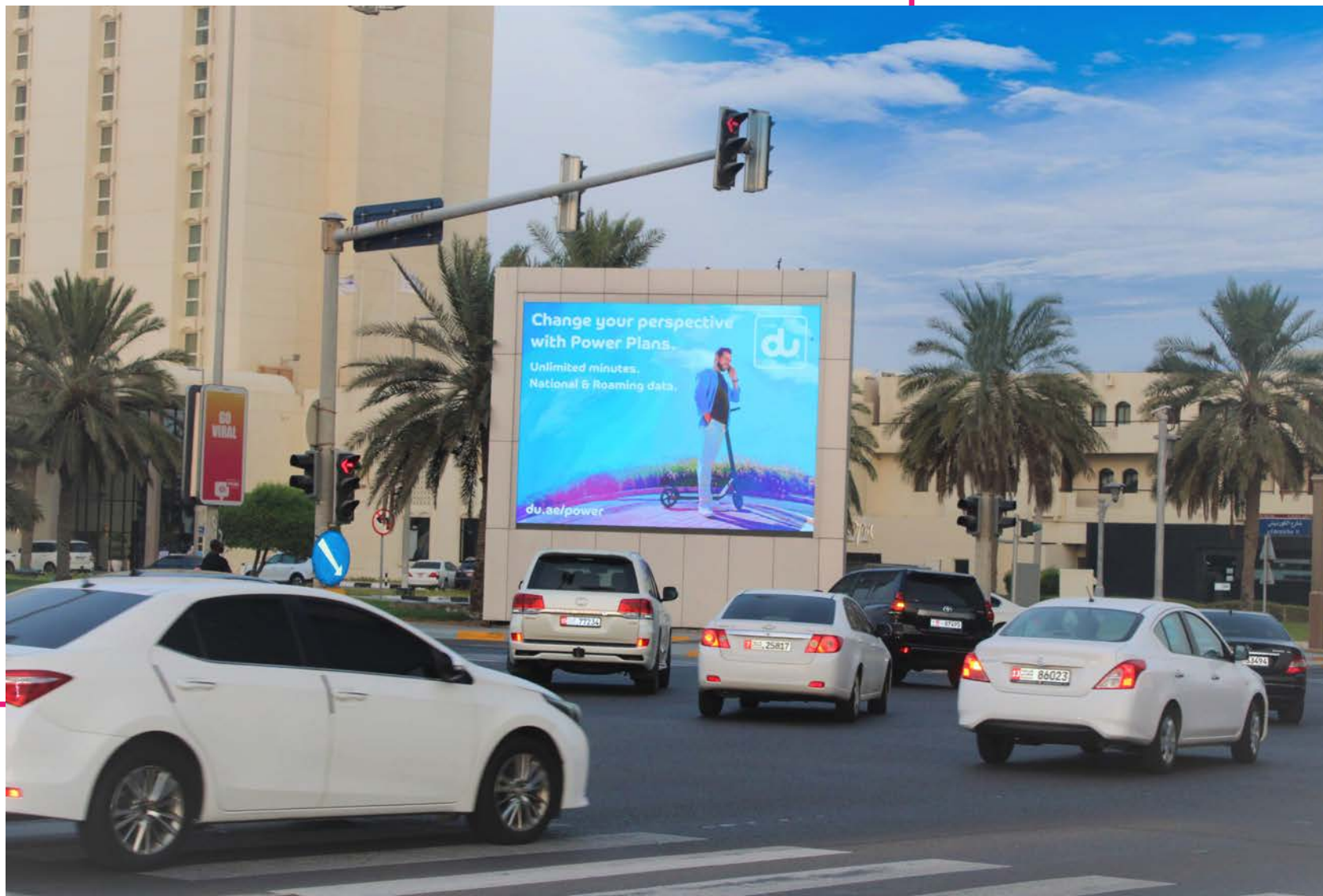
8m x 6m

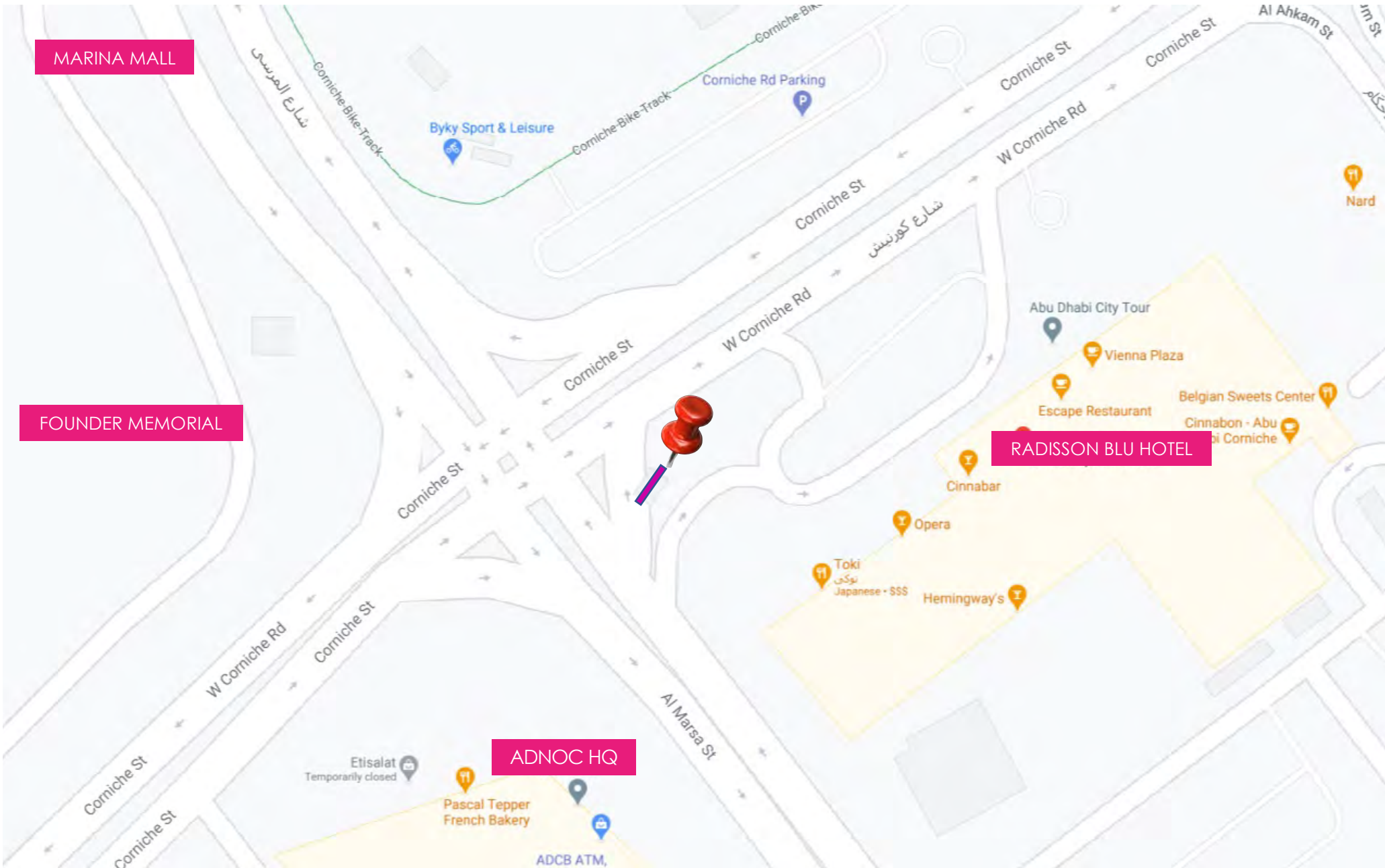


Average Daily Traffic: 300,195



24.463057, 54.324523





MARINA MALL

FOUNDER MEMORIAL

ADNOC HQ

RADISSON BLU HOTEL

Location Map

ADLED2

Salam Street

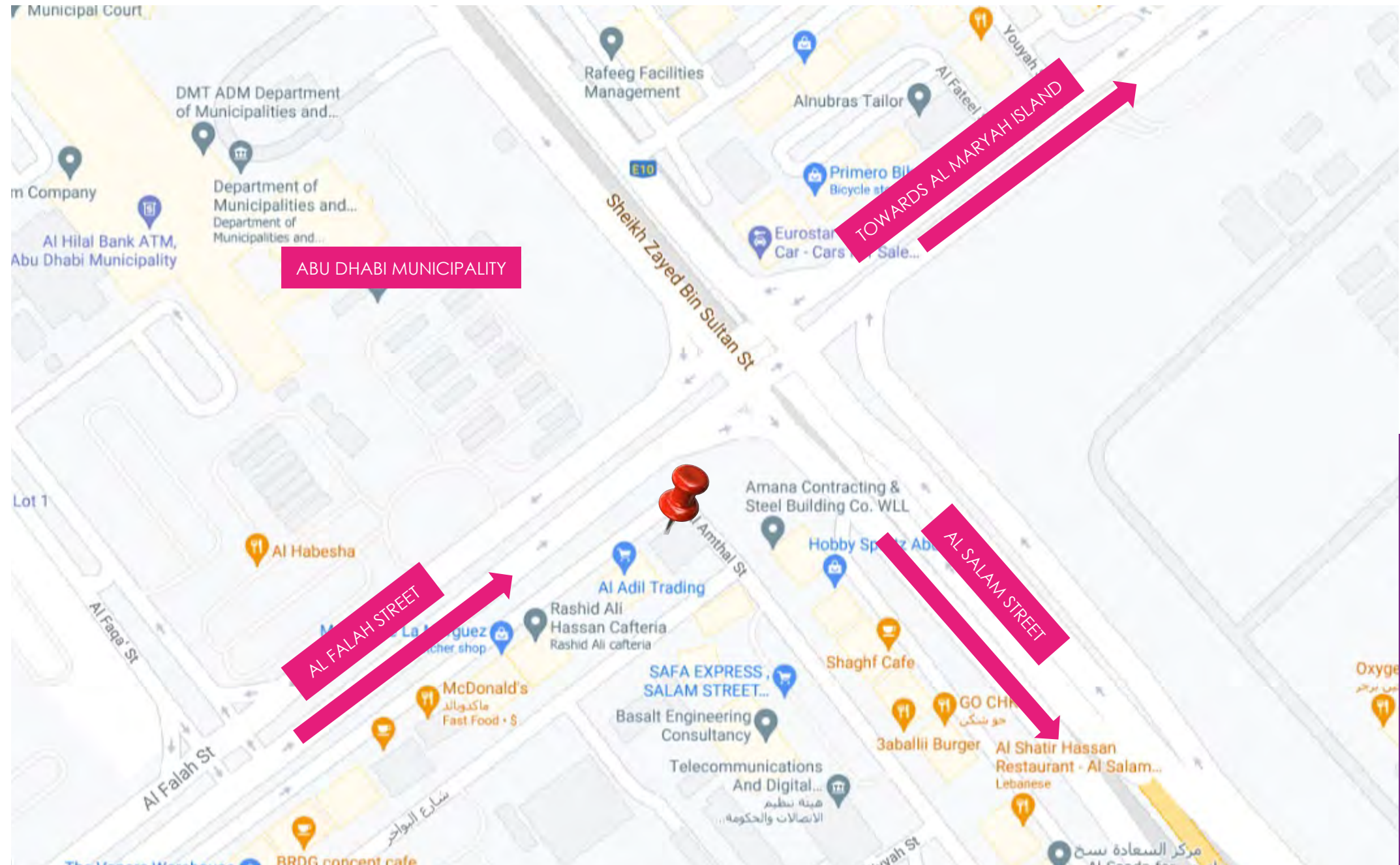
Located on the intersection of Salam Street and Falah street highly visible from traffic entering Abu Dhabi Center and traffic inbound from Falah street towards Al Reem Island, Maryah Island and Abu Dhabi Mall.

10.5m x 6m



Average Daily Traffic: 265,563





ABU DHABI MUNICIPALITY

TOWARDS AL MARYAH ISLAND

AL FALAH STREET

AL SALAM STREET

Location Map

ADLED3

Hamdan Street

Located on the famous Hamdan Shopping Center. LED visible from traffic on Hamdan Main street and the traffic crossing Hamdan exiting from Abu Dhabi Corniche.

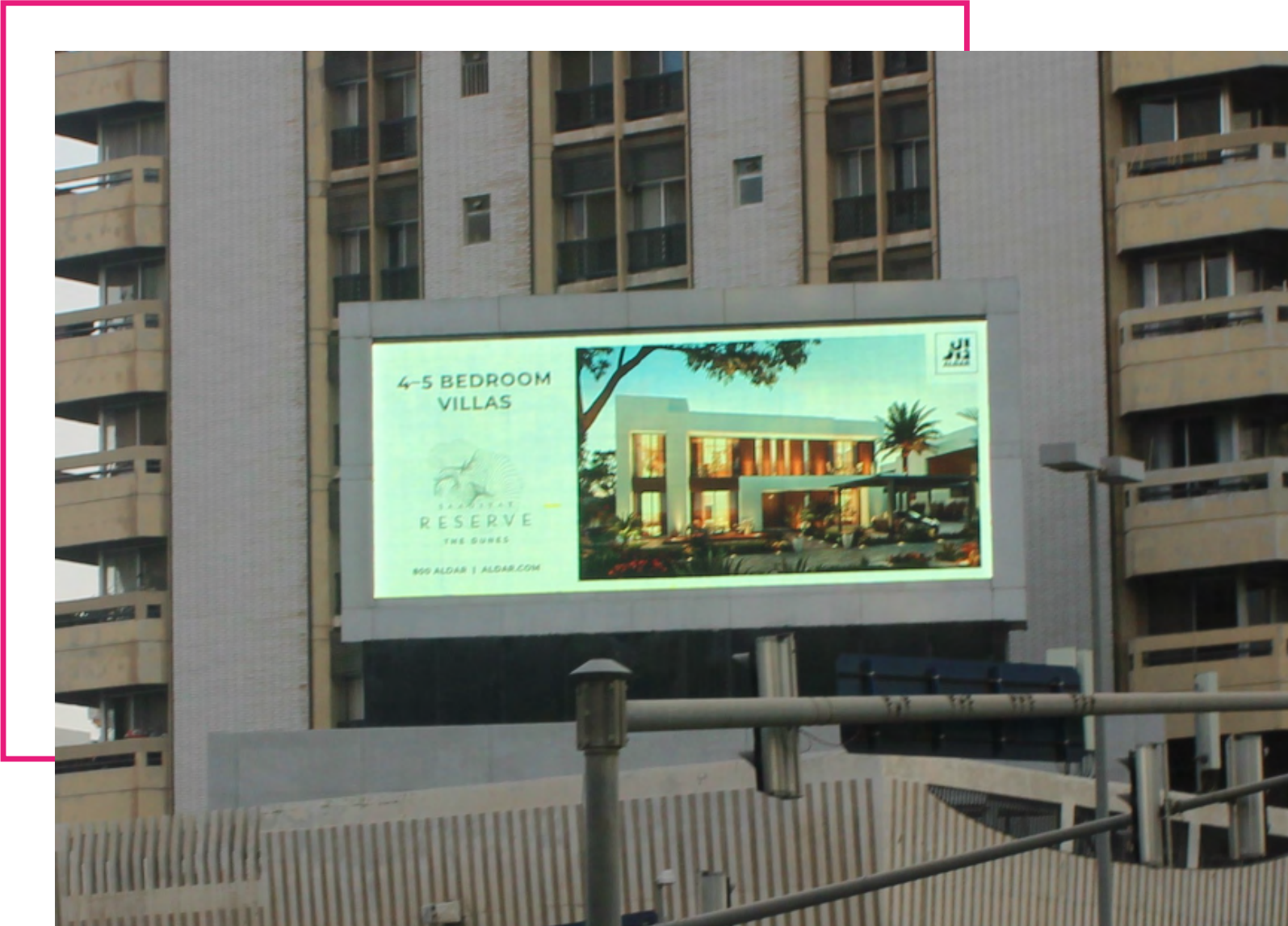
12m x 5m

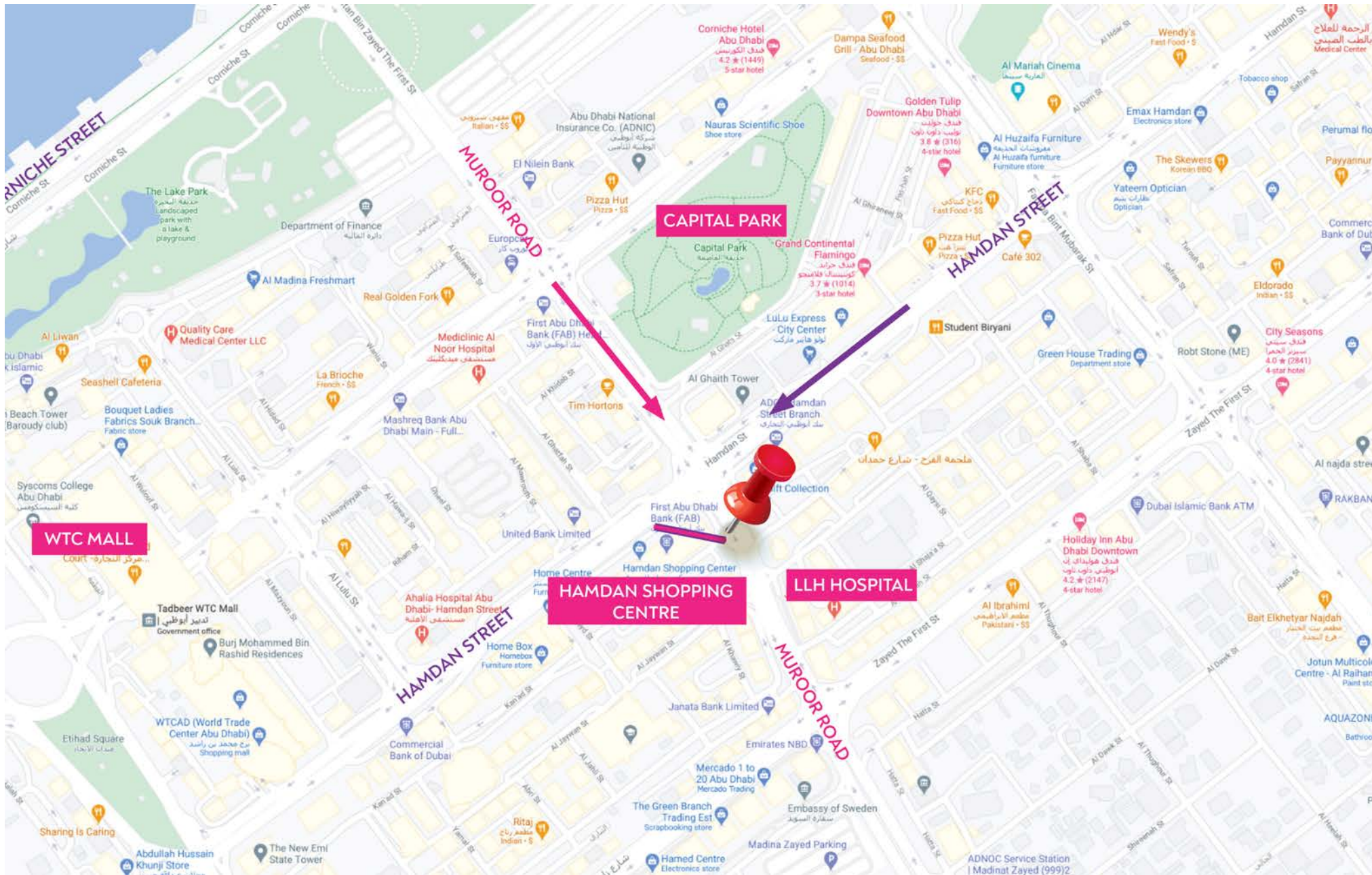


Average Daily Traffic: 336,563



24°29'20.1"N 54°21'48.9"E





Location Map

ADLED4

Al Muroor Road

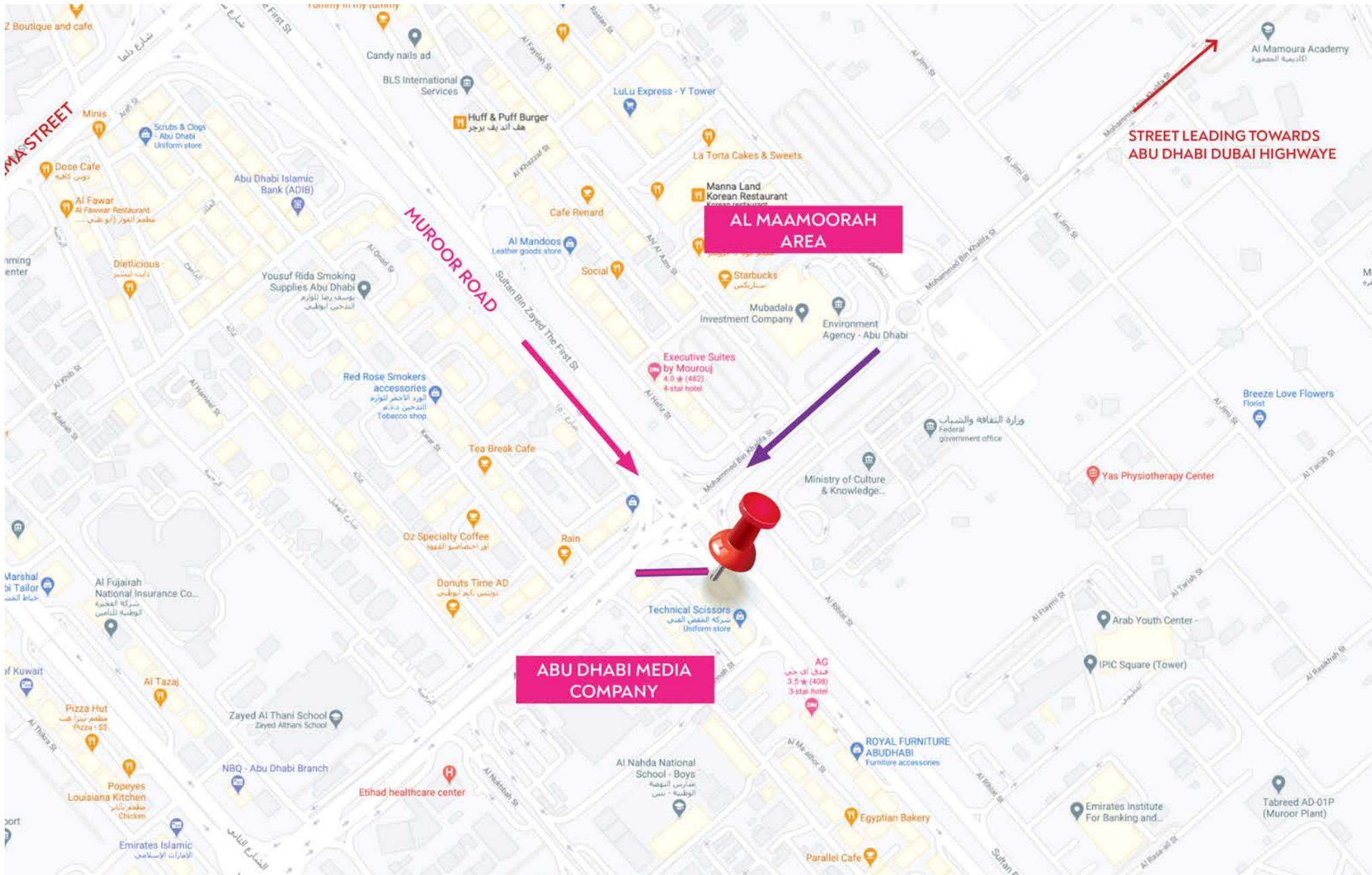
Located in Al Muroor road, one of the busiest main roads of Abu Dhabi. High visibility to traffic going towards Khalifa University, ADNEC and Musaffah.

9m x 5m



Average Daily Traffic: 469,973





Location Map

Airport Road

Located in a strategic location on Airport road in the nearby Al Mushrif with near proximity of major Schools and Parks.

8m x 5m

ADLED5



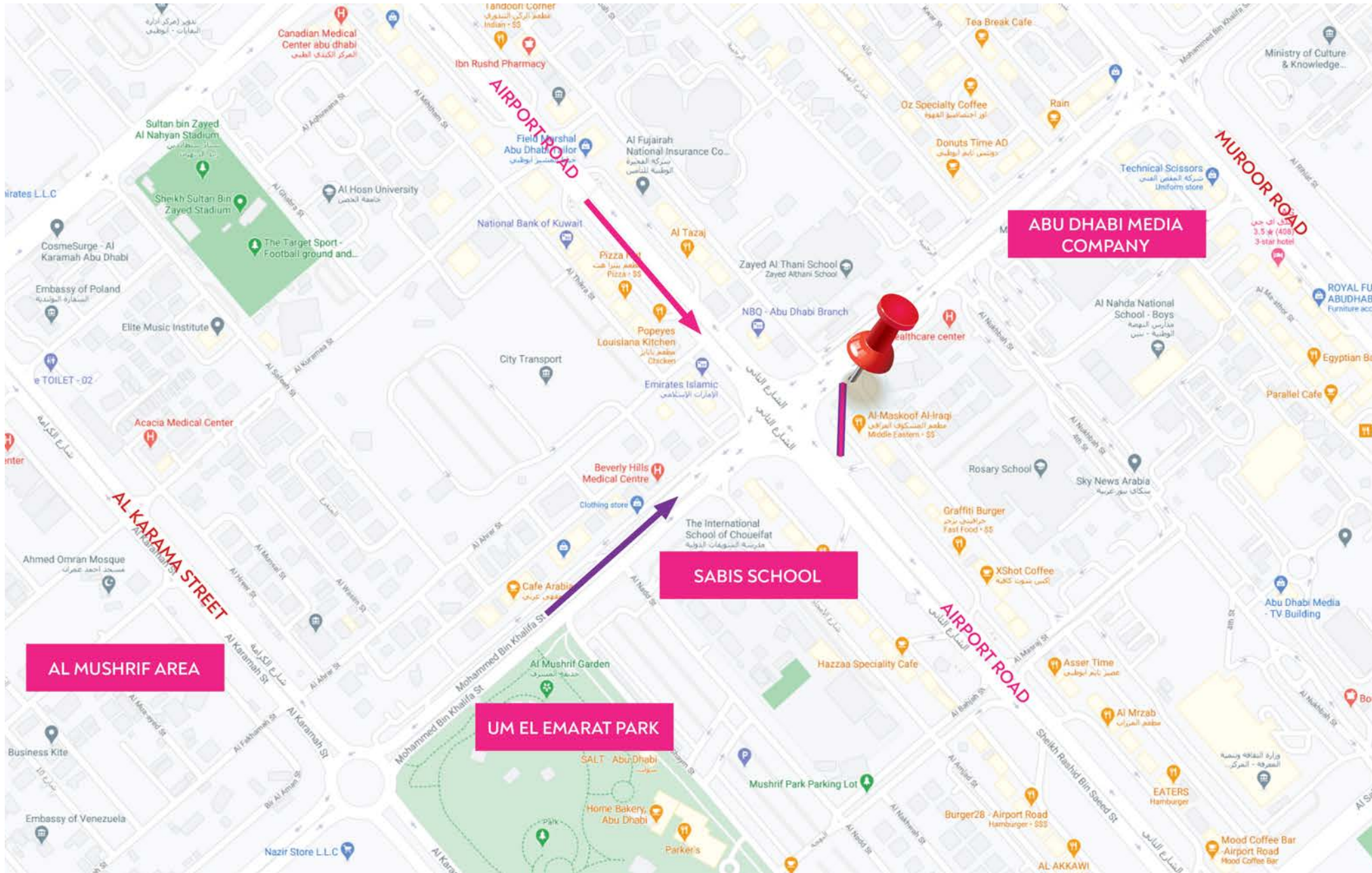
Average Daily Traffic: 411,319



24°27'28.7"N 54°22'59.8"E



Location Map



ADLED6

Mussaffah - MBZ

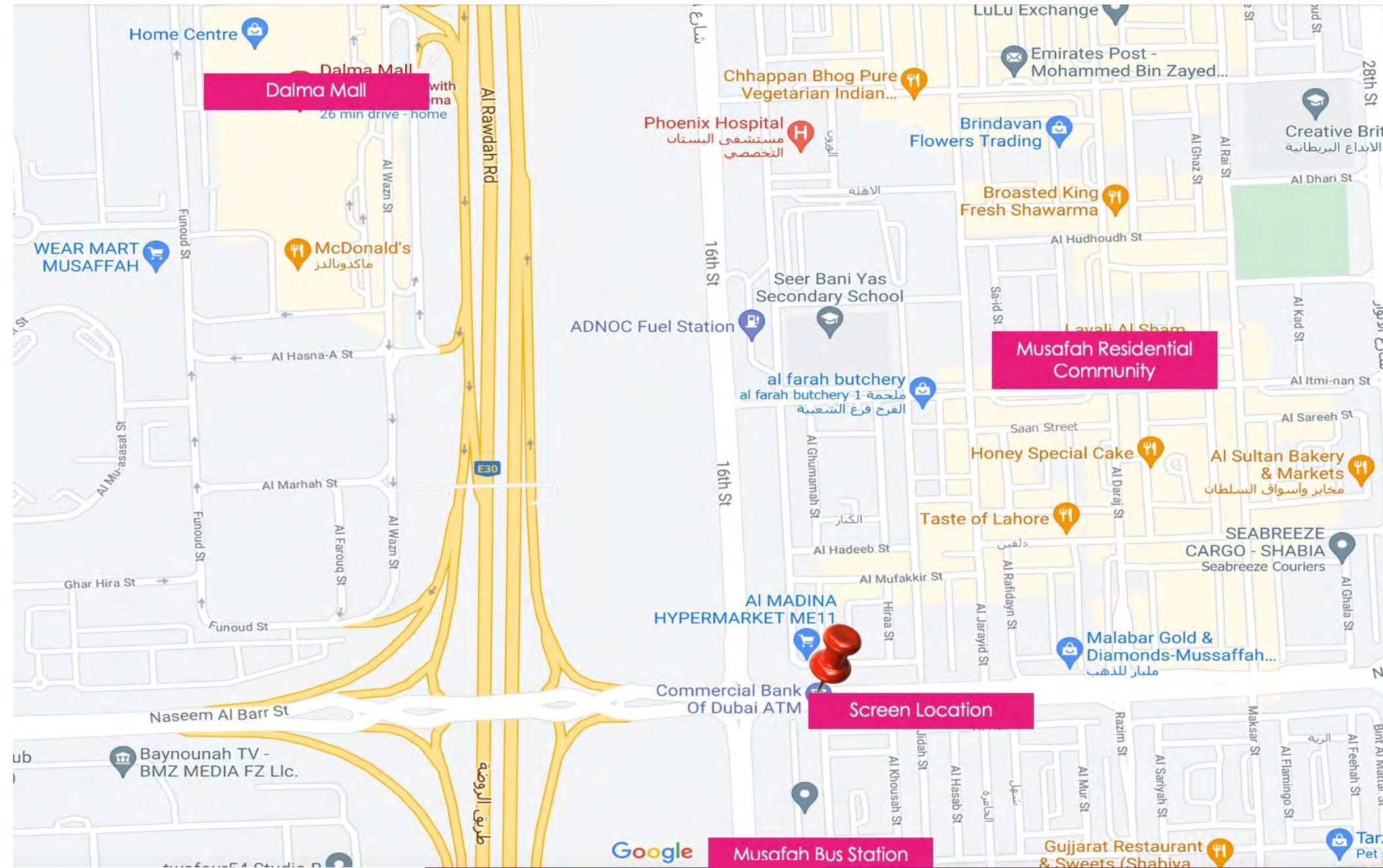
Rooftop LED Screen on Mussaffah main road facing Dalma Mall, visible to traffic to and from MBZ, in close vicinity of Musaffah Bus Station and Mussafah Residential Community.

10.5m x 6m



Average Daily Traffic: 554,396

Location Map



ADLED7

Al Qurm – TwoFour54

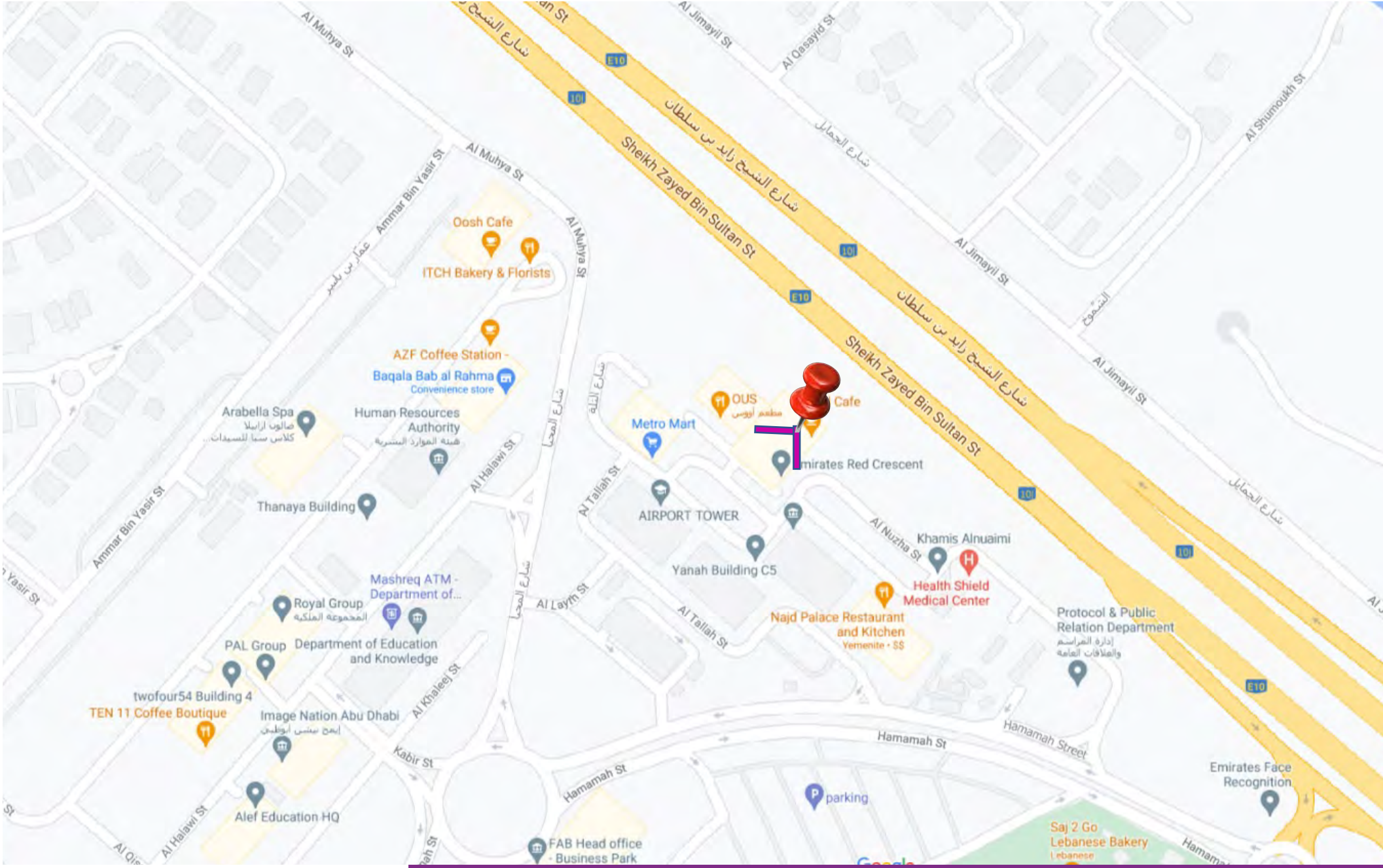
Abu Dhabi, Mussaffah – Sheikh Zayed Mosque
– Al Khaleej Al Arabi towards Abu Dhabi
Corniche. TwoFour54 towards the service
road.

13m x 7m
(Two Sides)



Average Daily Traffic: 300,105





Location Map

Our Rate Card

ADLED1	Gross Rate – AED	2 Weeks	4 Weeks
	Corniche Radisson Blu Hotel	125,000	180,000

ADLED2	Gross Rate – AED	2 Weeks	4 Weeks
	Salam Street	125,000	180,000

ADLED3	Gross Rate – AED	2 Weeks	4 Weeks
	Hamdan Street	90,000	150,000

ADLED4	Gross Rate – AED	2 Weeks	4 Weeks
	Al Muroor Road	90,000	150,000



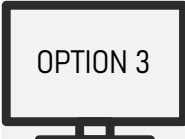
ADLED5	Gross Rate – AED	2 Weeks	4 Weeks
	Airport Road	90,000	150,000

ADLED6	Gross Rate – AED	2 Weeks	4 Weeks
	Mussaffah - MBZ	80,000	140,000

ADLED7	Gross Rate – AED	2 Weeks	4 Weeks
	Al Qurm – TwoFour54	80,000	140,000

- Agency Incentive: 20%
- Payment Terms: Full in Advance
- Municipality Fees / Uploading Fees: 1,500 AED
- Visual Change Fees: 1,500 AED
- Material Deadline: 5 working days
- Artwork to contain 50% Arabic & subject to Municipality Approval
- No Cancellation Accepted

Circuit Rat Options

 OPTION 1	Gross Rate – AED	2 Weeks	4 Weeks
	Circuit of 3 Screens (ADLED1 or ADLED2 & 2 other Screens)	272,000	382,000
 OPTION 2	Gross Rate – AED	2 Weeks	4 Weeks
	Circuit of 5 Screens	408,000	600,000
 OPTION 3	Gross Rate – AED	2 Weeks	4 Weeks
	Circuit of 7 Screens	536,000	810,000

- Agency Incentive: 20%
- Payment Terms: Full in Advance
- Municipality Fees / Uploading Fees: 1,500 AED
- Visual Change Fees: 1,500 AED
- Material Deadline: 5 working days
- Artwork to contain 50% Arabic & subject to Municipality Approval
- No Cancellation Accepted

Technical Specification

ADLED1	Material Specifications	Size	Pixel Resolution	Type	Color Format	Artwork Format
	Corniche Radisson Blu Hotel	W8 x H6	960 x 720	LED	RGB	HD JPEG (Pixel)

ADLED2	Material Specifications	Size	Pixel Resolution	Type	Color Format	Artwork Format
	Salam Street	W10.5 x H6	960 x 540	LED	RGB	HD JPEG (Pixel)

ADLED3	Material Specifications	Size	Pixel Resolution	Type	Color Format	Artwork Format
	Hamdan Street	W12 x H5	720 x 300	LED	RGB	HD JPEG (Pixel)

ADLED4	Material Specifications	Size	Pixel Resolution	Type	Color Format	Artwork Format
	Al Muroor Road	W9 x H5	840 x 450	LED	RGB	HD JPEG (Pixel)

ADLED5	Material Specifications	Size	Pixel Resolution	Type	Color Format	Artwork Format
	Airport Road	W8 x H5	720 x 450	LED	RGB	HD JPEG (Pixel)

ADLED6	Material Specifications	Size	Pixel Resolution	Type	Color Format	Artwork Format
	Mussaffah - MBZ	W10.5 x H6	960 x 540	LED	RGB	HD JPEG (Pixel)

ADLED7	Material Specifications	Size	Pixel Resolution	Type	Color Format	Artwork Format
	Al Qurm - TwoFour54	W13 x H7 (2 Sides)	1560 x 840	LED	RGB	HD JPEG (Pixel)

NO Videos, Animated Visuals only.

Display Time

Up to 40 seconds loop every day 8AM to 2AM.

Display	No. of Slots/Day (8 Sec each)
40s loop	1,620



Thank You!
