



StreetSmart

MARKETING MANAGEMENT

OOH MEDIA KIT 2023



**SISTER COMPANY AND MEDIA
ARM OF AL SERH**

WHO WE ARE

We are an outdoor advertising specialist that communicate messages and campaigns for all our clients and business partners across the UAE. In a short period, with the support and trust of our business partners and clients, we have amazingly proven our place in the market.

HISTORY & PEOPLE

Grabbing audiences' attention is what we do best!

By working together with our clients and following the principles of Premium Services, Quality, Creativity and Diversity. We continue to strengthen our excellent reputation in the marketplace as a cost effective, responsive and trustful organization. With out highly-skilled team members, we have managed to achieve several fruitful projects with our clients by bringing their ideas and concepts to life.

We aim to get your brand the right attention in the right place and at the right time. We do so by creating effective media projects and providing the client the needed marketing mediums to get the finest brand exposure.

AL SERH MEDIA encompasses site branding through the following mediums:

Lampposts: Exclusive Across All City of Sharjah

Bridge Banners: Total of 10

Hoardings: Total of 11 on Etihad & MBZ - Between 30M H TO 200M W

LED Screen: Total of 1 Screen 6M X 4M

Megacoms/Minipoles: Total of 18

Unipoles: Total of 4 on Etihad Road

A wide-angle photograph of the Sharjah skyline at sunset. The sky is a mix of orange, yellow, and light blue. The city's buildings are silhouetted against the bright sky. In the foreground, there is a body of water reflecting the sky and the city. A large, modern building with a curved, metallic facade is visible on the right side of the image.

EXCLUSIVE SHARJAH LAMPPOSTS

SHARJAH is a Centre for Culture & Industry, and alone contributes 9.3% of the GDP of the UAE

- ✓ We will communicate your message & leave a lasting impression in your target via our lampposts
- ✓ Size: 2.4M (H) x 1.2M (W)
- ✓ 80 Poles 160 Faces
 - Al Ittihad Street - 3 Circuits - Each Circuit 10 Poles 20 Faces
 - Al Wahda Street - 5 Circuits - Each Circuit 10 Poles 20 Faces
- ✓ Traffic: 400,000 drivers a day
- ✓ 1 Face traffic flowing towards Dubai and another face towards Sharjah
- ✓ Surrounded with renowned shopping malls, retail chains, automobile companies, food chains, government offices, industrial companies and restaurants.
- ✓ With centric position we have the luxury of amplifying your media / advertisement artwork to a wider flow of motorists while providing an unrivalled view for optimum exposure.
- ✓ People from all Emirates use this road almost every day that gives a big priority for advertisement. This is a good opportunity to introduce yourself to people from all Emirates and to improve your competitiveness among other companies.

SHARJAH LAMPOSTS

مناقصة لأعمدة الإنارة
التابعة لمدينة الشارقة
22 November 2022 12:24 pm

From SEWA Purchase Hide
Cc Sharifa Hussain Alzarooni
Ibrahim Ahmed Alhamm...
Save as group

Dear Respected Advertising Companies,

Greetings from SEWA!

Kindly be noted that M/s **Al Serh Adv. and Pub LLC** won the below tender and therefore they will be exclusively authorized by Sharjah Electricity, Water and Gas Authority to manage all the commercial advertisement in Sharjah City (lampposts & banners) for the period of **Three years (01.01.2023 to 31.12.2025)**.

Best Regards,

SEWA Purchase
Purchase



Download Digital Sharjah Now



LAMPOSTS

ITTIHAD & WAHDA : 80 Poles / 160 Face
TRAFFIC around 400,000 Cars per Day
NON - ITTIHAD & WAHDA : 477 Poles / 954 Faces
And any other area or street upon inquiry

1. Al Fisht Park	10	11. Mega Mall	20
2. Al Khan Corniche	10	12. Muweilah	10
3. Al Qasba Bridge	10	13. Sahara Centre	20
4. Al Taawun	50	14. Saqir Al Qassimi	20
5. Buhaira Corniche	71	15. Souq Al Haraj	51
6. Clock Tower Exit	15	16. Rahmaniya	7
7. Helwan	15	17. University Road	50
8. Khalidiya	50	18. Wasit Street	10
9. King Faisal Road	20	19. Wasit Towards Ajman	10
10. Mahila Road	20	10. Zawaya	8

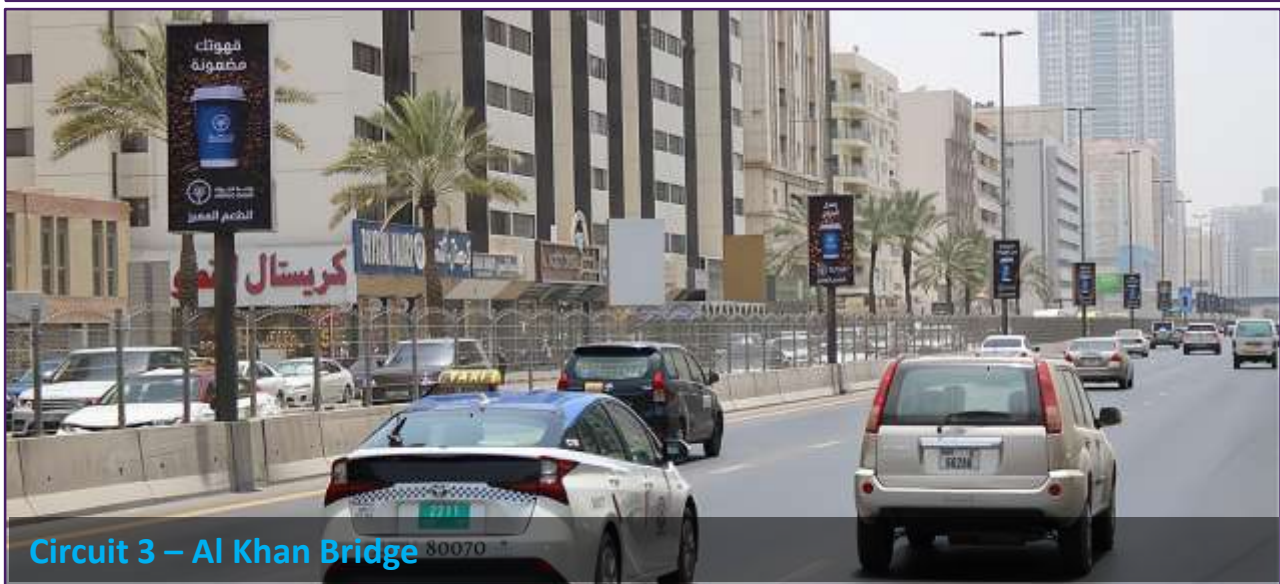
SHARJAH: ITTIHAD / WAHDA LAMPPOSTS



Circuit 1 – Towards Ansar Mall



Circuit 2 – Opposite Safer Mall

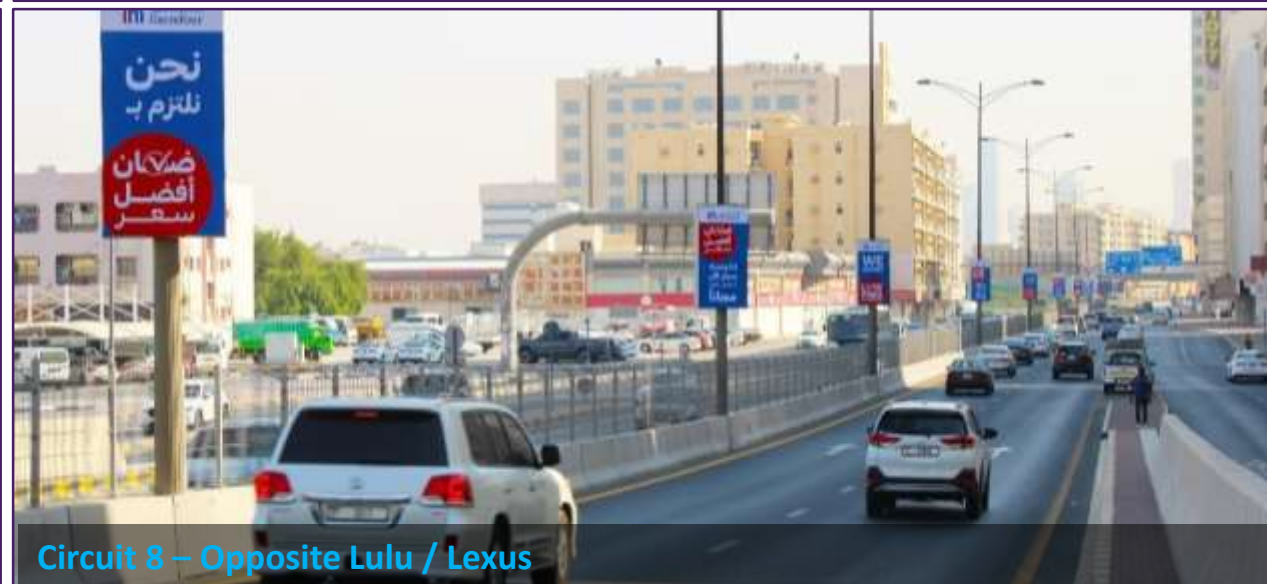


Circuit 3 – Al Khan Bridge 30070



Circuit 4 – Towards Al Khan Bridge

SHARJAH: ITTIHAD / WAHDA LAMPPOSTS





Traffic is around 400,000 Cars per day

80 Poles / 160 Faces

- **Al Ittihad Street – 3 Circuits**
Each circuit 10 Poles / 20 Faces
- **Al Wahda Street – 5 Circuits**
Each circuit 10 Poles / 20 Faces

A nighttime photograph of a cityscape. In the foreground, a canal with a bridge is illuminated. In the background, a large Ferris wheel is lit up, and several skyscrapers are visible against the dark sky. The scene is reflected in the water of the canal.

SHARJAH OTHER AREAS LAMPPOSTS CIRCUITS

SHARJAH: NON-ITTIHAD / WAHDA LAMPPOSTS



University Road / Al Zahia City Centre



Muweilah – Opposite Nesto Hypermarket

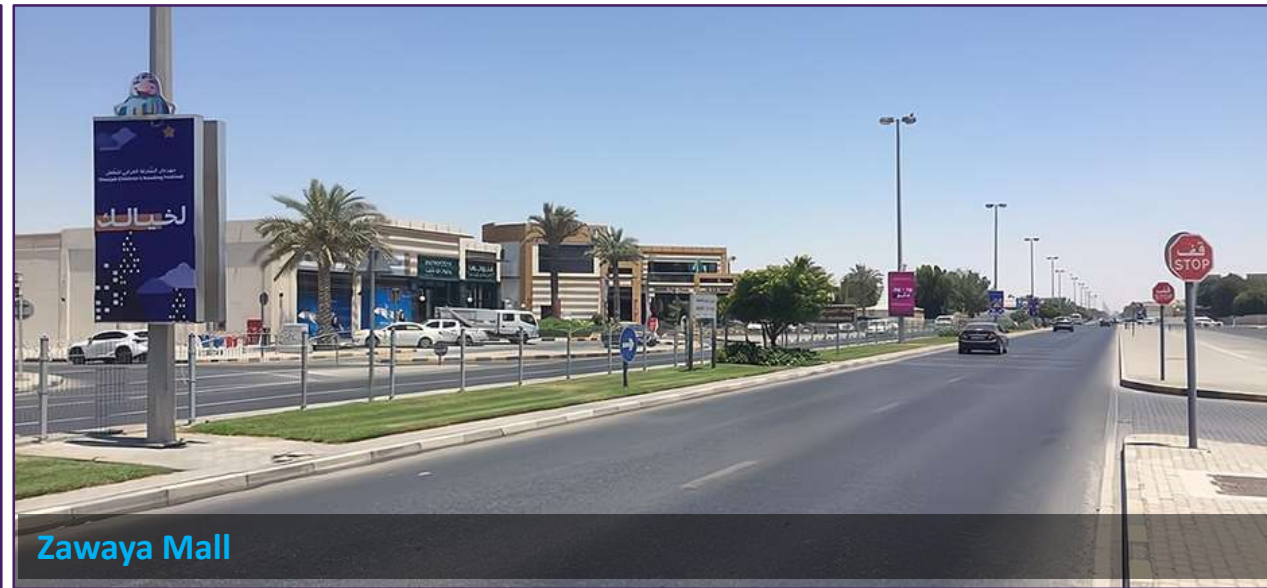


Buhairah Corniche



Sheikh Saqr Bin Khalid Al Qasimi St.

SHARJAH: NON-ITTIHAD / WAHDA LAMPPOSTS



Seyouh

Souq Al Haraj

SHARJAH: NON-ITTIHAD / WAHDA LAMPPOSTS LOCATIONS

 [Map Link](#)





AL ZAHIA CITY CENTRE **LED** MINIPOLE

SHARJAH LED MINIPOLE

Flexible in changing artwork anytime. For Clients that have different brands, we can establish a long-term period partnership and change your portfolio of artwork weekly or monthly.

Specification: Format type: Video or Animation file.

Advertising Duration: 15 Sec to be repeated after every 1 min

Maximum 4 Clients

Operation Period = 9:00 AM to 12:00 AM Midnight / 15 hours LED will be ON.

Video Link: <https://www.youtube.com/watch?v=gzDqY0I20Qs>

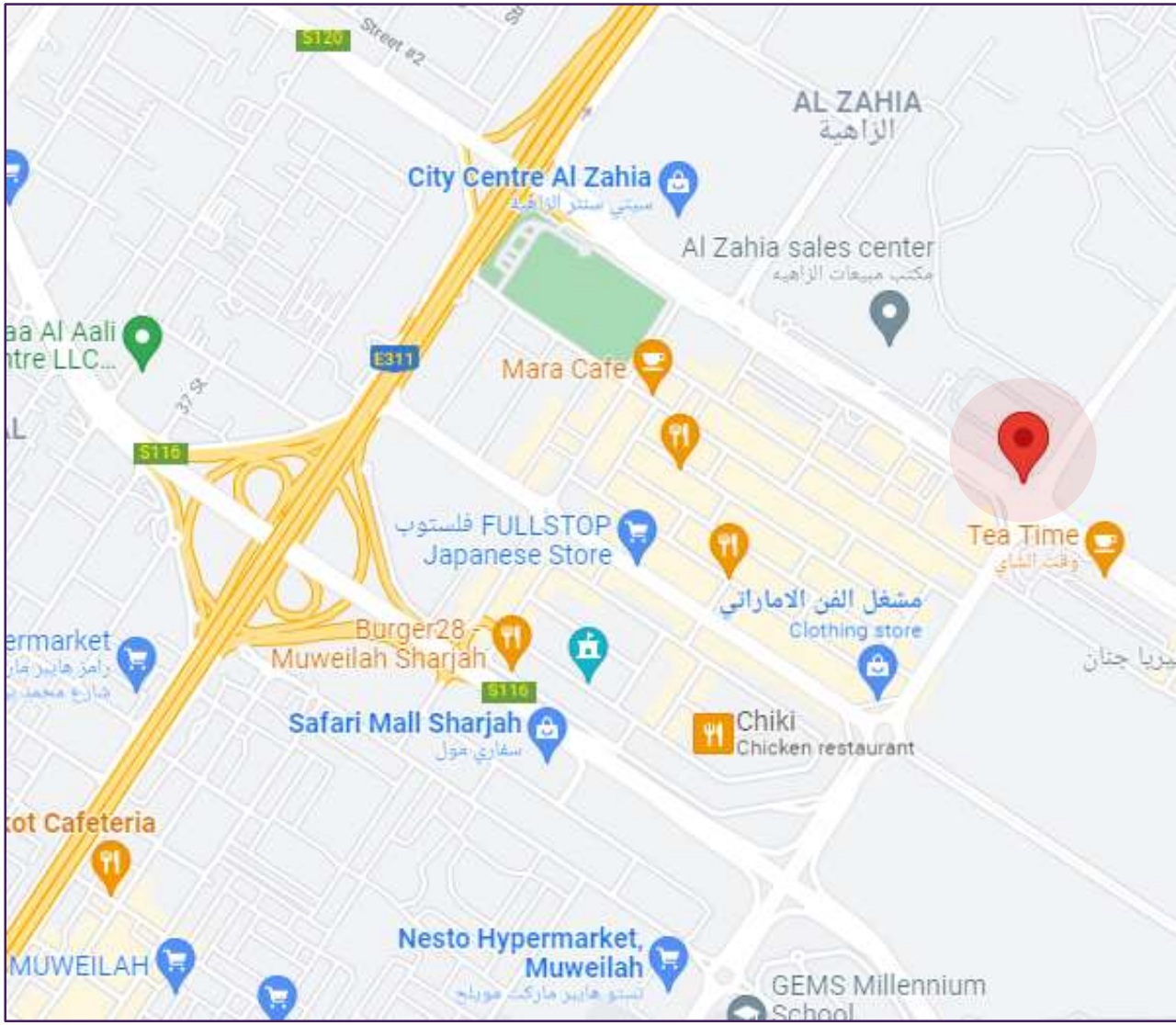
Artwork should include both Arabic & English content as per SHARJAH Municipality.

The Price includes: Artwork Approval, Municipality Charges, Government fees, Electricity Maintenance.

University Road – Al Zahia City Centre (Medium LED Minipole)

Resolution: 1,152 x 768 pixels | Size: W 6m x H 4m x 1 Face

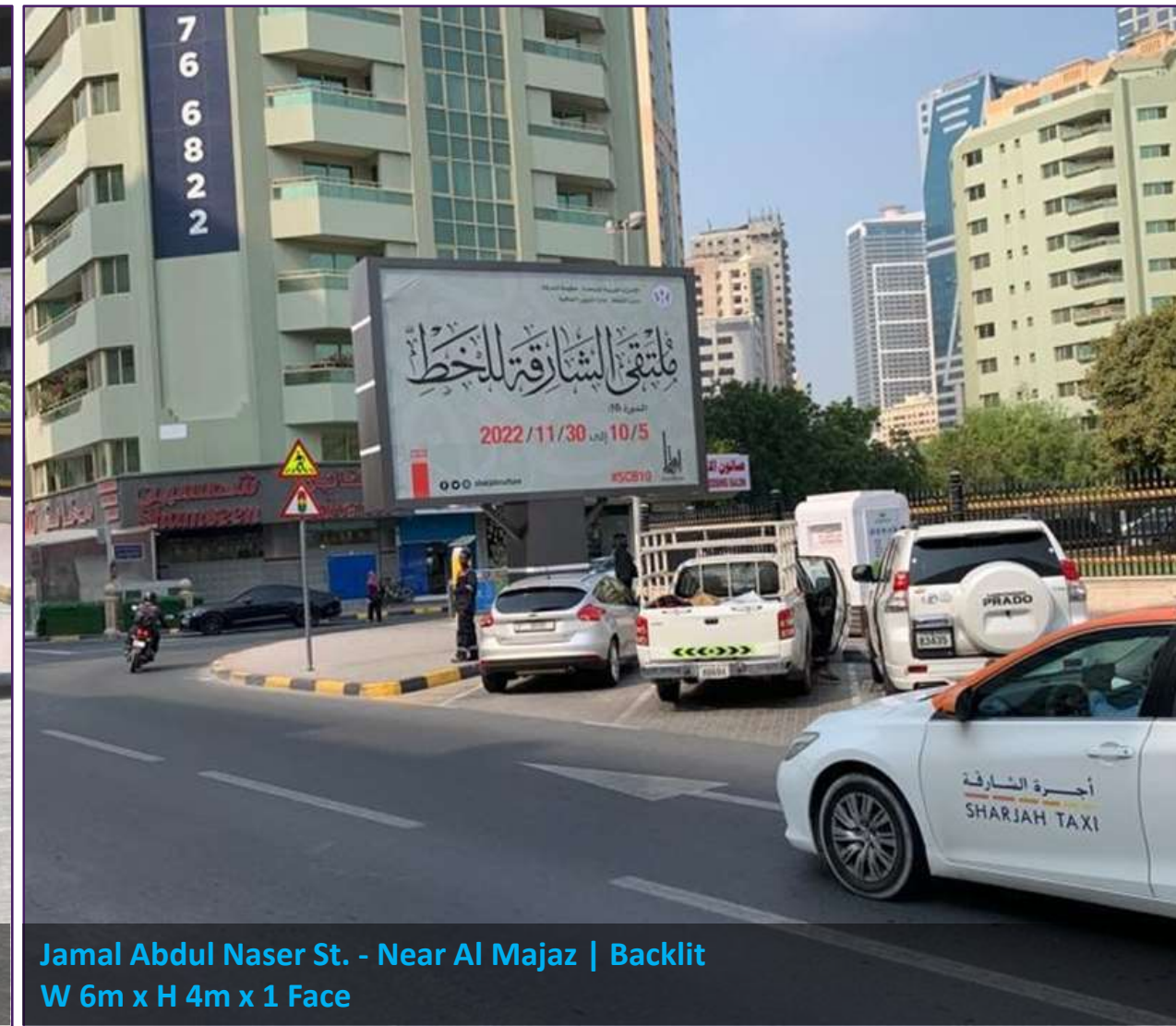
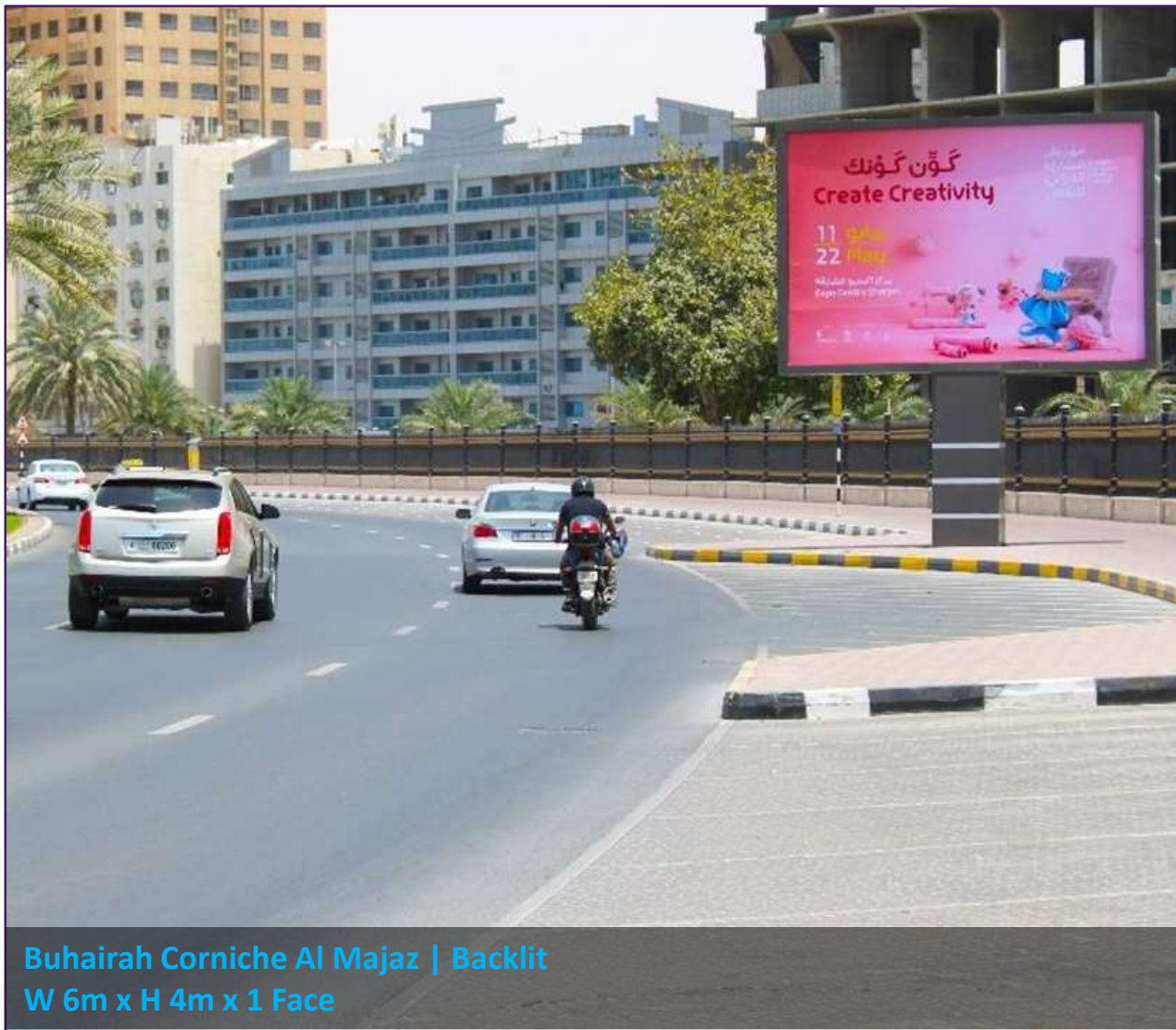
SHARJAH LED MINIPOLE



University Road – Al Zahia City Centre (Medium LED Minipole)
Resolution: 1,152 x 768 pixels | Size: W 6m x H 4m x 1 Face



SHARJAH MINIPOLES / MEGACOMS

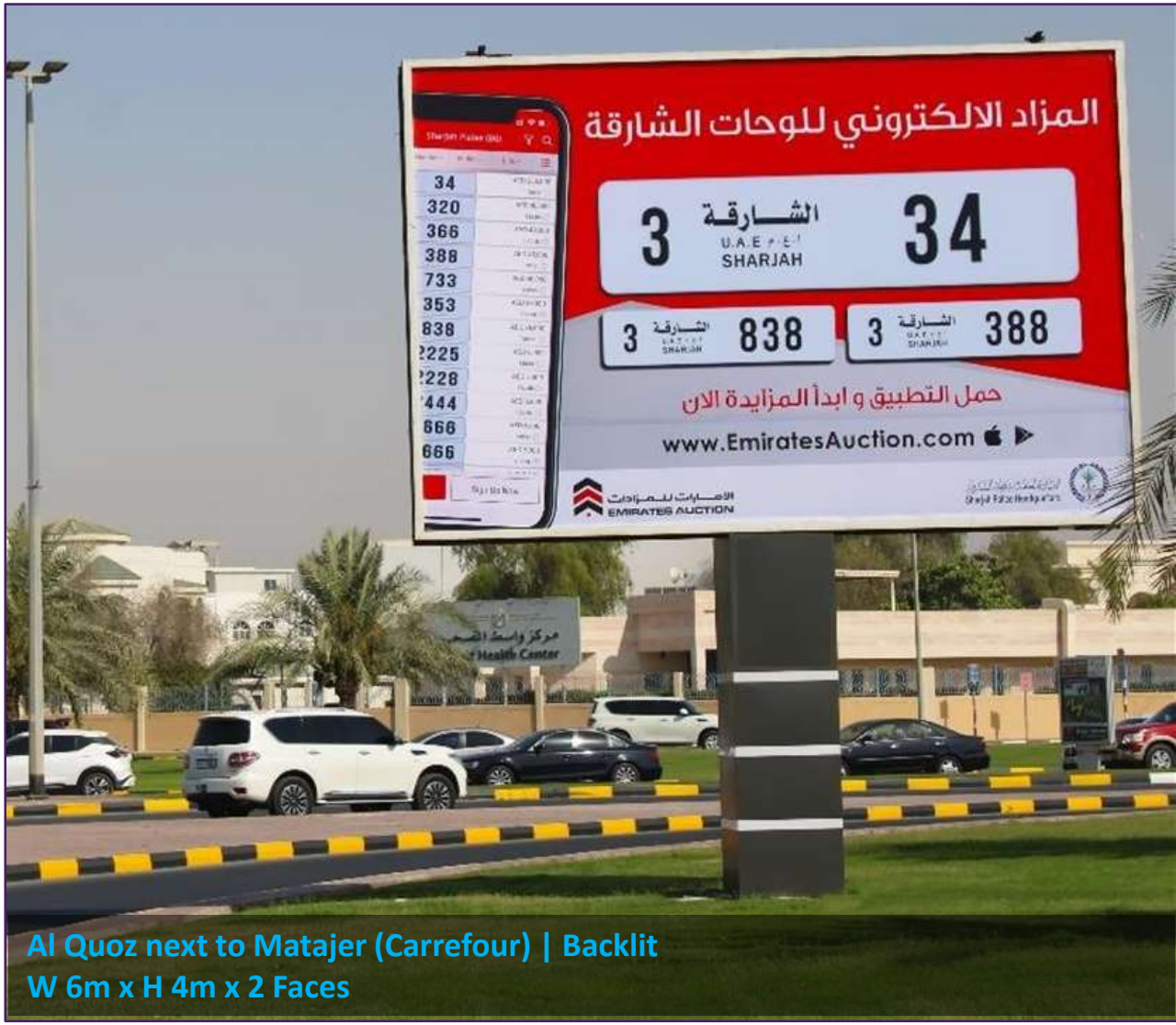


Buhairah Corniche Al Majaz | Backlit
W 6m x H 4m x 1 Face

Jamal Abdul Naser St. - Near Al Majaz | Backlit
W 6m x H 4m x 1 Face

Located across the Emirates

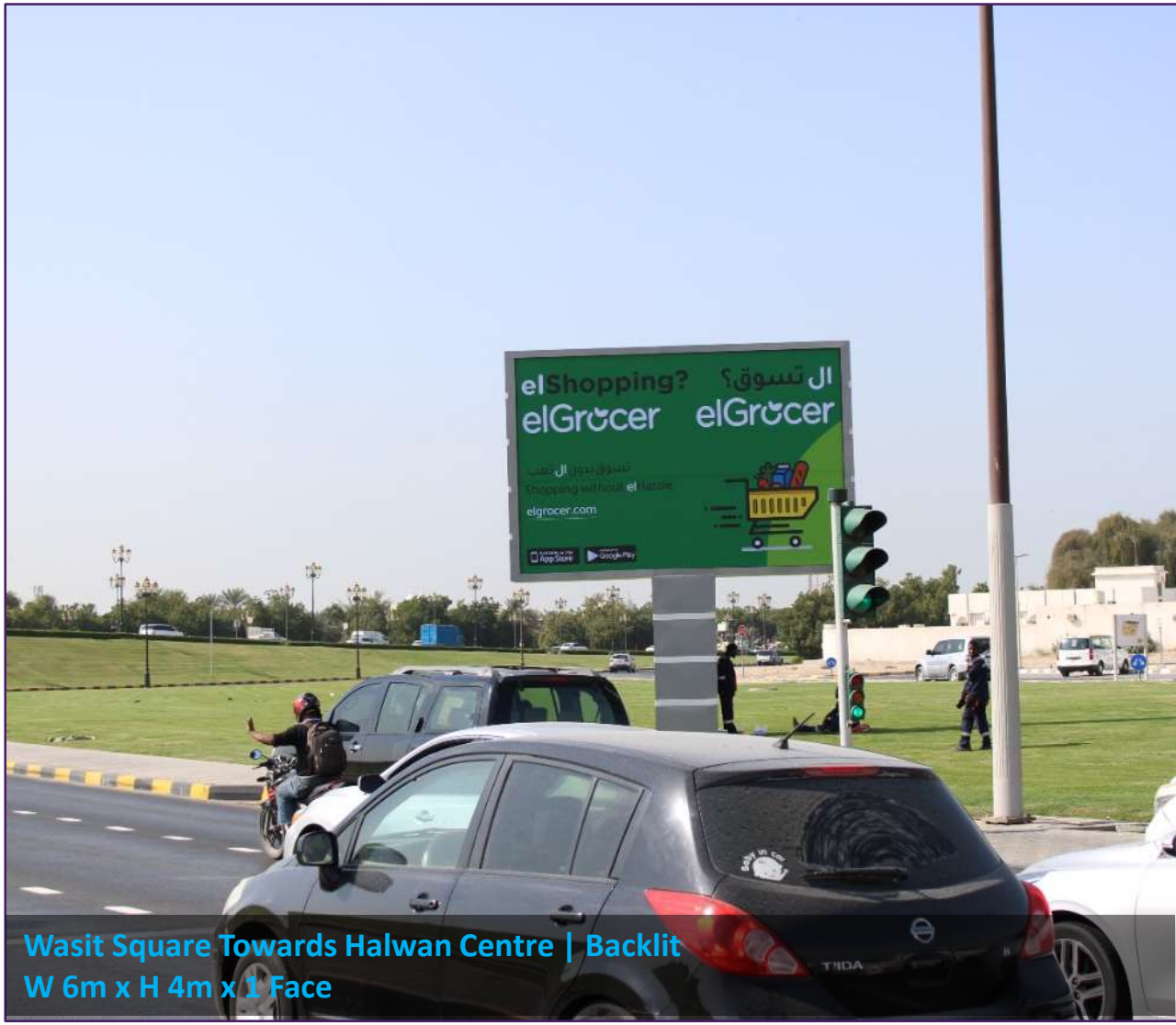
SHARJAH MINIPOLES



Al Quoz next to Matajer (Carrefour) | Backlit
W 6m x H 4m x 2 Faces

Al Mirqab | Backlit
W 6m x H 4m x 2 Faces

Located across the emirates.



Wasit Square Towards Halwan Centre | Backlit
W 6m x H 4m x 1 Face

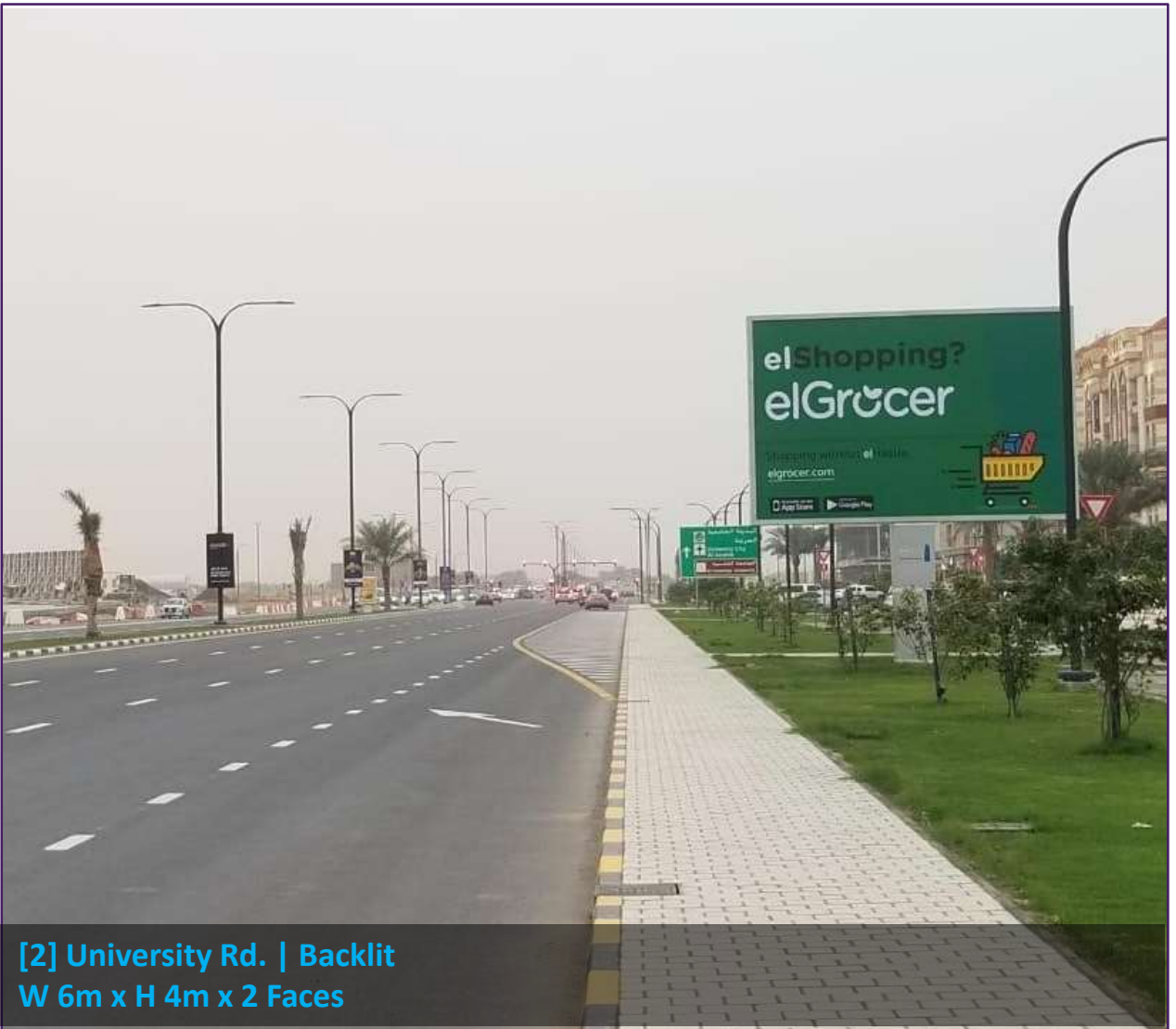


New Corniche - Al Muntazah St. | Opp Al Fisht Park | Backlit
W 6m x H 4m x 1 Face

SHARJAH MINIPOLES



[1] University Rd. | Backlit
W 6m x H 4m x 2 Faces

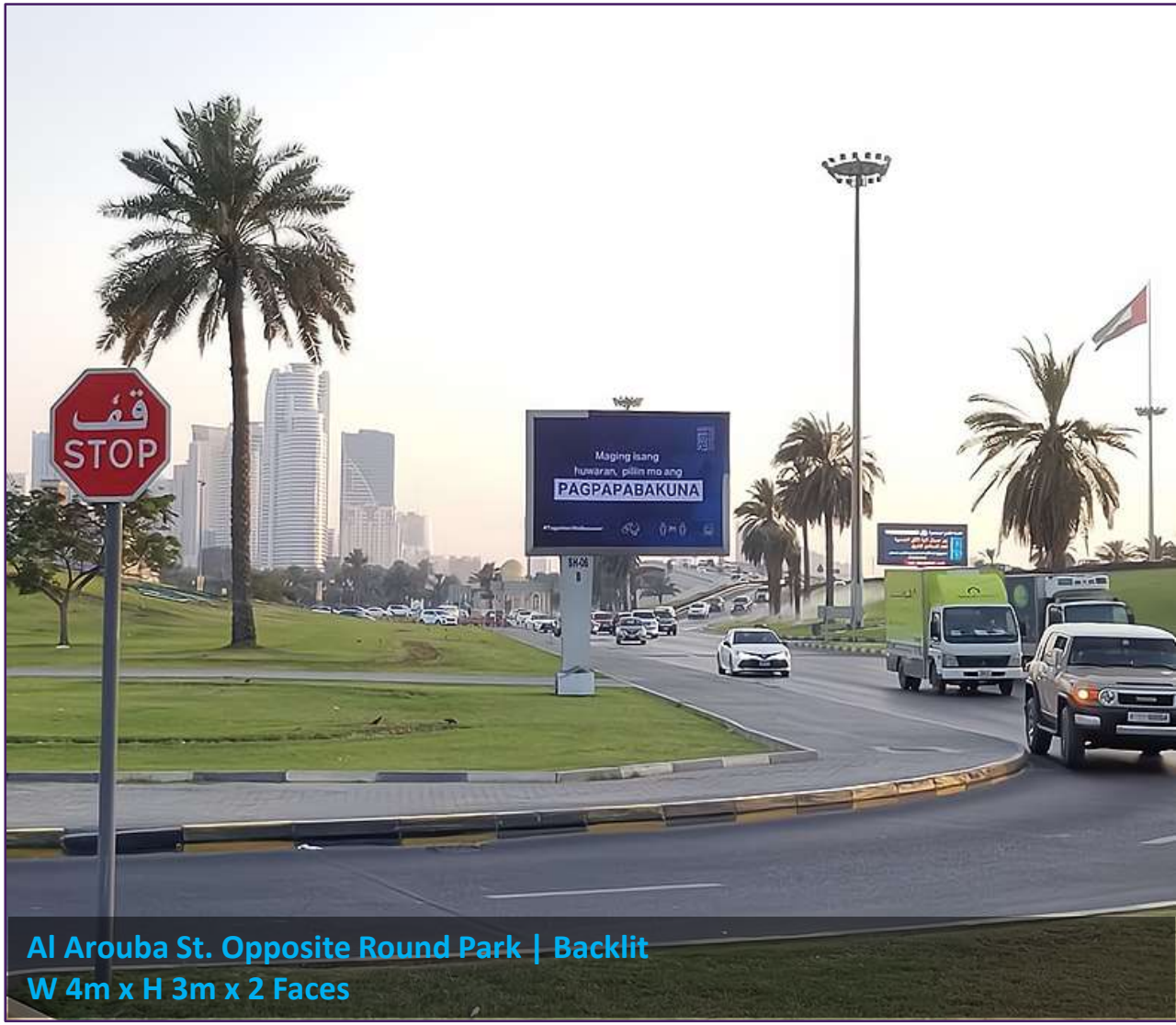


[2] University Rd. | Backlit
W 6m x H 4m x 2 Faces

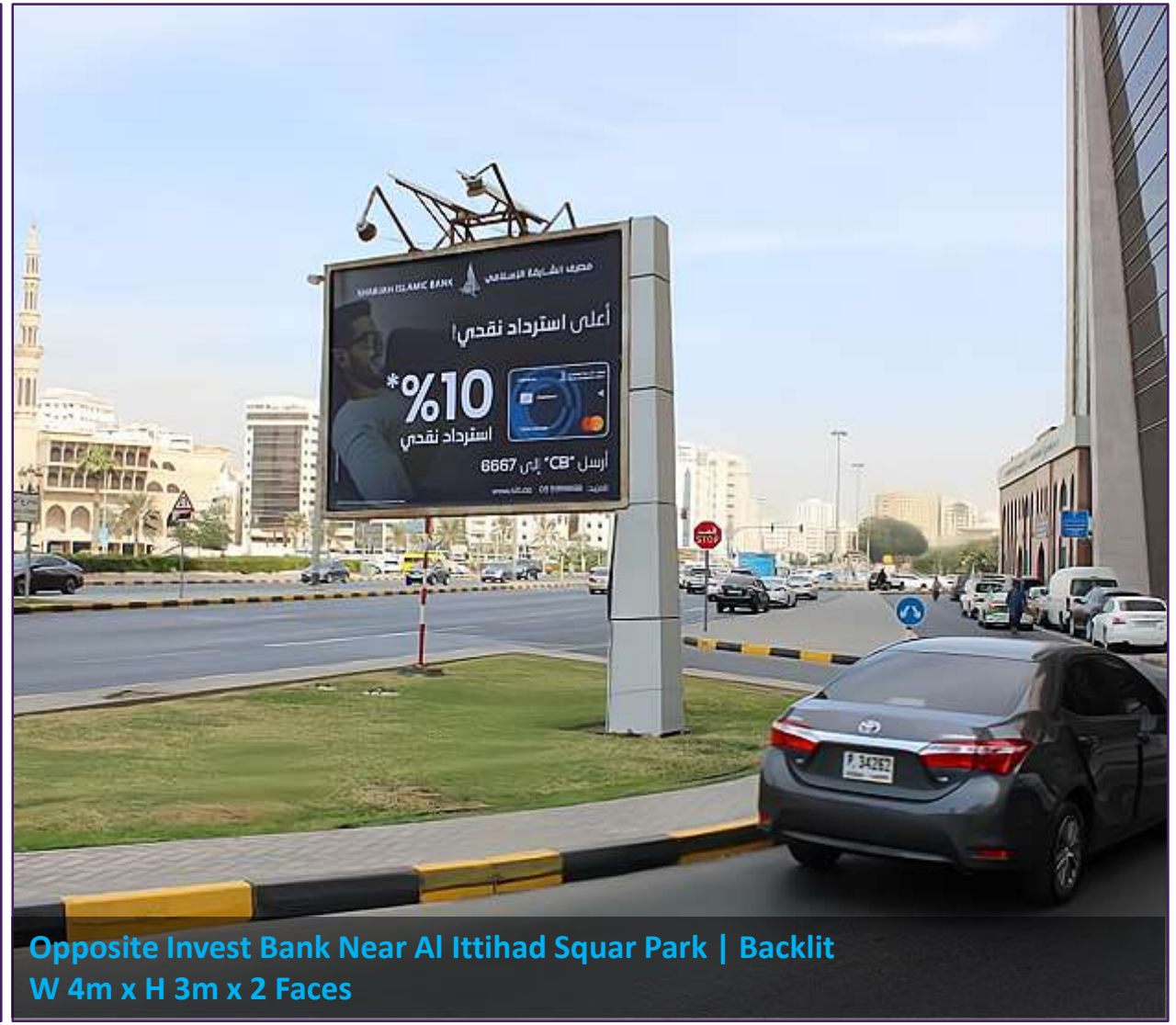
Located across the Emirates

SHARJAH MINIPOLES # 9





Al Arouba St. Opposite Round Park | Backlit
W 4m x H 3m x 2 Faces



Opposite Invest Bank Near Al Ittihad Squar Park | Backlit
W 4m x H 3m x 2 Faces

مناقصة لأعمدة الإنارة
التابعة لمدينة الشارقة
22 November 2022 12:24 pm

From **SEWA Purchase** [Hide](#)

Cc **Sharifa Hussain Alzarooni**
Ibrahim Ahmed Alhamm...

[Save as group](#)

Dear Respected Advertising
Companies,

Greetings from SEWA!

Kindly be noted that **M/s Al Serh Adv. and Pub LLC** won the below tender and therefore they will be exclusively authorized by Sharjah Electricity, Water and Gas Authority to manage all the commercial advertisement in Sharjah City (lampposts & banners) for the period of **Three years (01.01.2023 to 31.12.2025)**.

Best Regards,

THANK YOU!



StreetSmart

MARKETING MANAGEMENT



Sufouh 1 – Sidra Tower - Office 1806, Dubai, UAE
Tel.: +971 526044727 | Email: sales@streetsmart-mm.com

