



SkyBlue<sup>TM</sup>  
MEDIA

# About Us

SkyBlue Media's Data-Driven DOOH balances **intelligent targeting** with mainstream appeal, leveraging rich deterministic information to make outdoor messages impactful, targeted, and real.

We work with you to understand **your specific needs**. Our in-house team plans, designs, coordinates, develops, executes, and monitors all of our campaigns.

# Why Us

Your choice for impactful outdoor bus media advertising. Unmatched innovation, exclusive prime space, extensive reach, flexible targeting, exceptional ROI. Reach millions of potential customers daily with our extensive network and strategically placed advertisements. Benefit from the use of our state of the art system, AI (Audience Intelligence). Buses have never been this advanced, Until now.

**Elevate your brand now.**

# Maximize your Brand's impact!

Drive, Advertise, Mesmerize:  
**SkyBlue is your choice!**





# High Visibility

**Unleash Your Brand's Power:**  
Dominate Dubai's Streets with  
Strategic Mupi Ads. Command  
Attention, Engage Pedestrians,  
Captivate Motorists, and Enchant  
Commuters.





# Laser-Focused Impact

Unlock the Power of Bus Shelter Ads to Laser-Target Your Ideal Audience. From Shopping Centers to Business Hubs, Get Your Brand in Front of the **Right Eyes at the Right Time.**

# Targeted Marketing

**Reach Your Ideal Audience, On Target:**  
Tailored Bus Advertising in Dubai.  
Target Specific Routes, Neighborhoods,  
and Business Hubs. Amplify Campaign  
Impact, Maximize Marketing Precision.





# Mobile Hoardings

Mobile Hoardings that fascinate :  
Transforming Buses into Brand  
Adventures. **The same excellence of  
Dubai's prominent hoardings on  
wheels.** Making powerful connections.

# Standard Bus



# Double Decker Bus



# Midi Bus



# Coach Bus





# Articulated Bus



# Rate Card 2023

External Bus Asset / Unit	Gross Rate Card / 4 weeks	Production Cost
Standard Bus	35,000	10,000
Double Decker Bus	55,000	20,000
Articulated Bus	50,000	20,000
Coach Bus	30,000	10,000
Midi Bus	30,000	10,000

# Rate Card 2023

Type of Assets	No. of Locations	Production Cost	Gross rate / 4 weeks
Bus Shelter	10	20,000	120,000

Type of Assets	No. of Units	No. of Faces	Production Cost	Gross rate / 4 weeks
Mupi	25	50	18,750	100,000