

2024

# OUTDOOR RATE CARD



الشركة العربية أوت أوف هوم ديجيتال  
AL ARABIA OOH DIGITAL COMPANY



## WHO WE ARE

**Al Arabia was founded to provide seamless and groundbreaking solutions that leave an impact on the lives of those it touches.**

We are a leading provider of outdoor solutions offering experiences to clients across a multitude of platforms and mediums.

We have invested in companies across the entire media funnel to ensure every step from inception to delivery meets the highest standards.

## OUR MISSION

We specialize in outdoor advertising and provide our clients with superior products and services, leveraging on international standards and the latest technologies in all stages of advertising, from manufacturing and printing to installation and maintenance of panels.

In addition, we're dedicated to minimizing our environmental impact.

## OUR VISION

We aim to become the “go-to” agency for outdoor advertising in the Kingdom of Saudi Arabia and the MENA region.

# COVERAGE



**350+**  
**FACES**

Carefully distributed units in the most strategic locations ensuring the best visibility, reach and frequency

**ACROSS  
DUBAI**

Successfully deployed over 350 - 400 formats across Dubai in 2024

**VARIOUS  
FORMATS**

Delivering the latest innovative advertising opportunities across various platforms in the MENA region

# PRODUCT RANGE

## LEGEND



CIRCUIT  
SOLUTION



STAND-ALONE  
SOLUTION



STATIC  
SOLUTION



DIGITAL  
SOLUTION

## TERA

Large Formats

page 5

Unipoles   p. 5

## MEGA

Medium Formats


page 12

Lampposts   p. 12

## MUPI

Small Formats

page 23

Digital Mupis   p. 23

Static Mupis  

# TERA UNIPOLES



Sheikh Rashid Road



Al Khail Road

## LOCATIONS



Scan the QR code or you may access  
Google Maps through the below link

<https://bit.ly/4avWUM0>

## LEGEND



CIRCUIT  
SOLUTION



STAND-ALONE  
SOLUTION



STATIC  
SOLUTION



DIGITAL  
SOLUTION



LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/3Ws8gNc>



SPECIFICATIONS

**A double-sided and wide horizontal digital display billboard.**

Located alongside highways, the effectiveness of this billboard is enhanced by the fact that it can be seen from both short and long distances.

The unipole is particular by the fact that its rectangular shape gives the advertisers an opportunity for more creation of their campaign visual.

Type	Static
Orientation	Horizontal

RATES (Rent & Production) in AED

Circuit Code	No. of Faces	Gross Rate/Month	Production Cost
GR1	2	220,000	30,000
GR2	2	220,000	30,000
GR3	2	220,000	30,000
GR4	2	220,000	30,000
GR5	2	220,000	30,000

Price excluding 5% VAT

• SHEIKH RASHID ROAD •



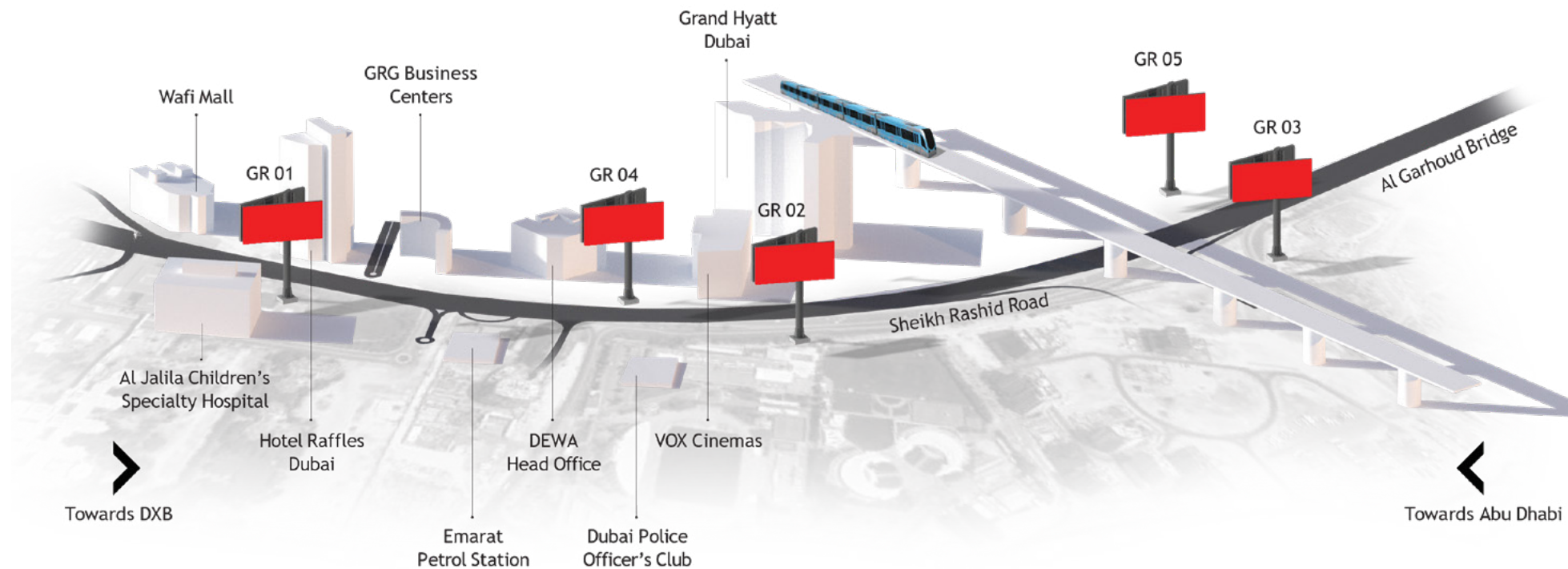
5 Unipoles



W: 16m x H: 8m

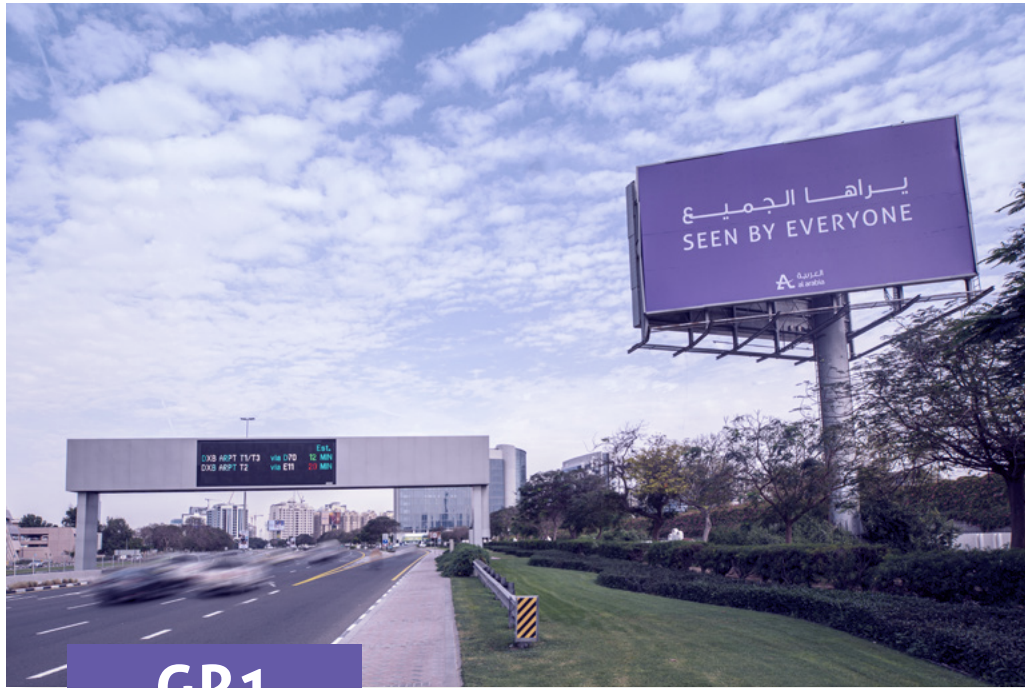


View Map



## MEDIA PRINT SPECS

Media Code	Visible Size (W x H)	Overall Size (W x H)
GR1	15.76m x 7.86m <i>with 5cm color bleed all around</i>	16.05m x 8.25m
GR2	15.86m x 7.86m <i>with 5cm color bleed all around</i>	16.40m x 8.40m
GR3	15.55m x 7.51m <i>with 5cm color bleed all around</i>	15.81m x 8.06m
GR4	16.00m x 8.00m <i>with 15cm color bleed all around</i>	16.40m x 8.40m
GR5	15.55m x 7.51m <i>with 5cm color bleed all around</i>	15.81m x 8.06m



GR1



GR2



GR3



GR4

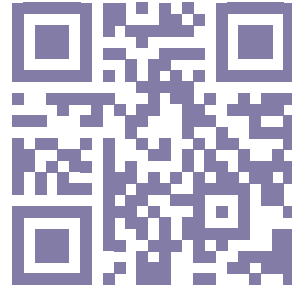


GR5





LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/3UQJtRw>

SPECIFICATIONS

**A double-sided and wide horizontal digital display billboard.**

Located alongside highways, the effectiveness of this billboard is enhanced by the fact that it can be seen from both short and long distances.

The unipole is particular by the fact that its rectangular shape gives the advertisers an opportunity for more creation of their campaign visual.

Type	Static
Orientation	Horizontal

RATES (Rent & Production) in AED

Circuit Code	No. of Faces	Gross Rate/Month	Production Cost
AK1	2	200,000	30,000
AK2	2	200,000	30,000
AK4	2	200,000	30,000
AK5	2	200,000	30,000
AK6	3	300,000	40,000

Price excluding 5% VAT

## AL KHAIL



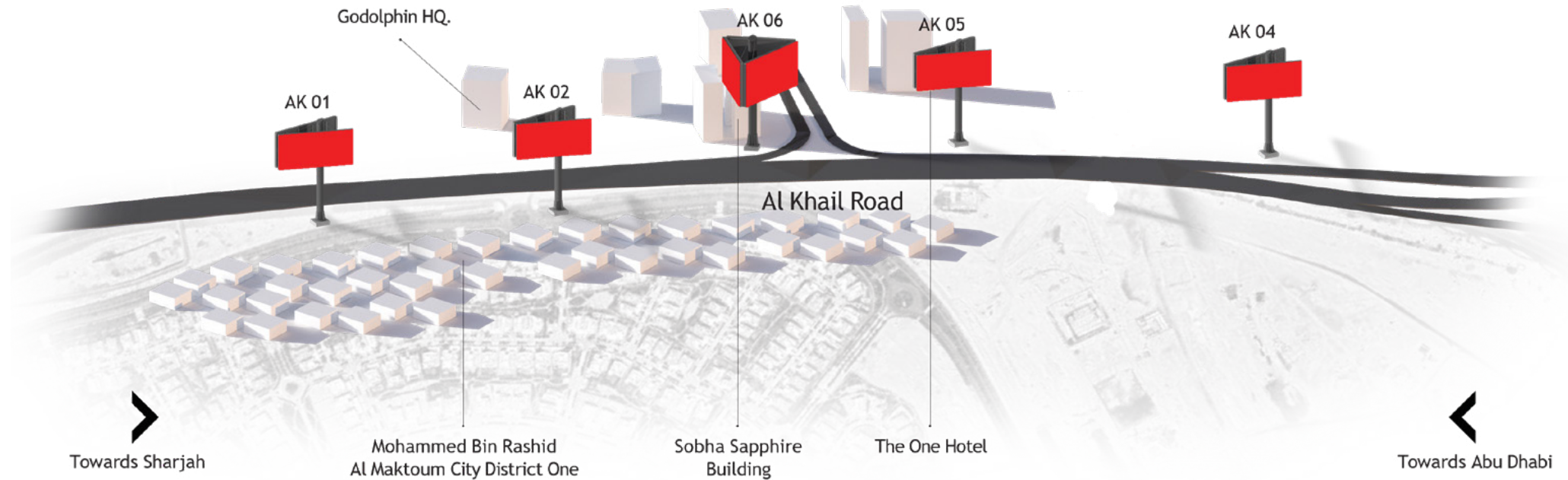
6 Unipoles



W: 16m x H: 8m



View Map



### MEDIA PRINT SPECS

Media Code	Visible Size (W x H)	Overall Size (W x H)
AK1 AK2 AK4 AK5	15.60m x 7.60m <i>with 5cm color bleed all around</i>	15.85m x 7.85m
AK6	FACE A & B	
	15.70m x 7.65m <i>with 5cm color bleed all around</i>	15.86m x 7.83m
AK6	FACE C	
	9.70m x 7.65m <i>with 5cm color bleed all around</i>	9.86m x 7.84m



AK1



AK2



AK4



AK5



AK6

# MEGA LAMPPOSTS

S ◆◆

Dubai International Financial Centre  
Umm Suqueim  
Al Wasl  
Al Safa  
Casablanca

## LOCATIONS



Scan the QR code or you may access  
Google Maps through the below link

<https://bit.ly/4axBbmW>

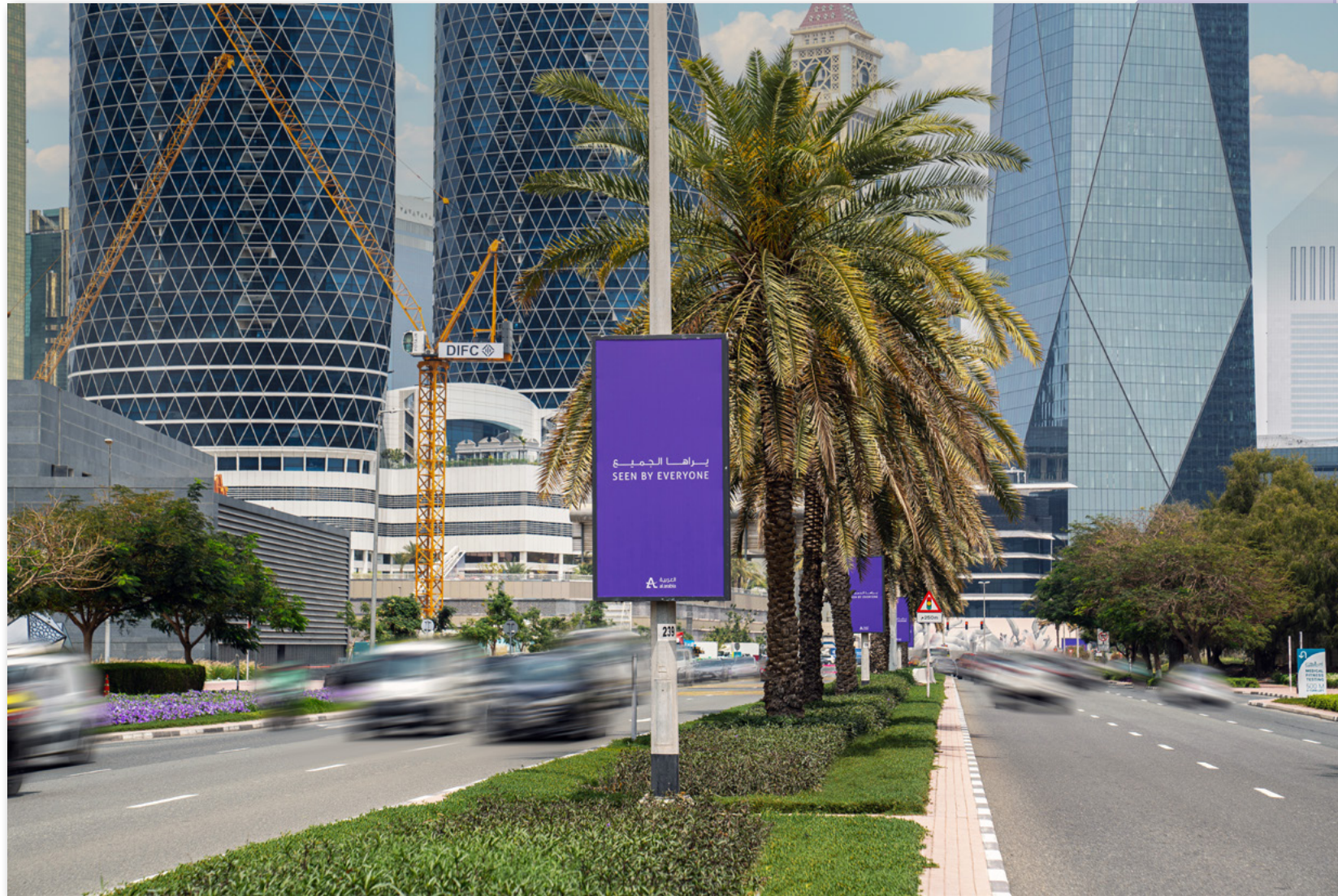
## LEGEND

◆◆ CIRCUIT  
SOLUTION

◆ STAND-ALONE  
SOLUTION

S STATIC  
SOLUTION

D DIGITAL  
SOLUTION



LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/4axBbmW>

SPECIFICATIONS

**A double-sided billboard with a backlit static face.**

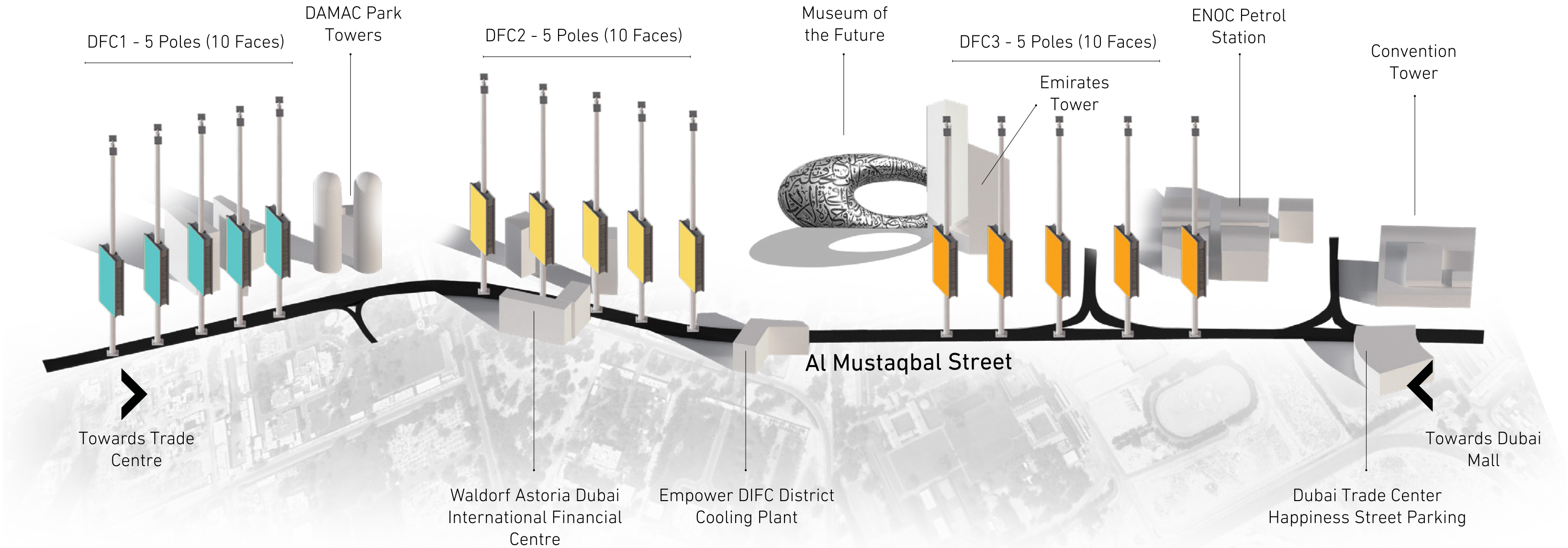
Located in the middle of traffic spots and main streets. Its strategic locations allows both pedestrian and passerby easy, clear, and close-up look at ads.

Type	Static & Double-Sided
Orientation	Vertical
SOV	100%

RATES (Rent & Production) in AED

Circuit Code	No. of Poles/ Faces	Gross Rate/ 2 weeks	Production Cost
DFC1	05 Poles (10 Faces)	125,000	5,000
DFC2	05 Poles (10 Faces)	125,000	5,000
DFC3	05 Poles (10 Faces)	125,000	5,000

Price excluding 5% VAT



MEDIA PRINT SPECS



3 Circuits  
15 Lampposts / 30 Faces

Media Code	Visible Size (W x H)	Painted Size (W x H)	Overall Size (W x H)
DFC1 - DFC2 - DFC3	117cm x 238cm	122cm x 244cm <i>Frame Size</i>	142cm x 258cm <i>10cm extra white on all sides</i>



W: 2.5m x H: 1.25m



LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/4axBbmW>

SPECIFICATIONS

**A double-sided billboard with a backlit static face.**

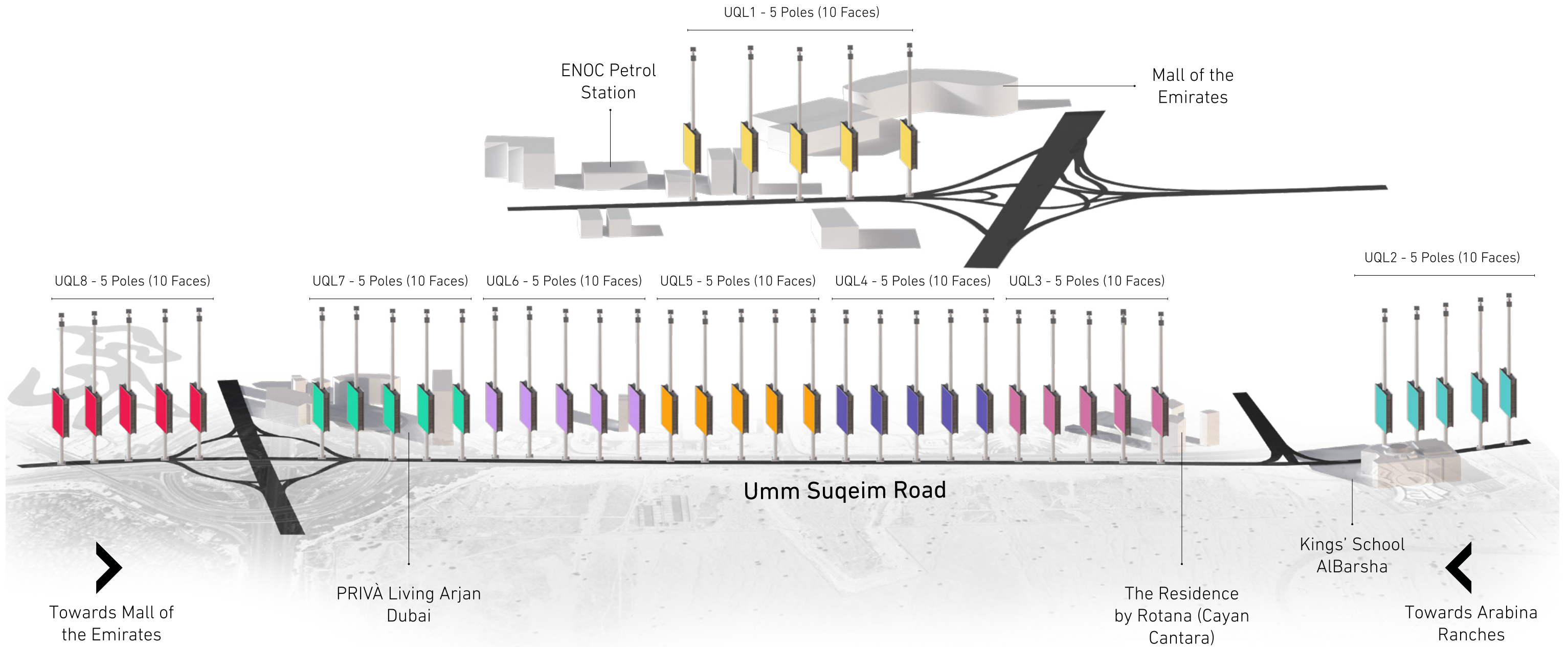
Located in the middle of traffic spots and main streets. Its strategic locations allows both pedestrian and passerby easy, clear, and close-up look at ads.

Type	Static & Double-Sided
Orientation	Vertical
SOV	100%

RATES (Rent & Production) in AED

Circuit Code	No. of Poles/ Faces	Gross Rate/ 2 weeks	Production Cost
UQL1	05 Poles (10 Faces)	100,000	5,000
UQL2	05 Poles (10 Faces)	100,000	5,000
UQL3	05 Poles (10 Faces)	100,000	5,000
UQL4	05 Poles (10 Faces)	100,000	5,000
UQL5	05 Poles (10 Faces)	100,000	5,000
UQL6	05 Poles (10 Faces)	100,000	5,000
UQL7	05 Poles (10 Faces)	100,000	5,000
UQL8	05 Poles (10 Faces)	100,000	5,000

Price excluding 5% VAT



MEDIA PRINT SPECS



8 Circuits  
40 Lampposts / 80 Faces

Media Code	Visible Size (W x H)	Painted Size (W x H)	Overall Size (W x H)
UQL1 - UQL2- UQL3- UQL4 - UQL5- UQL6- UQL7- UQL8	143cm x 277cm	147cm x 281.5cm <i>Frame Size</i>	167cm x 301.5cm <i>10cm extra white on all sides</i>

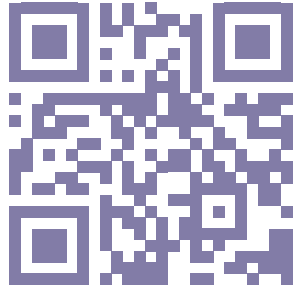


W: 3m x H: 1.5m





LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/4axBbmW>

SPECIFICATIONS

**A double-sided billboard with a backlit static face.**

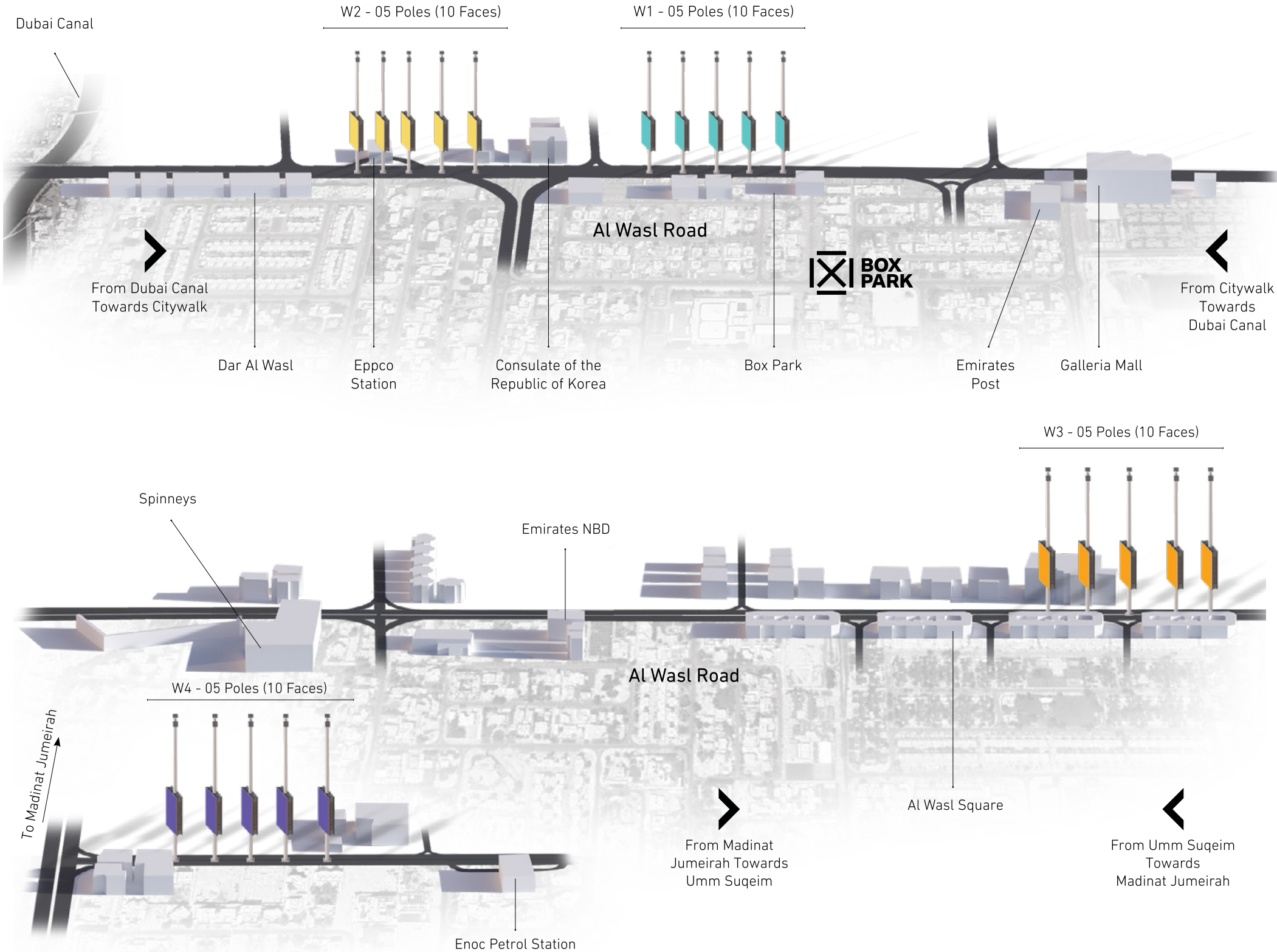
Located in the middle of traffic spots and main streets. Its strategic locations allows both pedestrian and passerby easy, clear, and close-up look at ads.

Type	Static & Double-Sided
Orientation	Vertical
SOV	100%

RATES (Rent & Production) in AED

Circuit Code	No. of Poles/ Faces	Gross Rate/ 2 weeks	Production Cost
W1	05 Poles (10 Faces)	90,000	5,000
W2	05 Poles (10 Faces)	90,000	5,000
W3	05 Poles (10 Faces)	90,000	5,000
W4	05 Poles (10 Faces)	90,000	5,000

Price excluding 5% VAT



4 Circuits  
20 Lampposts / 40 Faces



W: 3m x H: 1.5m

MEDIA PRINT SPECS

Media Code	Visible Size (W x H)	Painted Size (W x H)	Overall Size (W x H)
W1	138.5cm x 288.5cm	149.5cm x 292.5cm <i>Frame Size</i>	169.5cm x 312.5cm <i>10cm extra white on all sides</i>
W2			
W3			
W4			



LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/4axBbmW>



SPECIFICATIONS

**A double-sided billboard with a backlit static face.**

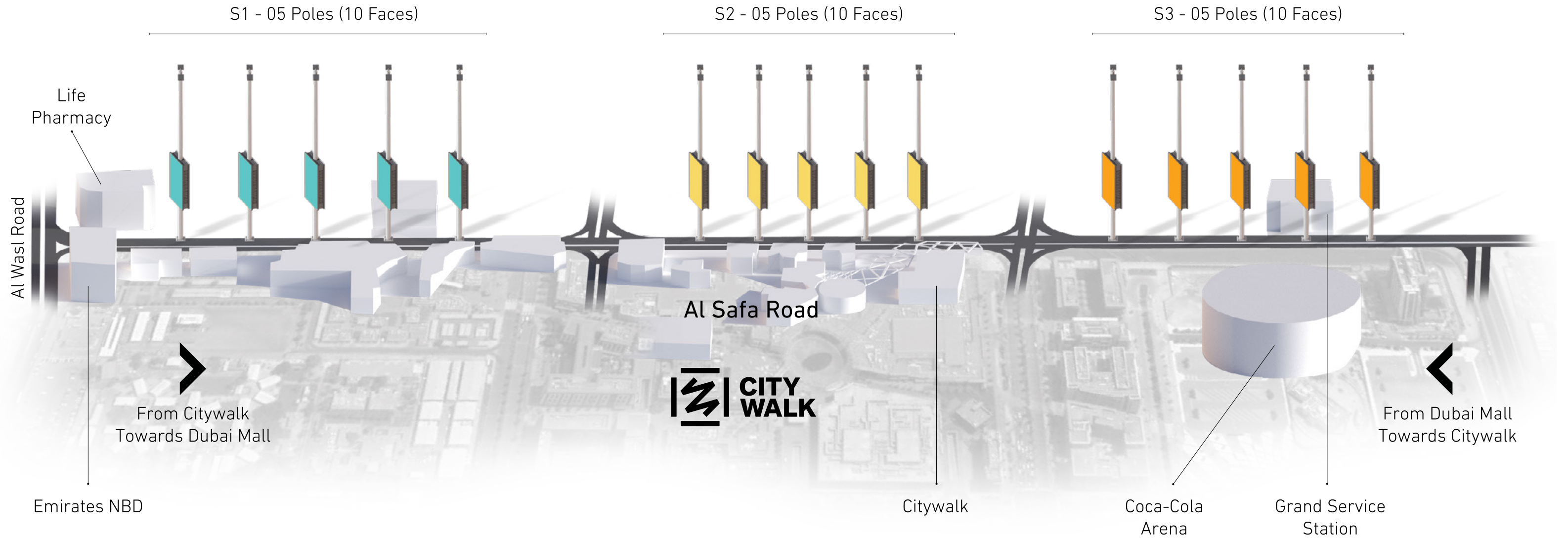
Located in the middle of traffic spots and main streets. Its strategic locations allows both pedestrian and passerby easy, clear, and close-up look at ads.

Type	Static & Double-Sided
Orientation	Vertical
SOV	100%

RATES (Rent & Production) in AED

Circuit Code	No. of Poles/ Faces	Gross Rate/ 2 weeks	Production Cost
S1	05 Poles (10 Faces)	125,000	5,000
S2	05 Poles (10 Faces)	125,000	5,000
S3	05 Poles (10 Faces)	125,000	5,000

Price excluding 5% VAT



**MEDIA PRINT SPECS**



3 Circuits  
15 Lampposts / 30 Faces

Media Code	Visible Size (W x H)	Painted Size (W x H)	Overall Size (W x H)
S1 - S2 - S3	131cm x 225cm	148cm x 238cm <i>Frame Size</i>	168cm x 258cm <i>10cm extra white on all sides</i>



W: 2.5m x H: 1.5m



LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/4axBbmW>

SPECIFICATIONS

**A double-sided billboard with a backlit static face.**

Located in the middle of traffic spots and main streets. Its strategic locations allows both pedestrian and passerby easy, clear, and close-up look at ads.

Type	Static & Double-Sided
Orientation	Vertical
SOV	100%

RATES (Rent & Production) in AED

Circuit Code	No. of Poles/ Faces	Gross Rate/ 2 weeks	Production Cost
C1	05 Poles (10 Faces)	90,000	5,000
C2	05 Poles (10 Faces)	90,000	5,000
C3	05 Poles (10 Faces)	90,000	5,000

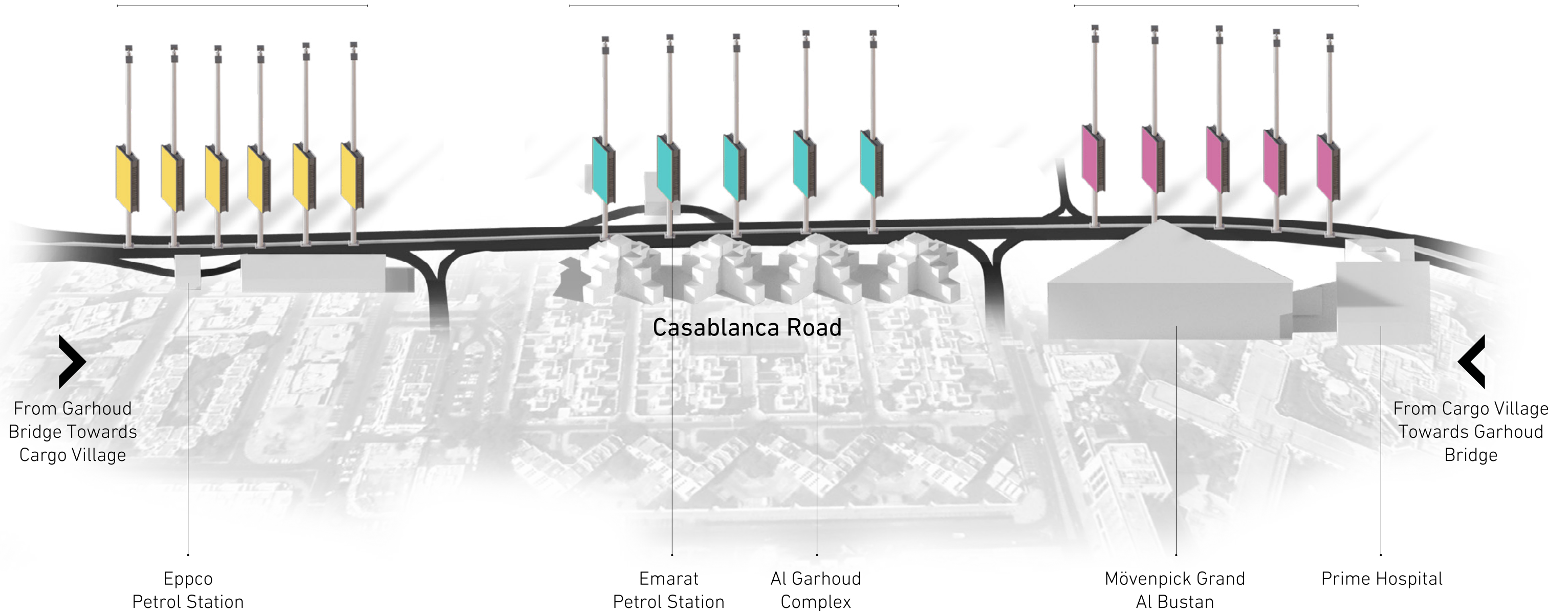
Price excluding 5% VAT

# CASABLANCA

C3 - 5 Poles (10 Faces)

C2 - 5 Poles (10 Faces)

C1 - 5 Poles (10 Faces)



## MEDIA PRINT SPECS



3 Circuits  
15 Lampposts / 30 Faces

Media Code	Visible Size (W x H)	Painted Size (W x H)	Overall Size (W x H)
C1 - C2 - C3	138.5cm x 288.5cm	149.5cm x 292.5cm <i>Frame Size</i>	169.5cm x 312.5cm <i>10cm extra white on all sides</i>



W: 3m x H: 1.5m

# MUPI

## SMALL FORMATS

Digital Mupi



Static Mupi



### LOCATIONS



Scan the QR code or you may access Google Maps through the below link

<https://bit.ly/3spCF28>

### LEGEND



CIRCUIT SOLUTION



STAND-ALONE SOLUTION



STATIC SOLUTION



DIGITAL SOLUTION





## DIGITAL MUPIS

### MEDIA PRINT SPECS

	Digital	Static
<b>Format</b>	- JPG for still images - .mov or mp4 for carousel or slides only - full video is not allowed	.PDF .TIFF .JPG (Original Size) .AI with source file
<b>Size</b>	320 (w) x 448 (h) pixels	130 (w) x 180 (h) cm

### LOCATIONS



Scan the QR code for the locations or you may access Google Maps through this link

<https://bit.ly/3spCF28>



### SPECIFICATIONS

**A double-sided billboard with a digital & static face.**

Located at sidewalks and at traffic stops of main streets. Its strategic locations allows both pedestrian and passerby easy, clear, and close-up look at ads.

<b>Type</b>	Digital & Static
<b>Orientation</b>	Vertical
<b>No. of Digital Faces</b>	46
<b>No. of Static Faces</b>	14

### MEDIA FORMAT, SIZE, AND RATES (for two weeks)

	Digital	Static
<b>Total No. of Faces</b>	60 FACES	
<b>No. of Faces per Format</b>	50 FACES	10 FACES
<b>Gross Rental Cost</b>	90,000 AED	
<b>Printing &amp; Handling Fees for Static</b>	200 AED per face	
<b>Operational Fees for LED</b>	100 AED per face	

Municipality Fee per artwork - 520 AED  
Price excluding 5% VAT



# GENERAL CONDITIONS

## ◆ PAYMENT TERMS

- 50% upon confirmation
  - 50% [balance] 2 weeks prior to the installation date
- All rates stated above do not include VAT

## ◆ BOOKINGS

4 weeks prior to the display date

## ◆ MATERIAL DEADLINE

1 week prior to the display date

## ◆ CANCELLATION & AMENDMENTS

12 weeks' notice prior to the display date. Cancellation advice beyond the 12 week notice period will not be accepted.

## ◆ TERMS

AL ARABIA shall not be liable for any interruption of power supply however this may be caused.

AL ARABIA reserves the right to decline any campaign.



الشركة العربية اوت اوف هوم ديجيتال  
AL ARABIA OOH DIGITAL COMPANY

## CONTACTS

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