

Outdoor Media Advertising

DUBAI



“ Stopping **advertising** to save money is like stopping your watch to save time.

#beamahead

Building Wrap at DNATA SIGNAL - DEIRA

- An excellent building wrap on the Airport Road at the DNATA Signal on the Deira City Centre & Airport Junction. This site has a Great Visibility from Clock Tower, Floating Bridge and Sharjah side towards Dnata signal.
- The glass wall is essential to people turning towards :
 - * DXB International Airport
 - * DXB – SHJ – Ittihad Road
 - * Deira City Centre – Floating Bridge
 - * Clock Tower
 - * All Car Showrooms in the vicinity
- The site also leads towards other parts of Deira.

Frontlit Building Wrap- Day Image



Location: Airport Road, Deira
Size (H x W): 31600 x
23790 mm Opportunity
To See: 291,600

Frontlit Building Wrap- Day Image



Location: Airport Road, Deira
Size (H x W): 31600 x
23790 mm Opportunity
To See: 291,600

Frontlit Building Wrap- Night Image



Location: Airport Road, Deira
Size (H x W): 31600 x
23790 mm Opportunity
To See: 291,600

LOCATION MAP



Creative Guidelines

- ✓ Artwork Specs : Layout – Adobe Illustrator – ai format only.
- ✓ Client initially send JPEG images of artwork for DM approval (Arabic & English both).
- ✓ Deadlines : DM/RTA approval – 3 to 4 working days, Production & Installation – 4 to 5 working days.
- ✓ Artwork Visual : Bilingual (50% Arabic & 50% English).
- ✓ Arabic Language shall be on top of the English Language.
- ✓ The Advertisement must follow the rules of Islamic Sharia Law, the public order or public decency or the prevailing traditions of the country.

PROPOSAL

Media	Location	Faces	Duration	Production	Gross Cost	Net Cost
Front lit Building Wrap	DNATA Signal, Deira	1	12 Weeks	1 Inclusive	AED 825,000	AED 495,000

- *Artwork to be provided by client*
- *AED 520/- Dubai Municipality charges per artwork*
- *Above rate are exclusive of 5% VAT*
- *Extra Production cost AED 55,000/-*
- *Payment Terms : 100% Advance*

We Can

&

We Do

Outdoor Planning | RTA Abra Branding

| Activations | In Store Branding

| Electronic Media | Broadcast

| Digital & Online | Barters & Tie-Ups | Print



Thanks!

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