

EYE MEDIA COMPANY PROFILE

WE ARE OUTDOOR MEDIA SPECIALISTS

Drawing attention to major advertising spaces all over the region, Eye Media is the premier outdoor specialist establishment dedicated to communicating message to a variety of audience in any way necessary.

HISTORY AND PEOPLE

By working with our clients and following the principles of premium service quality, sustainability, safety and scheduling, we continue to strengthen our excellent reputation in the market place as a cost effective, responsibility ,responsive and quality organization.

Established in 2003 by Abdullah Al Atrash and transforming into the advertising conglomerate that it is today, the company's Clientele are characterized by leading industry names that hail from FMGC's to the banking industry and the automotive sector.

With a management and administration of 60 highly – skilled members specializing in account management, sales and operating, event management and graphic design, Eye Media also currently boasts a supporting production workforce of an additional 85 employees.

THE ONE STOP – SHOP

Not only a one- stop shop for all facets of outdoor signage's, eye Media Provides inspiration with the latest in available technology and innovation concept coupled with a creative team that can lead you in the right direction. In testament to its ground – breaking solution, Eye media was recognized for building the biggest outdoor billboard in the world – in 2005 for Abu Dhabi Commercial Bank (ADCB) and also the got the award to make the biggest 3D structure in the whole middle east in 2014
Yas water world.

Eye Media provides ideal solution for creating high quality imaging that will get your brand maximum visibility and exposure where you need it to be seen.

Vision

Eye Media to become the leading outdoor media solution provider in the U.A.E.

Mission

Eye Media to provide the most creative, visible, premium quality outdoor media solutions wrapped in the latest technologically advanced offerings.

Values

Creativity, Innovation, Premium, Safety, Sustainability.

OUR LOCATIONS:-



Dubai

- **Sheikh Zayed Road** (Hoardings, LED Screens & Bridge Banners)
- **Dubai International Financial Center** (Backlit Hoarding)
- **Al Khail Road - Jaddaf** (Wall Banner)
- **Palm Jumeriah** (Lampposts, Metro Glass wrap, Bridge Banners, Metro pillars , Roundabout & Monorail branding)
- **Jumeirah Lakes Tower** (Lampposts, Wall Banner, Flags Banner, Parking Window Banner)
- **Discovery Gardens** (Hoardings, Lampposts, Megacomms, Minipoles & Mupis)
- **Ibn Battuta Mall** (In Mall Lampposts, Entrance wraps, LCD Screens, Promotion Spaces, Elevators Branding etc.)
- **Dragon Mart** (In Mall Lampposts, Entrance wraps, LCD Screens, Promotion Spaces, Elevators Branding , Lampposts Wall Banners etc.)

Dubai



SZR: DIFC FRONTLIT HOARDING



Traffic

500,000 Drivers a Day

Medium

DIFC FRONTLIT HOARDING

Frequency

1 Hoarding – 1 Face

Size

30m (W) x 14m (H)

Location: Sheikh Zayed Road – DIFC near World Trade Centre

MAP: SZR-DIFC FRONTLIT HOARDING



SZR: APPLEBEE'S HOARDING



Traffic

500,000 Drivers a Day

Medium

APPLEBEE'S HOARDING

Frequency

1 Hoarding – 1 Face

Size

34m (W) x 12m (H)

Location: Sheikh Zayed Road Boulevard– Near Financial Centre

MAP: SZR-APPLEBEE'S HOARDING



SZR: BRIDGE BANNERS



Traffic

500,000 Drivers a Day

Medium

BRIDGE BANNERS

Frequency

4 Bridges – 4 Faces

Size

80m (W) x 2.4m (H)

Location: Sheikh Zayed Road 6th Interchange Bridge Banner

MAP: SZR-BRIDGE BANNERS



SZR: INDIGO/AQUA LED SCREEN



Traffic

500,000 Drivers a Day

Medium

LED SCREEN

Loop

40 Seconds (5 Clients)

Spot

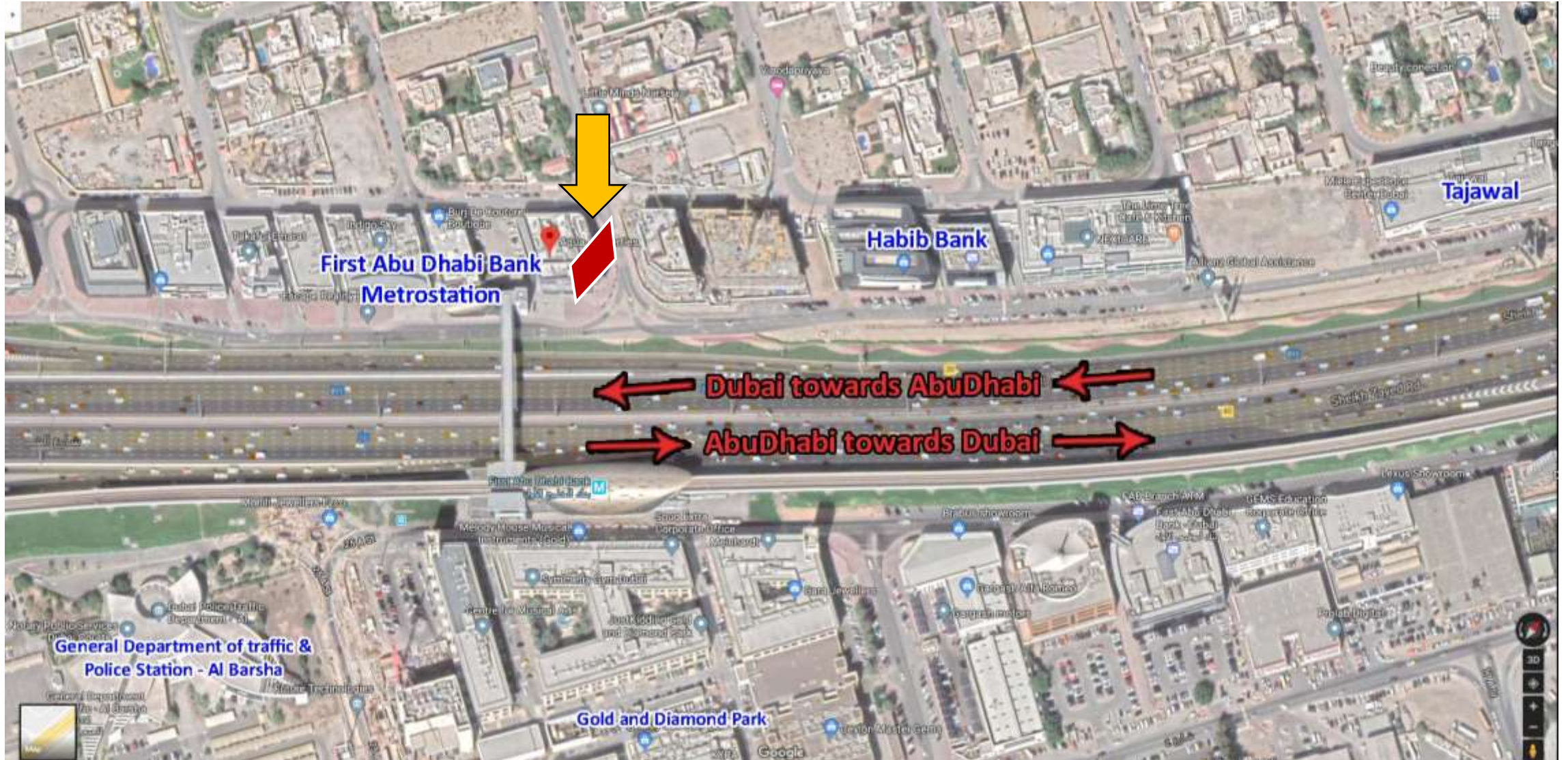
8 Seconds (Static)

Size

16m (W) x 4m (H)

Location: Sheikh Zayed Road, Near First Abu Dhabi Bank Metro station,

MAP: SZR-INDIGO/AQUA LED SCREEN



SZR: SOHO LED SCREEN



Traffic

500,000 Drivers a Day

Medium

LED SCREEN

Loop

40 Seconds (5 Clients)

Spot

8 Seconds (Static)

Size

16m (W) x 4m (H)

Location: Sheikh Zayed Road, opposite to time square near 3rd Interchange ,

MAP: SZR-SOHO LED SCREEN



SZR: SKY INDIGO LED SCREEN



Traffic

500,000 Drivers a Day

Medium

LED SCREEN

Loop

40 Seconds (5 Clients)

Spot

8 Seconds (Static)

Size

16m (W) x 4m (H)

Location: Sheikh Zayed Road, next to Mall Of Emirates Exit

MAP: SZR-SKY INDIGO LED SCREEN



Dubai - International Financial Centre (DIFC)

- Backlit Hoardings

SZR: DIFC BACKLIT HOARDING / FULL



Traffic

50,000 Drivers a Day

Medium

DIFC BACKLIT HOARDING

Frequency

1 Hoarding – Full Face

Size

28m (W) x 8m (H)

Location: DIFC in front of main entrance

SZR: DIFC BACKLIT HOARDING



Traffic

50,000 Drivers a Day

Medium

DIFC BACKLIT HOARDING

Frequency

2 Hoardings – 2 Faces

Size

14m (W) x 8m (H)

Location: DIFC in front of main entrance

MAP: DIFC BACKLIT HOARDING



DUBAI



Al khail Road

- Wall Banner

AL KHAIL ROAD: WALL BANNER



Traffic

600,000 Drivers a Day

Medium

Wall Banner

Frequency

1 Wall Banner – 1 Face

Size

10m (W) x 30m (H)

Location: Al Khail Road - Jaddaf

Palm Jumeirah

- Backlit Lampposts
- Metro Pillars
- Bridge Banners
- Roundabouts
- Glass Wraps

PALM JUMEIRAH: LAMPPOSTS



Medium

LAMPPOSTS

Frequency

Total – 18 Circuits

175 Poles

350 Faces

Type

Double Faces Poles

Size

1.5m (W) x 3m (H)

Location: Lampposts Located Across Palm Jumeirah Entrance, Shoreline, Crescent & Exit

PALM JUMEIRAH: METRO PILLARS



Medium

METRO PILLARS

Frequency

Total – 5 Circuits

50 Poles

100 Faces

Type

Double Faces Pillars

Size

1.5m (W) x 3.5m (H)

Location : Palm Jumeirah Fronds

PALM JUMEIRAH: BRIDGE BANNERS



Medium

BRIDGE BANNERS

Frequency

2 Bridges - 2 Faces

Size

15m (W) x 3m (H)

Location: Palm towards going to Entrance & Exit of Atlantis

PALM JUMEIRAH: ROUNDABOUTS



Medium

ROUNDABOUTS

Frequency

5 Roundabouts

5 Areas

Backlit Structure

Type

2D / 3D Branding

Size

3m (W) x 3m (H)

Location : Palm Jumeirah

PALM JUMEIRAH: METRO GLASS WRAP



Medium

METRO GLASSWRAP

Frequency

1 Glass Wrap – 1 Face

Size

54m (W) x 17m (H)

Location : Palm Jumeirah Entrance

PALM JUMEIRAH: METRO GLASS WRAP



Medium

TRAM WRAP

Frequency

4 Trains

Size

Full Wrap

Location : Palm Jumeirah

MAP: PALM JUMEIRAH



Jumeirah Lakes Tower - JLT

- Backlit Lampposts
- Backlit Wall Banner
- Flags Banner / Hanging Banners (Clusters Entrances)
- Parking Windows Banners

JLT: LAMPPOSTS



Medium

LAMPPOSTS

Frequency

Total – 6 Circuits

66 Poles

132 Faces

Type

Double Faces Poles

Size

1.5m (W) x 2.5m (H)

Location: Lampposts Located Across Jumeirah Lakes Tower

JLT: BACKLIT WALL BANNER



Medium

BACKLIT WALL BANNER

Frequency

Total – 3 Circuits

24 Wall Banner

24 Faces

Size

2m (W) x 1.6m (H)

Location: Lampposts Located Across Jumeirah Lakes Tower

JLT: FLAGS/ HANGING BANNERS



Medium

FLAGS BANNER

Frequency

Total – 24 Circuits

144 Flags Banner

576 Faces

Size

0.6m (W) x 1.9m (H)

Location: Lampposts Located Across Jumeirah Lakes Tower

JLT: PARKING WINDOWS BANNERS



Medium

WINDOWS BANNER

Frequency

Total – 10 Circuits

60 Banner

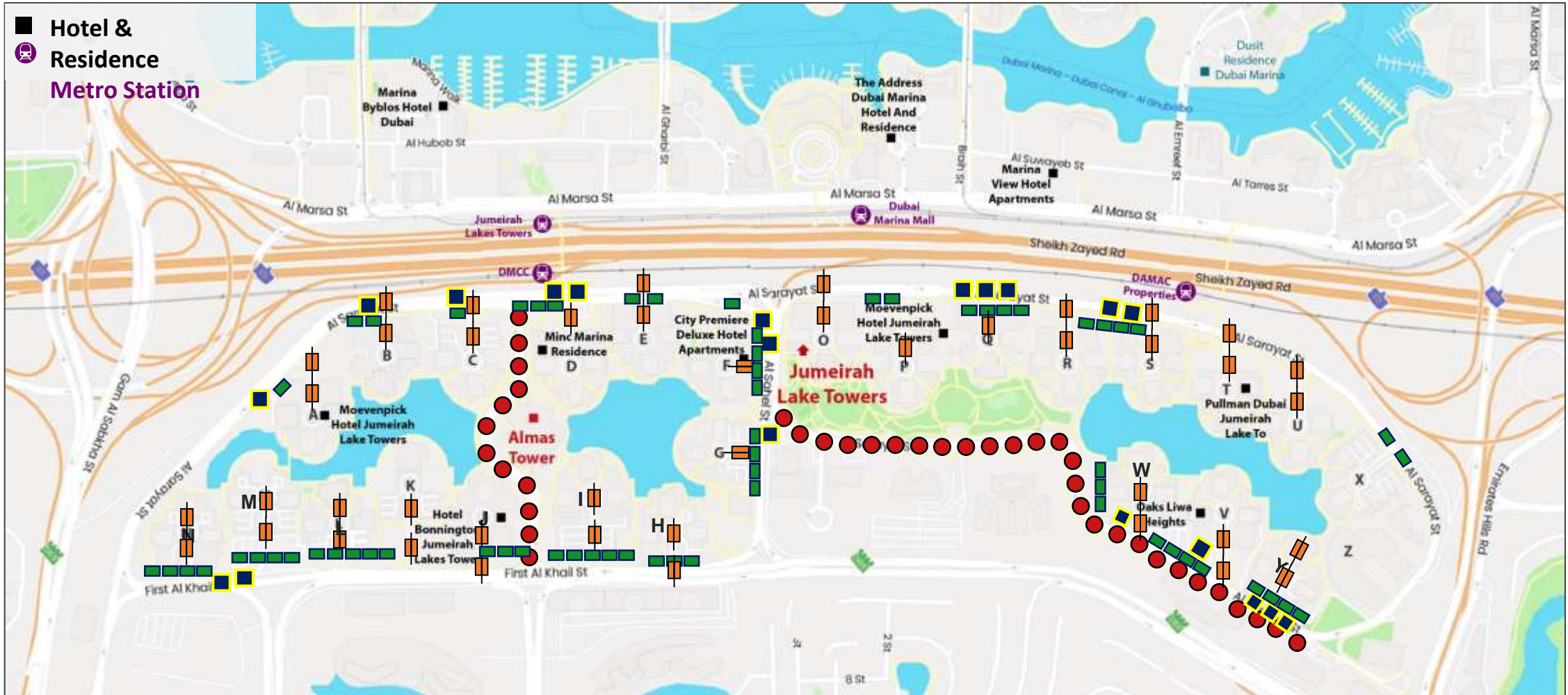
60 Faces

Size

7.4m (W) x 1.8m (H)

Location: Lampposts Located Across Jumeirah Lakes Tower

MAP: JLT



- Lampposts
- Backlit Wall Banners
- Parking Windows
- JLT Flags/ Hanging Banners

Discovery Gardens

- Hoardings
- Backlit Lampposts

DISCOVERY GARDENS: HOARDINGS



Medium

FRONTLIT HOARDING

Frequency

2 Hoardings – 2 Faces

Size

50m (W) x 12m (H)

Location: Discovery Gardens

DISCOVERY GARDENS: HOARDINGS



Medium

FRONTLIT HOARDING CURVED

Frequency

2 Hoardings – 2 Faces

Size

52m (W) x 10m (H)

Location: Discovery Gardens

DISCOVERY GARDENS: LAMPPOSTS



Medium

LAMPPOSTS

Frequency

Total – 4 Circuits

40 Poles

80 Faces

Type

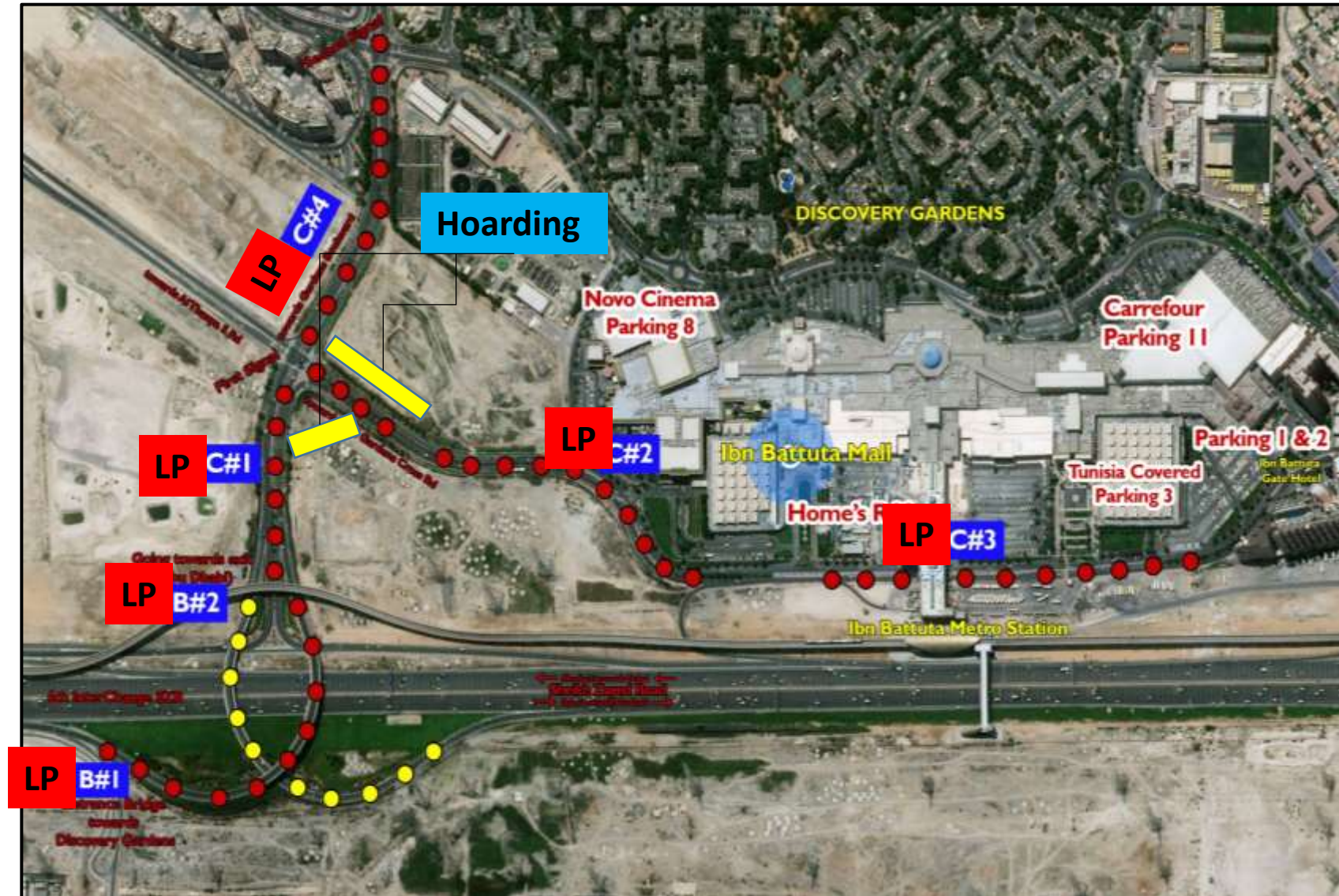
Double Faces Poles

Size

1.3m (W) x 2.5m (H)

Location: Discovery Gardens

MAP: DISCOVERY GARDENS



Ibn Battuta Mall

Indoor

- Lampposts
- Entrance wraps
- Wall Banners
- Information Desk LCD Screens
- Washroom Branding
- Promotion Spaces

Outdoor

- Megacom
- Minipole
- Mupis\

DISCOVERY GARDENS: MEGACOMS



Medium

MEGACOMS

Frequency

Total – 2 Circuits

10 Units

20 Faces

Type

Double Faces Units

Size

3m (W) x 2m (H)

Location: Surrounding Ibn Battuta Mall & Discovery Gardens

IBN BATTUTA MALL: MINIPOLES



Medium

MINIPOLES

Frequency

Total – 4 Minipoles

2 Faces Each

Type

Double Faces Poles

Size

6m (W) x 3m (H)

Location: Surrounding Ibn Battuta Mall & Discovery Gardens

IBN BATTUTA MALL: MUPIS



Medium

MUPIS

Frequency

18 Mupis – 36 Faces

Type

Double Faces Units




Size

1.2m (W) x 1.8m (H)

Location: Surrounding Discovery Gardens & Ibn Battuta Mall

MAP: IBN BATTUTA MALL



-  Megacom
-  Minipole
-  Mupi

IBN BATTUTA MALL: IN MALL LAMPPOSTS



Medium

LAMPPOSTS

Frequency

Total – 6 Circuits

60 Units

240 Faces

Type

Twin Double Faces Poles

Size

0.75m (W) x 2.2m (H)

Location: Ibn Battuta Mall

IBN BATTUTA MALL: SLIDING DOORS WRAP



Medium

SLIDING DOORS WRAP

Frequency

11 Entrances

Type

Double Faces Units

Size

9.7m (W) x 2.4m (H)

Location: Ibn Battuta Mall

IBN BATTUTA MALL: WALL BANNERS



Medium

WALL BANNERS

Frequency

2 Banners – 2 Faces

Type

Single Face Unit

Size

1.61m (W) x 2.9m (H)

Location: Ibn Battuta Mall

IBN BATTUTA MALL: LCD SCREENS



Medium

LCD SCREENS

Frequency

16 LCD SCREENS

Size

1080p x 1920p

Location: Ibn Battuta Mall

IBN BATTUTA MALL: WASHROOM BRANDING



Medium

WASHROOM BRANDING

Frequency

9 Washrooms (Male & Female)

Size

93cm(w) x 25cm(h)
53cm(w) x 25cm(h)

Location: Ibn Battuta Mall

IBN BATTUTA MALL: PROMOTION SPACES



Medium

PROMOTION SPACES

Frequency

Total – 6 Courts

10 Spaces

4 Size

Type

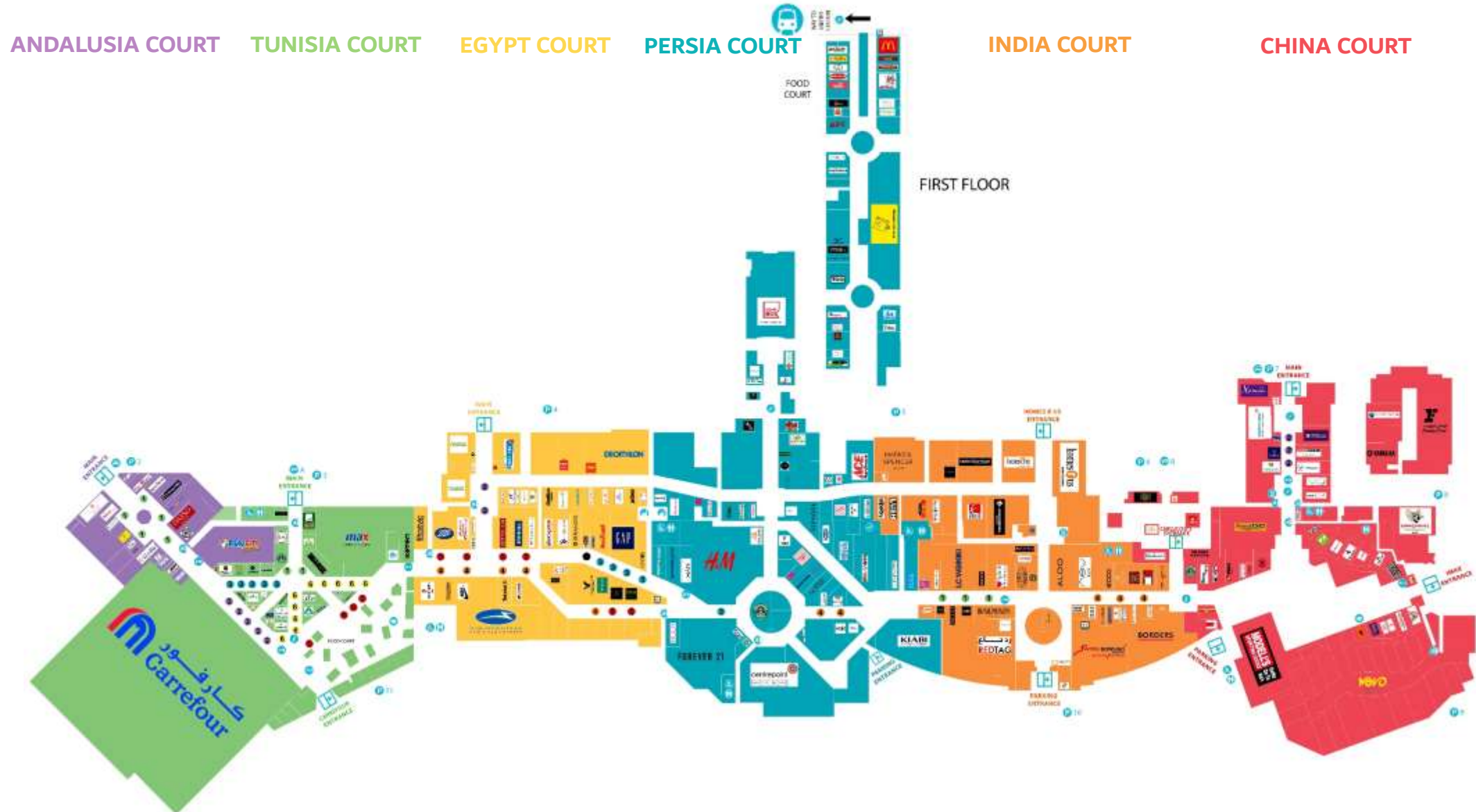
Stands Rental

Size

3x3, 6x6, 8x8, 10x20

Location: Ibn Battuta Mall

MAP: IBN BATTUTA MALL



RATE CARD

LOCATION	ADVERTISING MEDIUM	QUANTITY	SIZE	DURATION	GROSS RATE AED	NET RATE AED	PRODUCTION COST AED
Sheikh Zayed Road	Applebee's Hoarding	1 Face	34m x 12m	1 Month	500,000	375,000	35,000
	DIFC Frontlit Hoarding	1 Face	30m x 14m	1 Month	400,000	220,000	30,000
	Bridge Banner	1 Face	80m x 2.4m	1 Month	200,000	150,000	25,000
	Indio LED Screen	1 Spot	16m x 4m	1 Month	110,000	65,000	n/a
	Soho LED Screen	1 Spot	16m x 4m	1 Month	110,000	65,000	n/a
	Sky Indio LED Screen	1 Spot	16m x 4m	1 Month	110,000	65,000	n/a
DIFC	Backlit Hoarding	Full Face	28m x 8m	1 Month	450,000	337,500	40,000
		1 Face	14m x 8m	1 Month	225,000	168,750	20,000
AL Khail Road	Wall Banner	1 Face	10m x 30m	3 Months	300,000	200,000	60,000
Palm Jumeirah	Backlit Lampposts	1Circuit - 20 Faces	3m x 1.5m	1 Month	200,000	150,000	10,000
	Metro Pillars	1Circuit - 20 Faces	3.5m x 1.5m	1 Month	275,000	207,000	15,000
	Bridge Banner	1 Face	15m x 3m	1 Month	200,000	150,000	10,000
	Metro Glass Wrap	1 Face	54m x 17m	1 Month	300,000	225,000	50,000
	Roundabout	1 Area	3m x 4m	1 Month	180,000	135,000	separately charged
Jumeirah Lakes Tower	Backlit Lampposts	1Circuit - 22 Faces	1.5m x 2.5m	1 Month	180,000	135,000	11,000
	Backlit Wall Banners	1 Circuit - 8 Faces	2m x 1.6m	1 Month	80,000	60,000	8,000
	Flags / Hanging Banners	1 Circuit - 24 faces	0.6m x 1.9m	1 Month	30,000	22,500	6,000
	Parking windows backlit Banner	1 circuit - 6 Faces	7.4m x 1.8m	1 Month	60,000	45,000	6,000

RATE CARD

LOCATION	ADVERTISING MEDIUM	QUANTITY	SIZE	DURATION	GROSS RATE AED	NET RATE AED	PRODUCTION COST AED
Discovery Gardens	Hoarding	1 Face	50m x 12m	1 Month	250,000	187,500	50,000
	Megacoms	1Circuit - 10 Faces	2m x 3m	1 Month	100,000	70,000	10,000
	Backlit Lampposts	1Circuit - 20 Faces	2.5m x 1.5m	1 Month	160,000	120,000	10,000
	Unipoles	1 Unipole - 2 Faces	6m x 3.2m	1 Month	50,000	37,500	20,000
	Mupis	18 Mupis - 36 Faces	1.8m x 1.2m	1 Month	100,000	75,000	10,000
IBN Battuta Mall	Indoor Lampposts	1 Circuit - 40 Faces	0.75m x 2.02m	1 Month	80,000	60,000	10,000
	Entrance Wrap	1 Entrance	2.4m x 0.97m each	1 Month	40,000	30,000	5,000
	Wall Banner	1 Face	3.4m x 1.75m	1 Month	30,000	22,500	5,000
	LCD Screens	16 LED Screens	1080p x 1920p	1 Month	70,000	52,500	n/a
IBM Washrooms Gents/Ladies	Washroom Mirrors (Male and Female)	1 Washroom	93m(w) x 25m(h) 53m(w) x 25m(h)	1 Month	30,000	22,500	5,000
	Washroom Wall Frames (Female WR only)	60 Frames - 60 Faces	A4	1 Month	25,000	18,750	5,000
IBN Battuta Mall	Promotion Spaces	1 Area	3m x 3m	1 Day	12,000	10,200	separately charged
		1 Area	6m x 6m	1 Day	18,000	15,300	separately charged
		1 Area	8m x 8m	1 Day	25,000	21,250	separately charged
		1 Area	10m x 20m	1 Day	35,000	29,750	separately charged

Thank You

For Contact

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