



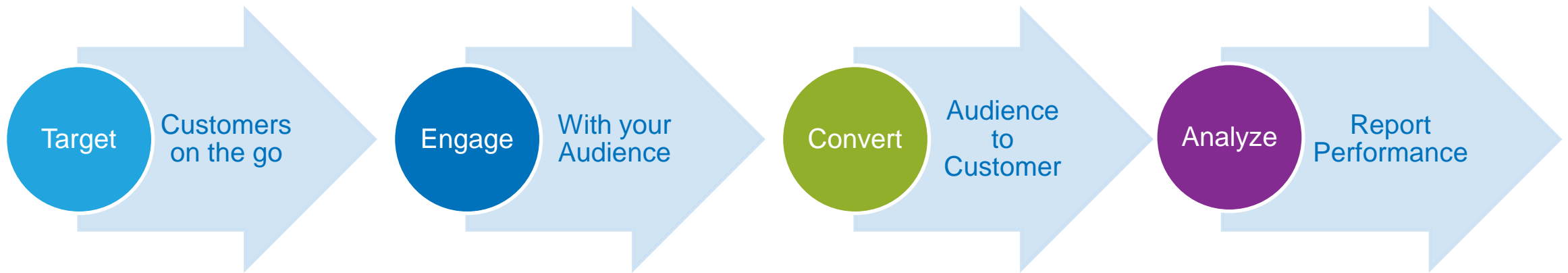
مباشير

mubashir

“Your Story, Your Channel”

About Us

- Mubashir has established itself as an innovator in the field of Digital out of Home & Smart Retail technology, proposing daring digital solutions that can transform communities, businesses and connect them into a sustainable society.
- Mubashir Digital OOH Network is a hyper-localized integrated digital platform where marketers are able to connect with their customers through targeted content in real-time.



Network in a Nutshell



- 90 screens & billboards
- Covering areas across Oman
- A million reach/month
- 24/7 video ad
- Competitive Pricing
- Measurability



Network Features & Location Information

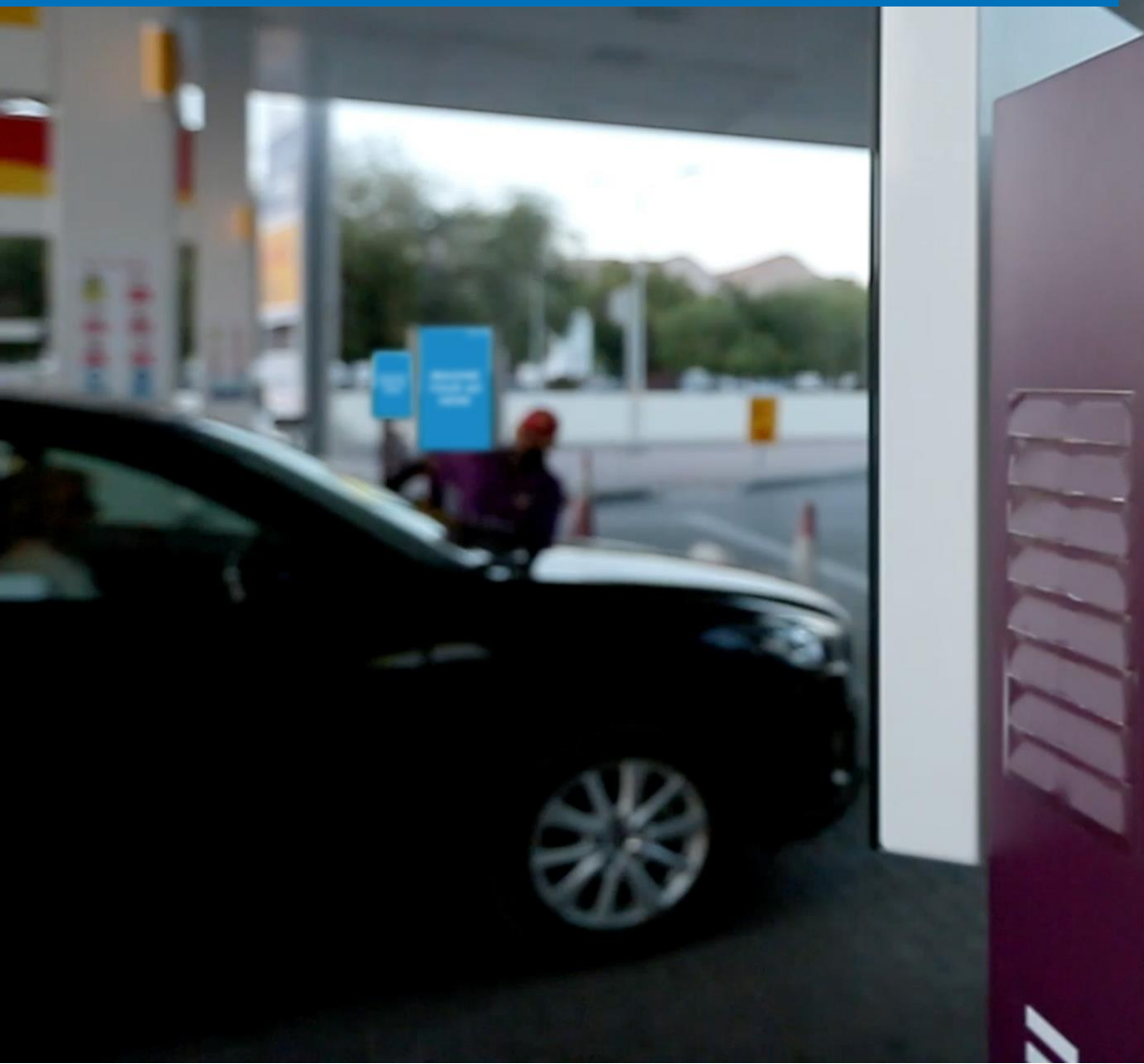
Mubashir Smart Screens at Shell – LOOP Position

The smart screen displays the following information:

- Shell Super** logo and brand name.
- with Fuel Economy** tagline.
- 6 PUMP** icon.
- 0.153 OMR/L** price per litre.
- 7.154 LITRES [L]** volume.
- 1.095 PRICE [OMR]** total price.
- mubashir** logo.
- YOUR AD HERE** placeholder text.



Mubashir Smart Screens at Shell – SPOT Position



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***IMAGINE
YOUR AD
HERE***



Mubashir Screen Locations in Shell Network

Class A Stations

Sarooj Highway, Shatti Al Qurum
1,368,750 impressions annually

Azaiba Highway, Azaiba Airport Exit
1,095,000 impressions annually

Class B Stations

Mawaleh South, Seeb
602,250 impressions annually

PDO, Qurum
328,500 Impressions annually

Al Khuwair Sukry, Opp. Zakher Mall
547,500 impressions annually

Azaiba 18 Nov., Al Mouj Street
547,500 impressions annually



Mubashir Digital Billboards in Oman Oil



YOUR AD HERE

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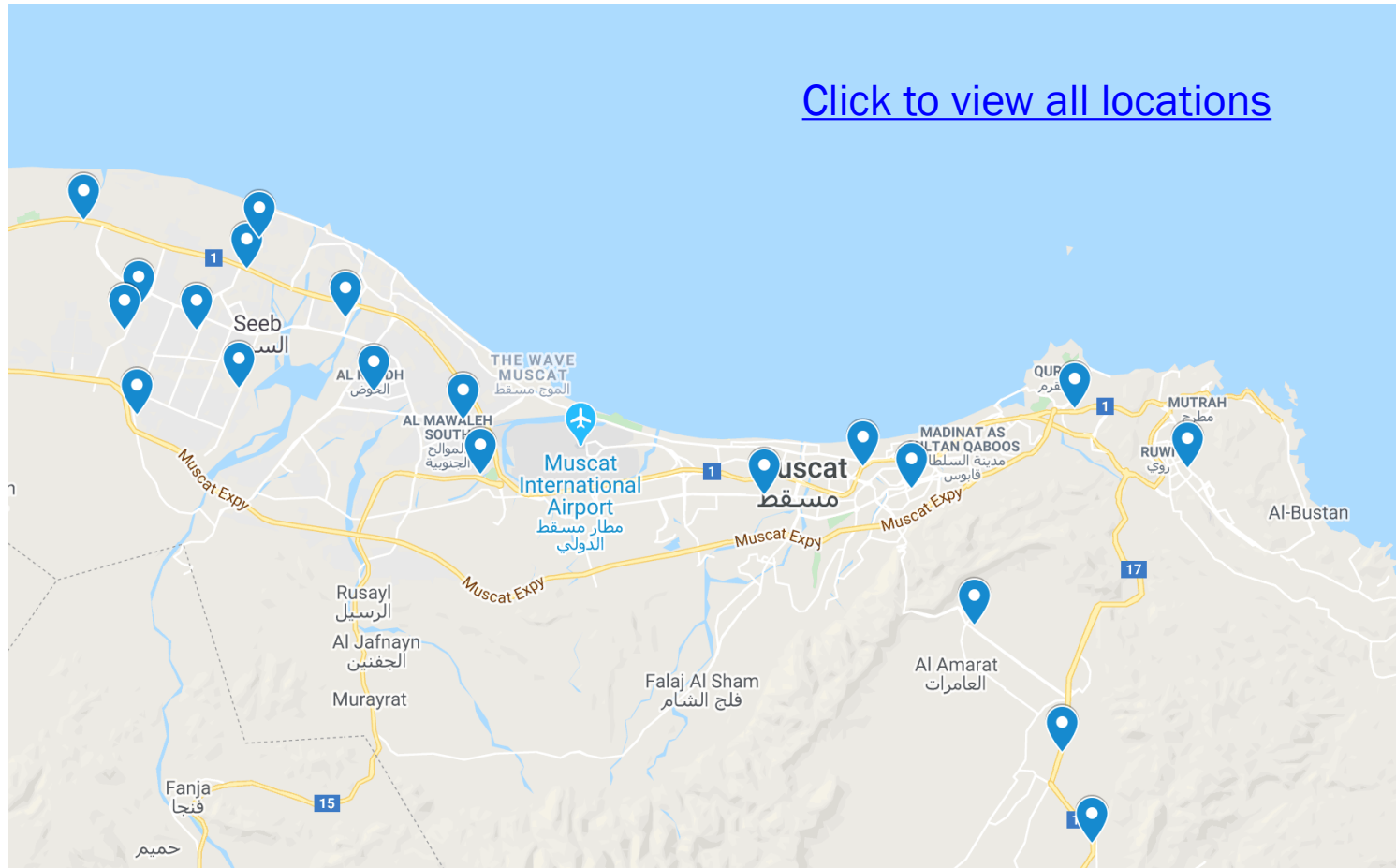
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YOUR AD HERE

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Mubashir Digital Billboards in Oman Oil – 22 locations (Muscat Region)

- 📍 Mawaleh South
- 📍 Mabella Hay Al Ain
- 📍 Mabella Al Forosiya
- 📍 Al Khoud New
- 📍 Bousher (Avenues Mall)
- 📍 Al Khuwair 33
- 📍 Qurum Heights (Jabal)
- 📍 Al Amerat Heights
- 📍 Al Amerat Wadi Hatat Twin
- 📍 Al Amerat Al Atkyah
- 📍 CBD

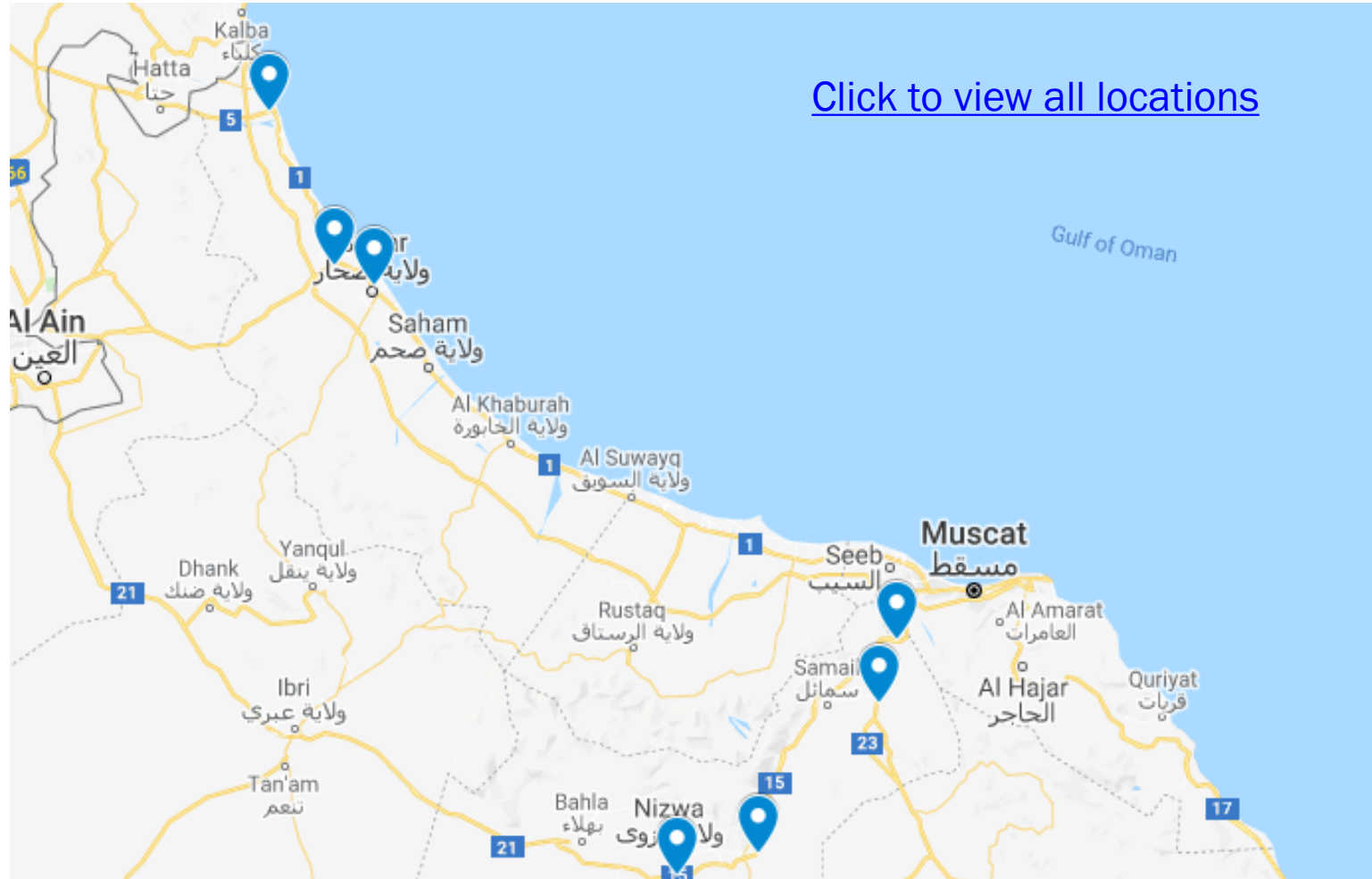


- 📍 Mabella Twin SS
- 📍 Al Seeb Soor
- 📍 Al Hadeed
- 📍 Burj Al Sahwah
- 📍 Mabella South
- 📍 Rusail Expressway
- 📍 Mabella Hay Al Tadamun
- 📍 Ghala Industrial
- 📍 Mabella Modern
- 📍 Al Ghubra Highway
- 📍 Manumah
- 📍 Mabella Al Ehsan

Mubashir Digital Billboards in Oman Oil – 10 locations (Al Dakhiliyah – Al Batinah - Dhofar Region)

Al Dakhiliyah

- 📍 Nizwa Hail Firq
- 📍 Izki Bypass
- 📍 Bidbid – Seh Ahmer
- 📍 Samail Highway



Al Batinah

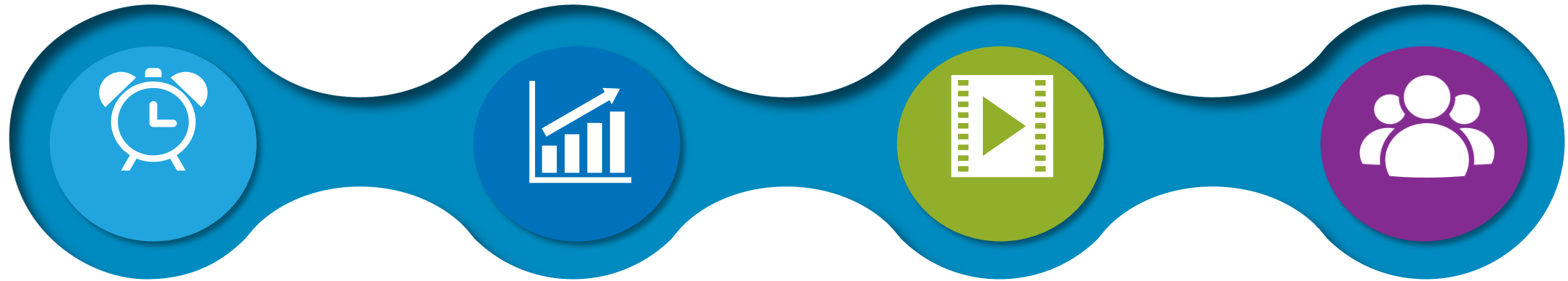
- 📍 Shinas – Aqar Twin
- 📍 Sohar – Al Tareef
- 📍 Sohar – Falaj Al Qabail

Dhofar

- 📍 Salalah - Awqaad
- 📍 Salalah - Itteem
- 📍 Salalah - Al Sadda

We are Unique

Mubashir Digital Network Features



Flexible

Control over your campaign through weekly change in videos

Measurable

Reach close to a million drivers per month

Dynamic

Digital billboards can display video, animation and sound (only Shell screens) which brings your message to life

Audience Targeted

Each station caters to a unique demographic of clients/customers to whom, very specific ads can be shown



Circuit Conditions



Shell Network

Class A station must be booked along with 2 class B stations
Class B stations can be booked individually



Oman Oil Muscat Network

Minimum 5 stations must be booked



Oman Oil Regional Network

Each region can be booked separately. However, single stations cannot be booked at each region

Mubashir Digital Billboards at Oasis Mall, Al Khuwair





20 Stores



Smart Content
triggering



250k reach/month

**Ahlain in-store
digital screens**



Why Mubashir?

Benefits to Advertisers



TV Channel

Reach millions of customers through video & animation



Localization

Take advantage of location demographics of each station to target ads



Boost Online

Strong tool to push real-world traffic to online platforms



Range of Communication

Split a contract into various campaigns throughout the year.



Day/Night Messaging

Upload different video messages at different times of day at Shell screens



Measurability

Measurable ROI by getting real-time reports and analytics on the Shell screens

The background is a solid blue color with a pattern of overlapping, semi-transparent triangles in various shades of blue, creating a geometric, crystalline effect. The triangles are arranged in a way that they appear to be floating or layered, with some pointing up and some pointing down.

Client Information & Mini Campaign Examples

Some of our clientele



LANDMARK
GROUP



OMAN UNITED INSURANCE CO
S.A.O.G
Shelter under our umbrella



جامعة الشرقية
A' SHARQIYAH UNIVERSITY



An aerial night view of a city, likely Dubai, with a blue-tinted overlay. The image features a network of white location pins connected by thin white lines, creating a grid-like pattern across the cityscape. The city lights are visible in the background, and the overall aesthetic is modern and technological.

We got you covered!

MUBASHIR RATE CARD

SMART DIGITAL BILOARDS

Mubashir Oman Oil Muscat Network (22 LOCATIONS)

VIDEO TIME

10 seconds
15 seconds
20 seconds

PRICE PER LOCATION PER MONTH

312.5 OMR
406.25 OMR
500 OMR

📍 Locations

- . Bausher (Avenues Mall)
- . Mabella Al-Ehsan
- . Al Khuwair 33
- . Al Amerat Heights
- . CBD
- . Burj Al Sahwa
- . Al Amerat Wadi Hatat Twin
- . Al Amerat Al Atkyah
- . Mabella Twin SS
- . Chala Industrial
- . Seeb Soor Al Hadeed
- . Mabella Hay Al Tadhamum
- . Al Khoud New
- . Mawaleh South
- . Qurum Height (Jabal)
- . Mabella Hay Al Ain
- . Mabella South
- . Rusail Expressway
- . Al Manumah
- . Mabella Al Forsiya
- . Mabella Modern
- . Chubrah Highway

Note for Mubashir Oman Oil Muscat Network:

- Circuit Condition: Minimum 5 locations to be chosen.

Mubashir Oman Oil Regional Network

DHOFAR REGION

VIDEO TIME	LOCATIONS	PRICE PER MONTH PER REGION
10 seconds	Awqaad Iteen Al Sadaa	937.5 OMR
15 seconds	Awqaad Iteen Al Sadaa	1,218.75 OMR
20 seconds	Awqaad Iteen Al Sadaa	1,500 OMR

AL BATINAH REGION

VIDEO TIME	LOCATIONS	PRICE PER MONTH PER REGION
10 seconds	Al-Tareef Aqar Twin Falaj Al Qabail New	937.5 OMR
15 seconds	Al-Tareef Aqar Twin Falaj Al Qabail New	1,218.75 OMR
20 seconds	Al-Tareef Aqar Twin Falaj Al Qabail New	1,500 OMR

AL DAKHILIYAH REGION

VIDEO TIME	LOCATIONS	PRICE PER MONTH PER REGION
10 seconds	Seh Al Ahmer Hail Firq Izki Bypass Samail Hope	1,250 OMR
15 seconds	Seh Al Ahmer Hail Firq Izki Bypass Samail Hope	1,625 OMR
20 seconds	Seh Al Ahmer Hail Firq Izki Bypass Samail Hope	2,000 OMR

Note for Regional Network:

- Circuit Conditions: Regional locations are purchased as a package
- Municipality Fees: Municipality fee of OMR 25 per artwork submitted per region. First artwork submission is free.
- Artwork Submission Deadline: All artwork for regional networks must be submitted at least 5 working days before campaign start date for municipality approvals.

MUBASHIR RATE CARD

PERSONAL SMART DIGITAL SCREENS

Mubashir Shell Network

VIDEO TIME	STATION CLASS	LOCATIONS	PRICE PER MONTH
10 seconds	Class A	Sarooj Highway	1,500.00 OMR
	Class A	Azaiba Highway	1,500.00 OMR
	Class B	Al Khuwair Sukry	812.5 OMR
	Class B	Mawaleh	812.5 OMR
	Class B	Mina Al Fahal - PDO	812.5 OMR
	Class B	Azaiba 18 Nov. Street	812.5 OMR
15 seconds	Class A	Sarooj Highway	2,000.00 OMR
	Class A	Azaiba Highway	2,000.00 OMR
	Class B	Al Khuwair Sukry	1,031.25 OMR
	Class B	Mawaleh	1,031.25 OMR
	Class B	Mina Al Fahal - PDO	1,031.25 OMR
	Class B	Azaiba 18 Nov. Street	1,031.25 OMR

Note for Mubashir Shell Muscat Network:

. Circuit Condition: Any 2 class B stations. must be taken along with Class A station.

MUBASHIR RATE CARD

DIGITAL BILLBOARD - BUILDING FRONT

Mubashir Oasis Mall Network

VIDEO TIME

15 seconds

LOCATIONS

Al Khuwair-MQ

PRICE PER MONTH

2,500 OMR

General Terms & Conditions:

- All above charges are exclusive of Government Taxes and VAT.
- Artwork fees: Two artwork changes per month are complimentary. Additional changes will be charged.
- All booked airtime should be utilized within the same year.
- One post-campaign report will be generated per month complimentary. Additional report requests will be charged.