

Outdoor Media Advertising Water Taxis



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

#beamahead

RTA **Abra** Branding



Heritage **Abras**

The Abras or 'water taxis' are one of the busiest means of transport in Dubai.

A total of 145 Traditional Abras paint the canal throughout the day.



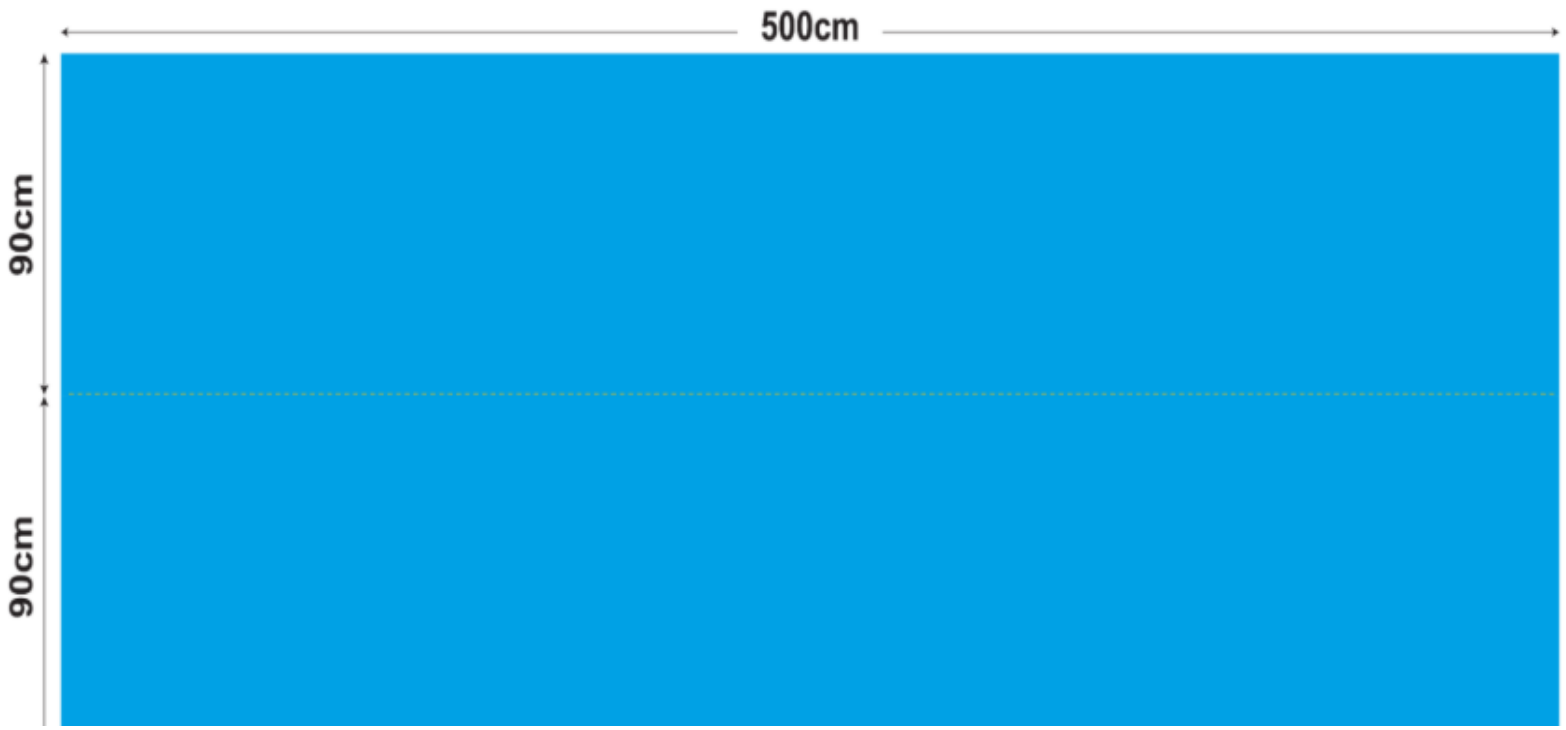
Nobody misses a ride in the **Abra**

AED 1 per passenger –
Everyone wants to try this
charm.

Discover the charm of old Dubai in this traditional half-boat, half-raft. This is the most popular mode of transport for cruising around the Dubai Creek, a spectacular **14 kilometre stretch** which divides Deira and Bur Dubai. Hop on for a glimpse of the soulful side of the city.



Abra Roof – Technical Specification



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	Units	Production	Duration	Gross Cost	Net Cost
RTA Abra	10	1 Inclusive	4 Weeks	AED 40,000	AED 28,000

- Artwork to be provided by client.
- AED 520/- Dubai Municipality charges per artwork.
- Above rates are exclusive of 5% VAT.
- Extra Production cost AED 700/- per unit.
- Payments 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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