

Rotana Signs

Mousa Tower

Overview

Mousa Tower

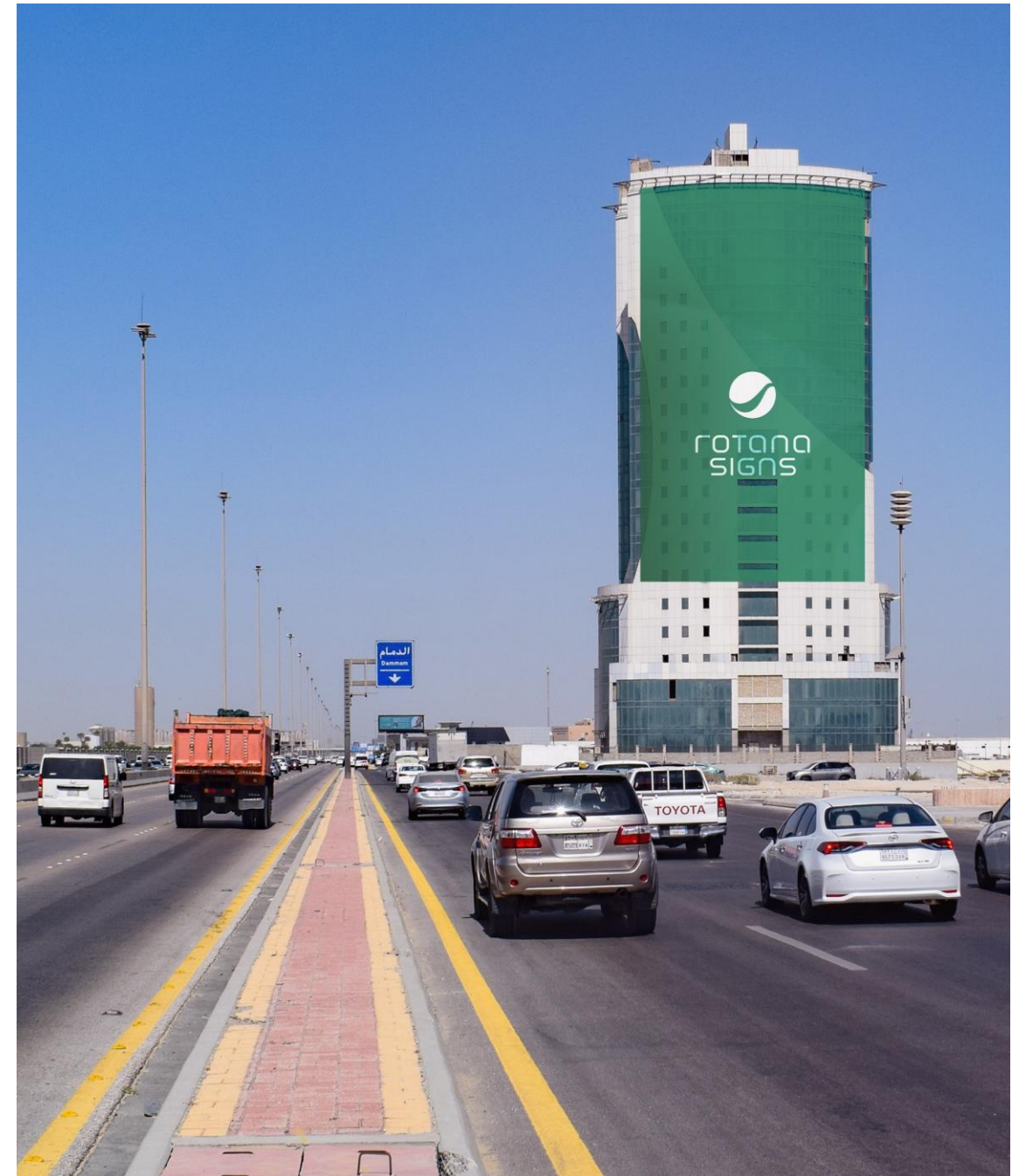
King Fahad Road, Al Khalidiyyah Al Janubiyah, Dammam

Facades:	1	Total Dimension:	40 meters x 60 meters (W x H)
Installation:	Southern Façade	Total Façade Space:	2,400 m ²
Orientation:	Portrait	Location Map:	Click Here

Mousa Tower is prominently located along the inner primary route of King Fahad Road in East Dammam. Unobstructed and standing tall, the tower's Digital Screen is installed on its southern façade capturing the attention of motorists from both the highway and service road lanes, with a clear line of sight beginning approximately 1 km away.

The Mousa Tower Screen is vital for advertiser campaigns, targeting all northbound traffic from Al Khobar and surrounding areas. Its strategic location guides audiences to key destinations, including Dammam's inner residential areas, King Abdulaziz Port, several commercial districts, and the King Abdulaziz Road Junction, which leads motorists to Dammam's western vicinities and outer inter-city highways.

Additionally, the area before Mousa Tower houses several key institutions, such as Aramco's Office Building in Dammam and various governmental offices, including the Ministry of Foreign Affairs.



The Surrounding Vicinity



Mousa Tower

Governmental Institutions & Offices

- National Guard
- Chamber of Commerce and Industry in the Eastern Province
- Ministry of Foreign Affairs
- Saudi Electricity Company
- Aramco office buildings

Crucial Transportation Route

King Abdulaziz Road, leading to Dammam King Abdulaziz Port, is a critical route with numerous warehouses and distribution centers, serving as a connection to western Dammam and Dhahran.

Nearby Commercial Establishments

North of Mousa Tower, King Fahad Road hosts several car dealerships and service centers, including:

- Kia Aljabr Showroom
- Mitsubishi
- Mercedes Benz
- GAC Motor (Al Jomaih Automotive)

Exceptional Visibility

The Mousa Tower's strategic position is free from surrounding high-rise buildings, providing unobstructed visibility of the digital screen on its southern façade to oncoming traffic.

Motorists can **view advertisements from approximately one kilometer away**, ensuring ample time to engage with the content effectively.

The extended visibility ensures marketing campaigns reach a wide audience with optimal clarity and attention, maximizing the impact of promotional messages.

Mousa Tower Visibility

King Fahad Road, Al Khalidiyyah Al Janubiyah, Dammam | 1.5KM Radius

Location Map:

[Click Here](#)

Optimal Visibility

General Visibility

Partial Visibility



Thank you

