

# Rotana Signs

*Kingdom Arena*  
*Artwork Specifications*





روتانا ساینز  
ROTANA SIGNS

Left Goal Line



Right Goal Line



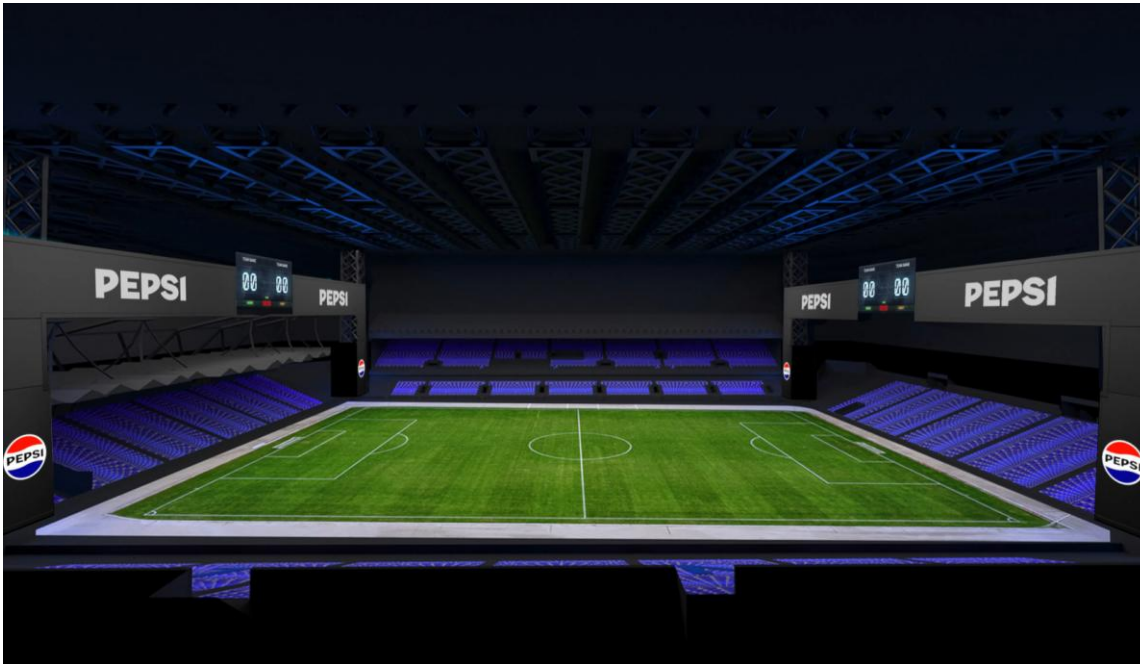


# Stadium Dominance

## Overview

### 4 Facades

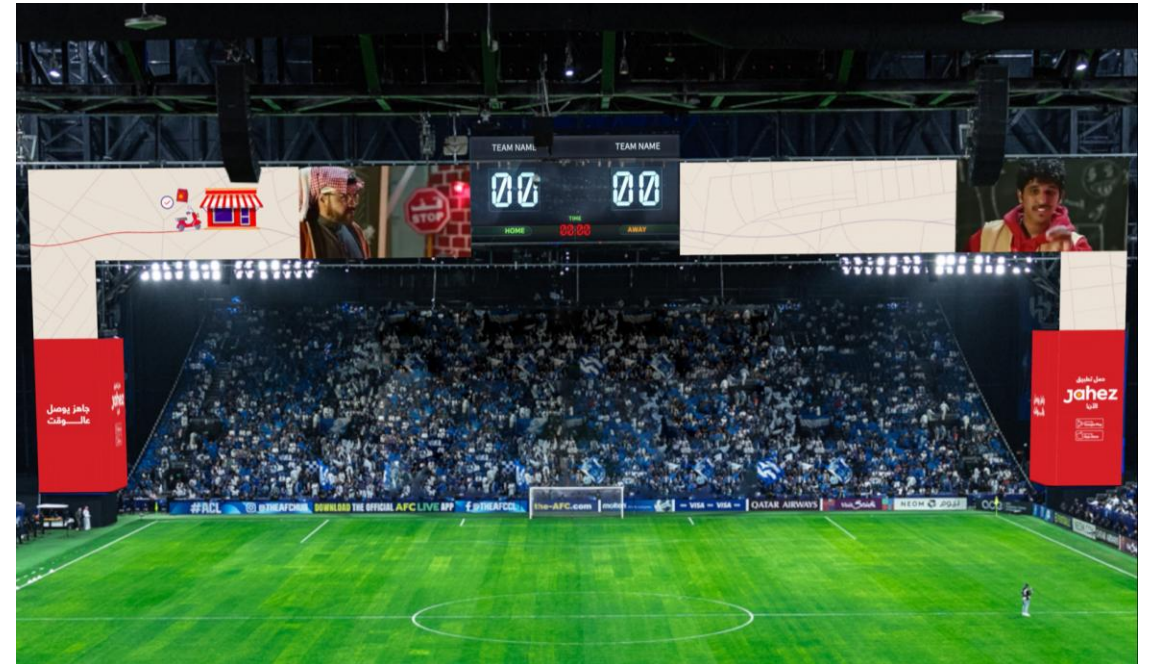
Facade structures located on the **Goal Lines** of either side of football pitch (Left and Right goal lines)



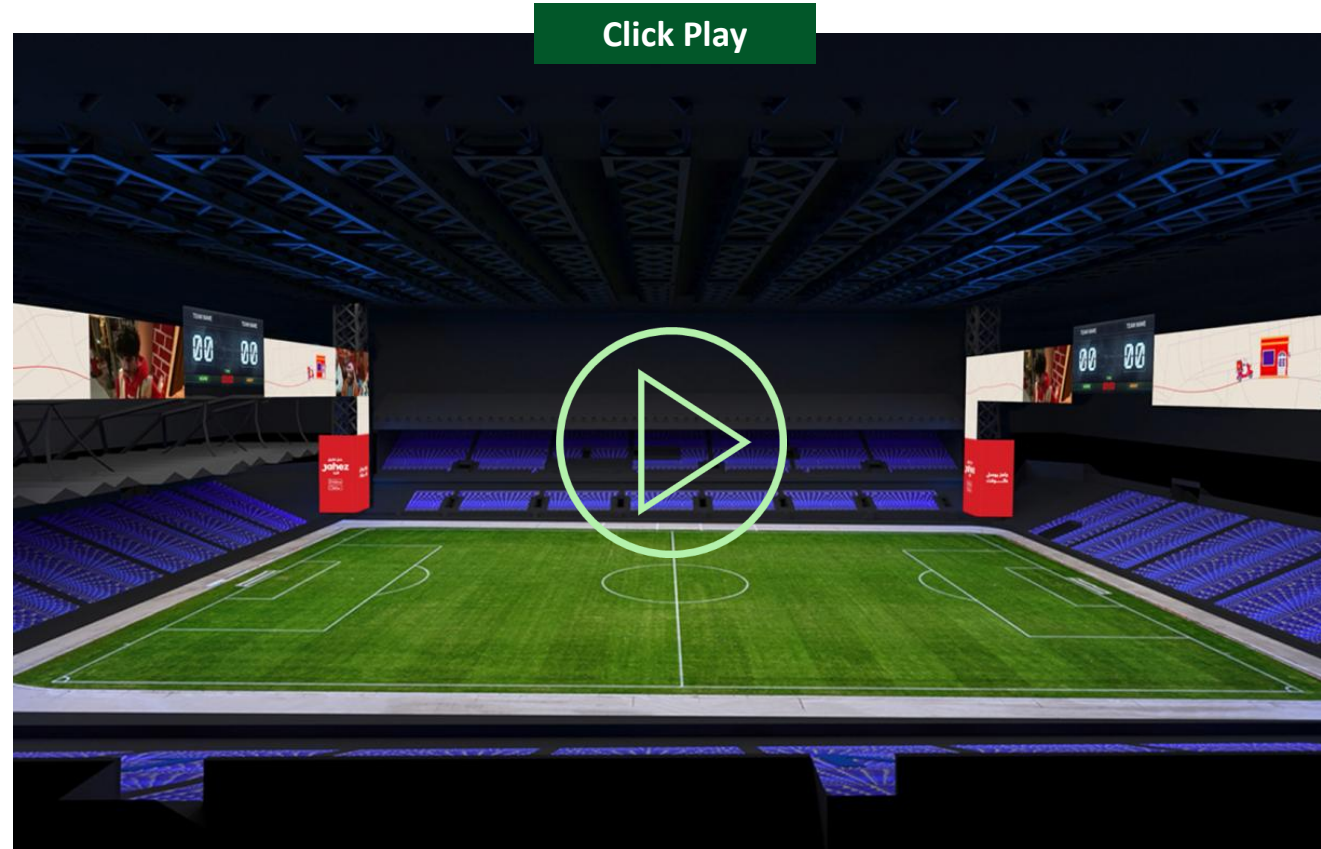
## Goal Line Specific (Forward View)

### 2 Facades

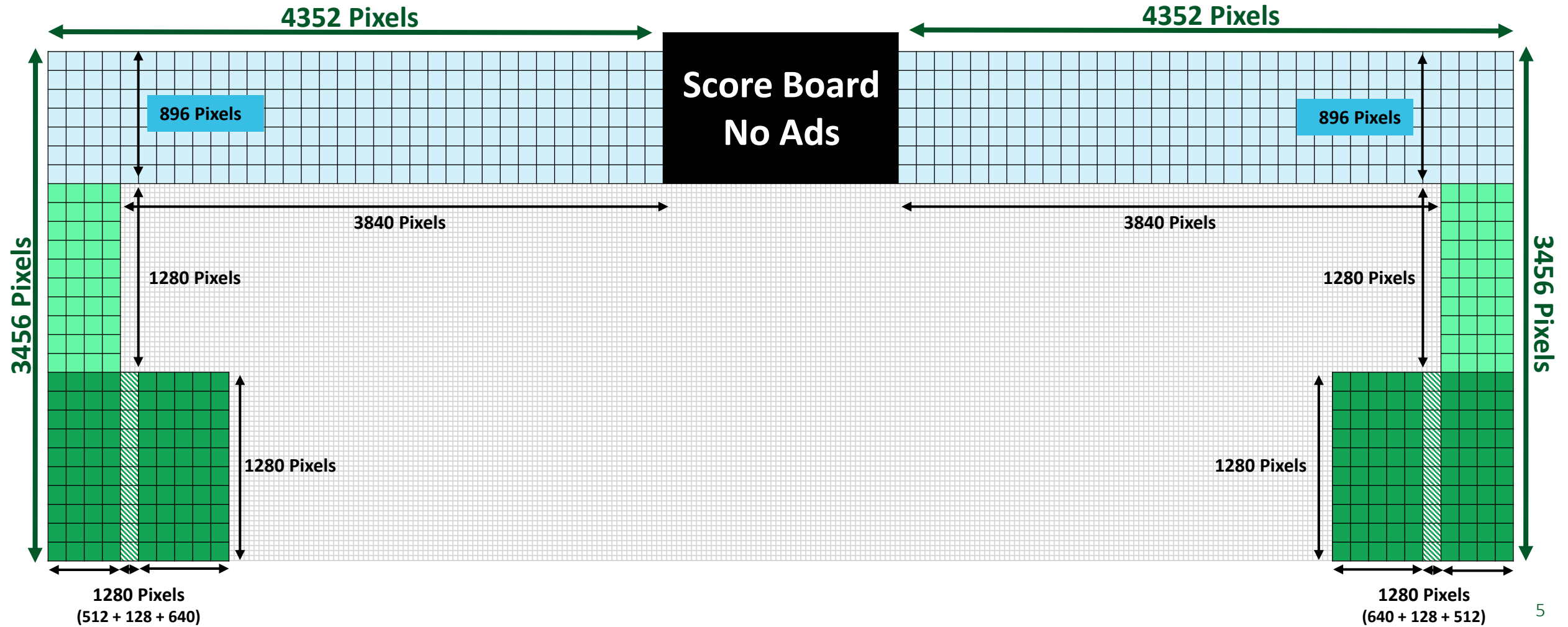
Each goal line consists of 2 Digital Facades installed on the left & right-side pitch corners



# Simulation



# Forward View | Left & Right Facades



# Left Side Façade

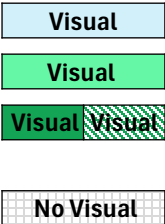
Artwork must be delivered as single file per façade as per the total pixel dimensions stated directly below:

**FINAL FILE DESIGN DIMENSION TO BE DELIVERED**

- Artwork Delivery:** 4352 pixels x 3456 pixels (W x H)
- File Format:** .MOV or .PNG (High Resolution)
- Ad Duration:** 10 Seconds
- Frame Rate:** 60 FPS
- Video Codec:** HAP
- Audio Codec:** Not Applicable (N/A)
- File Weight:** 1 Gigabyte (GB) maximum

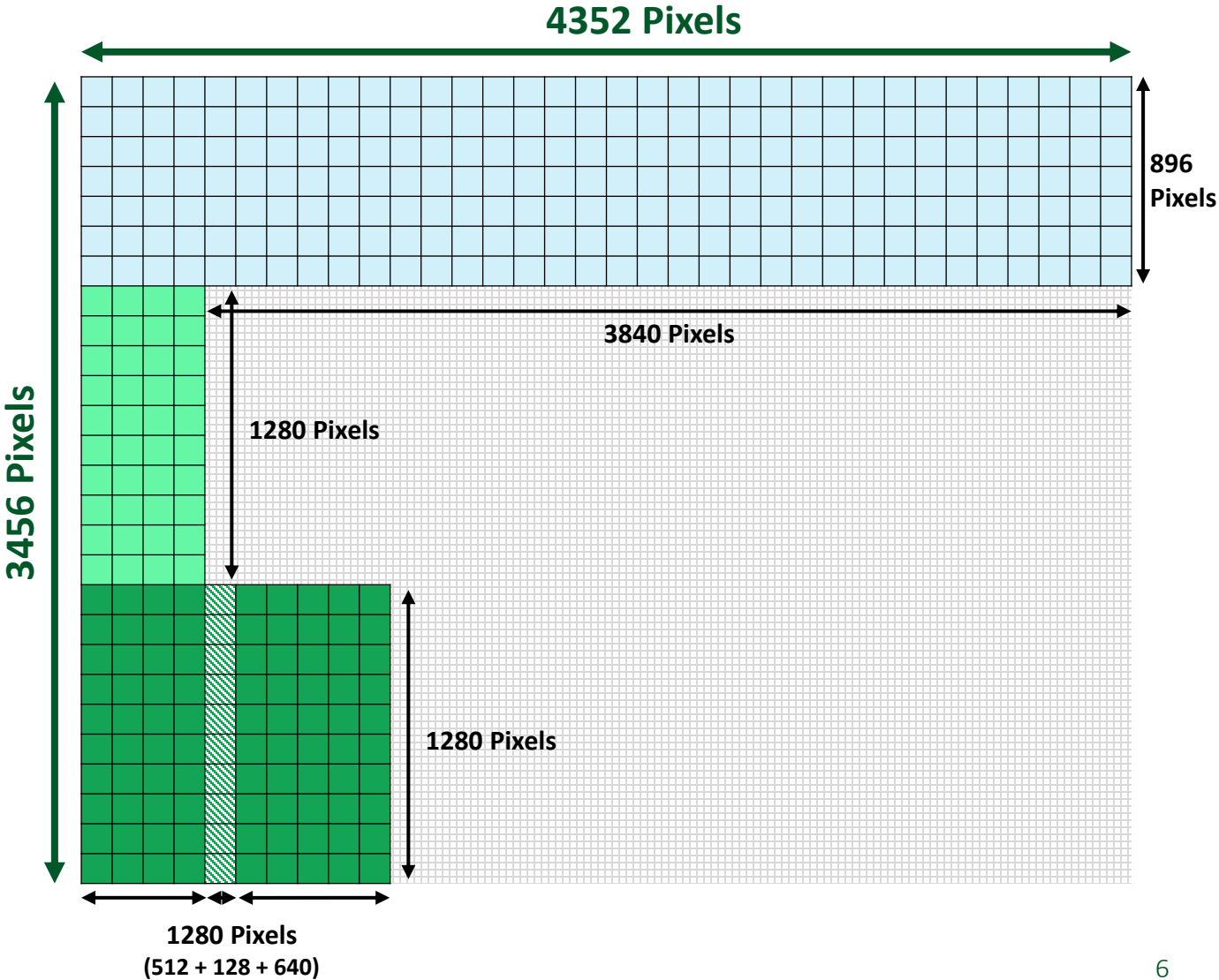
**CREATIVE DIMENSIONS PER ELEMENT**

- Top Section:** 4352 pixels x 896 pixels (W x H)
- Mid Section:** 512 pixels x 1,280 pixels (W x H)
- Base Section:** 1280 pixels x 1280 pixels (W x H)  
(512 + 128 + 640) pixels x 1280 pixels
- No Ad Area:** No graphics will appear in this area



**TECHNICAL CONSIDERATIONS**

- Pixel Pitch:** 7.81
- Pixel Density:** 16,384 pixels/m²
- Refresh Rate:** 7680 Hz



# Right Side Façade

Artwork must be delivered as single file per façade as per the total pixel dimensions stated directly below:

**FINAL FILE DESIGN DIMENSION TO BE DELIVERED**

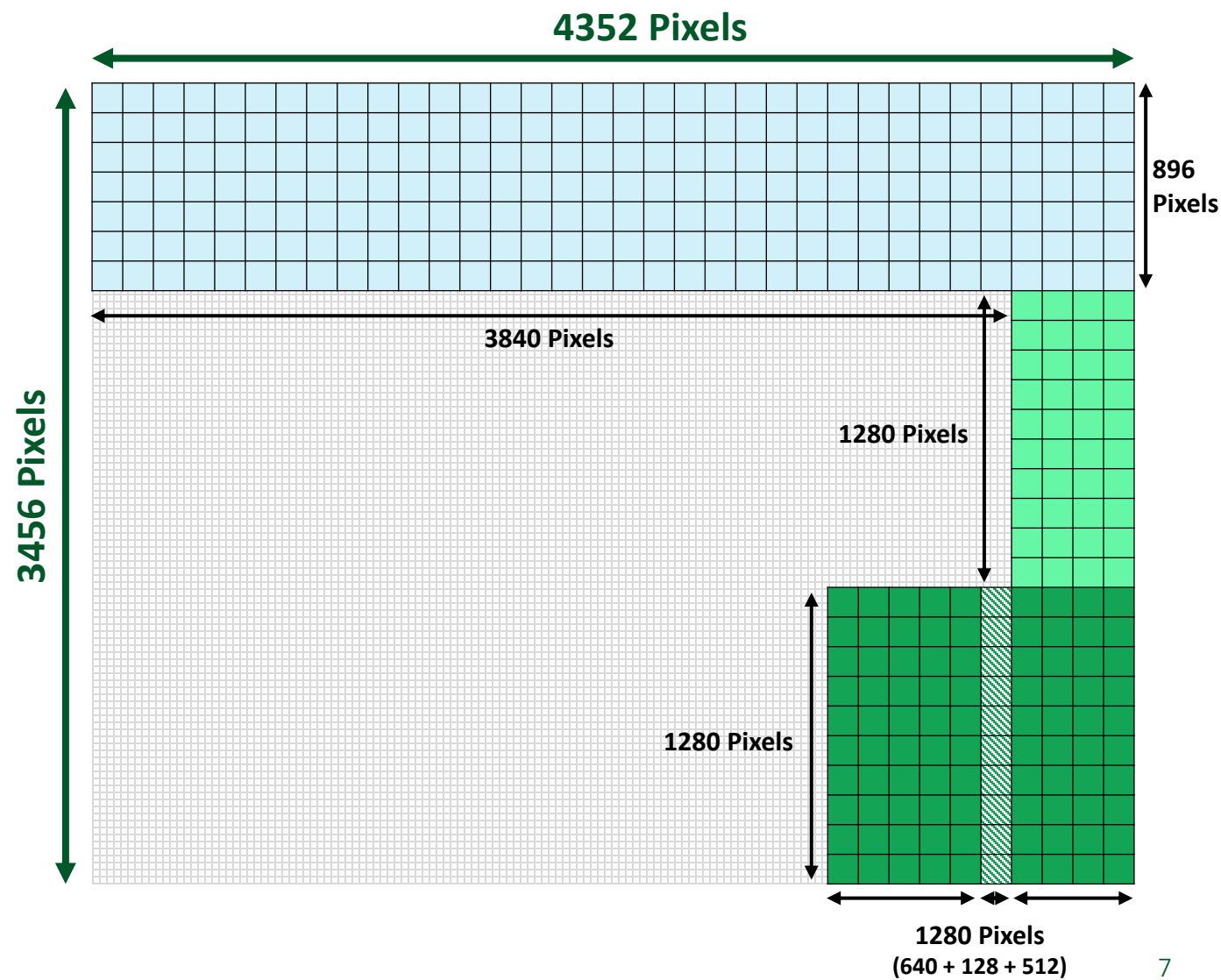
- Artwork Delivery:** 4352 pixels x 3456 pixels (W x H)
- File Format:** .MOV or .PNG (High Resolution)
- Ad Duration:** 10 Seconds
- Frame Rate:** 60 FPS
- Video Codec:** HAP
- Audio Codec:** Not Applicable (N/A)
- File Weight:** 1 Gigabyte (GB) maximum

**CREATIVE DIMENSIONS PER ELEMENT**

Top Section:	4352 pixels x 896 pixels (W x H)	<div>Visual</div>
Mid Section:	512 pixels x 1280 pixels (W x H)	<div>Visual</div>
Base Section:	1280 pixels x 1280 pixels (W x H) (640 + 128 + 512) pixels x 1280 pixels	<div>VisualVisual</div>
No Ad Area:	No graphics will appear in this area	<div>No Visual</div>

**TECHNICAL CONSIDERATIONS**

- Pixel Pitch:** 7.81
- Pixel Density:** 16,384 pixels/m²
- Refresh Rate:** 7680 Hz





# Artwork Recommendation

The Kingdom Arena provides advertisers with an extraordinary canvas to creatively display their brands in a manner unseen before within a football stadium setting.

Yet, it is recommended that the **base section** of the pillars be utilized for branding purposes to capitalize on TV exposure and act an anchor for the remaining creative. This can be achieved by keeping:

- The brands logo fixed at the base section
- The brands USP fixed at the base section
- Colors associated with the brand at the base section





# Artwork Appearance, Animation and Delivery

## ARTWORK APPEARANCE

### Goal Scored During Match:

In the event of a goal being scored during a football match, running advertisements will be subject to momentary pause to accommodate the live action. However, this will not impact the total number of booked ad placements, as Rotana Signs will ensure all reserved spots are delivered as scheduled.

## ARTWORK ANIMATION

The artwork submitted by advertisers for the Stadium Dominance format at Kingdom Arena must adhere to the following guidelines designed to minimize distraction for players.

- Artwork may include subtle and slow-moving elements of animation.
- Avoid incorporating high-speed or disruptive movements in the creative design.
- Fully produced video content is not permitted.
- Avoid using BRIGHT/FLUORESCENT colors for solid only backgrounds.



## ARTWORK REVIEW

Submitted artwork is subject to review and approval based on advertising guidelines and guidelines of Artwork Animation stated above.

## ARTWORK DELIVERY

### Delivery Date:

Artwork must be delivered four **(4) working days before launch date** of campaign to avoid any delay. Content and delivered artwork specifications will reviewed, addressed and approved throughout this period.

### Delivery Method:

Kindly share as email attachments (if less than 15mb), or

A downloadable link (utilizing [WeTransfer](#), [TransferNow](#) or [Smash](#)) shared with your sales representative directly on existing email thread.

*To avoid loss and miscommunication, please do not use the “send email” option of file sharing sites.*

### Artwork Files:

Two (2) independent artwork files should be included within the folder:

- 1x Left Façade
- 1x Right Façade

### Preview File:

Kindly provide screen shots and/or low-resolution video of respected artwork for referral purposes.







# General Advertising Guidelines



# General Advertising Guidelines

## PROHIBITED CONTENT

### Religious Sensitivities:

Media content must not disrespect or insult Islamic values, symbols, or principles. It is strictly forbidden to insult or demean the Qur'an, the Prophet Muhammad (peace be upon him), his companions, or his wives. Any content that contradicts Islamic Sharia law is prohibited.

### Moral Standards:

The publication of indecent, offensive, or inappropriate material is prohibited. This includes explicit depictions of violence, nudity, or sexual content. Content must not promote immoral or unethical behavior.

### False Information:

Dissemination of unverified or misleading information is strictly forbidden. Spreading rumors or false statements about individuals, organizations, or the government. Presenting inaccurate claims about health, safety, or other critical topics.

### Social Harmony:

Media content must not incite hatred, violence, or discrimination against individuals or groups based on race, religion, gender, or nationality. Content should promote unity and respect among the Saudi population.

### Political Neutrality:

Media must not encourage political discord or undermine national security. Content critical of the government or that promotes opposition to state policies is not allowed.

### Prohibited Products and Activities:

Advertisements for alcohol, tobacco, gambling, or other products and services banned in Saudi Arabia are prohibited. Any content that promotes illegal activities is not permitted.

## COMPLIANCE WITH PUBLIC ORDER

### Public Safety:

Media must not promote unsafe practices, such as reckless driving, substance abuse, or dangerous behaviors. Content should contribute to the welfare and safety of society by avoiding endorsements of activities harmful to individuals or the community.

### National Interests:

Media content must align with the policies and strategies of the Saudi government. Any content that undermines the country's sovereignty, stability, or reputation is prohibited. National symbols and leadership must be respected in all forms of media.

### Cultural Respect:

Media content should adhere to Saudi Arabia's cultural norms and traditions. Portrayals must avoid culturally insensitive depictions or themes.

### Content Approval:

All content will undergo review and approval before launch.

# Thank you

