

Rotana Signs

*Artwork Specifications,
Guidelines and Delivery*



Riyadh Digital Towers and Facades

Artwork Specifications

Kingdom Tower

King Fahad Road, Al Olaya District, Riyadh

ARTWORK SPECIFICATIONS:

Artwork Delivery: 1152 pixels x 4272 pixels (W x H)

File Format: .MOV or JPG (High Resolution)

Video Frame Rate: 60 FPS

Video CODEC: HAP

File Weight: 5 GB maximum

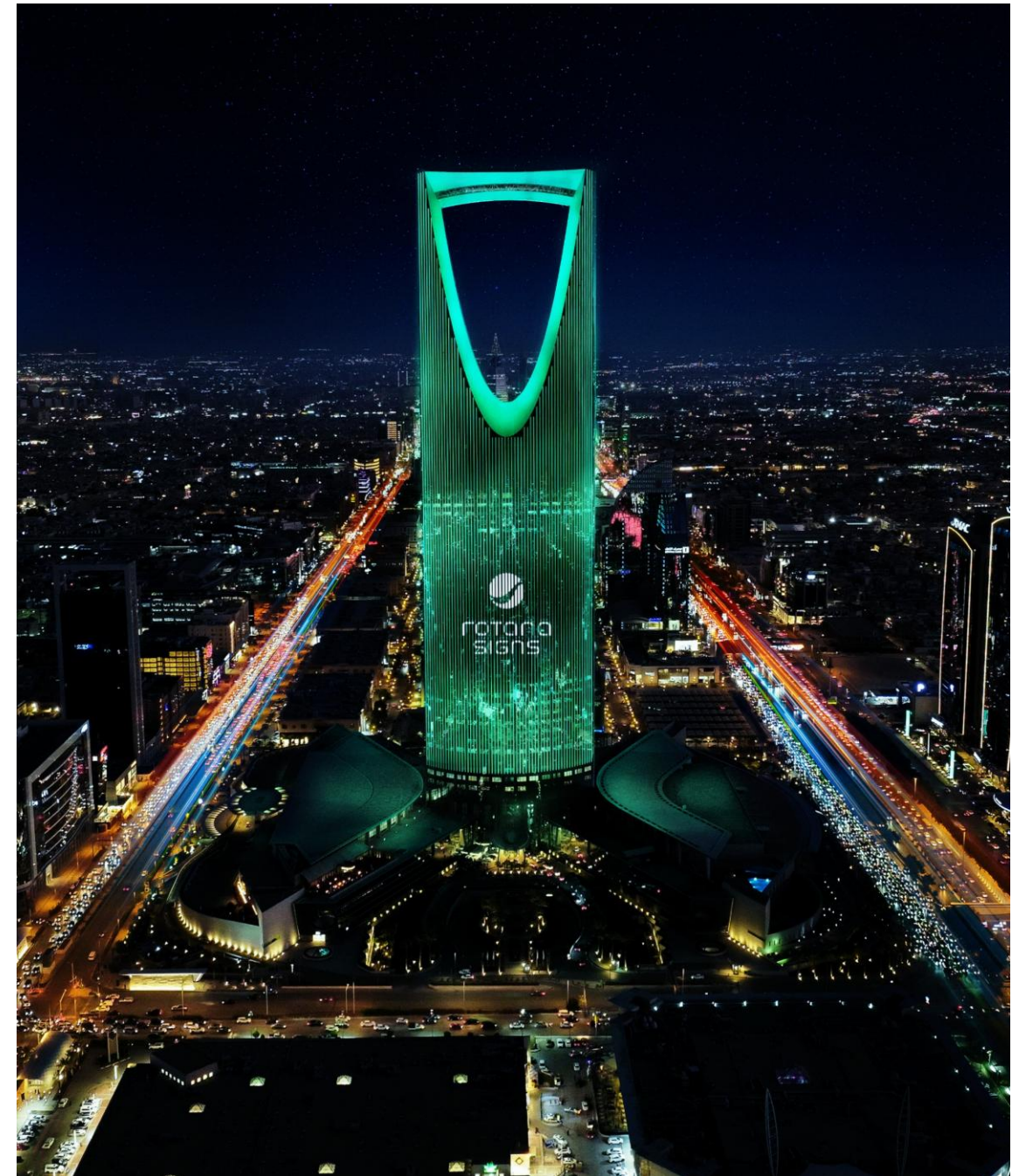
Animation: Artwork may include light and slow-moving elements of animation.

Avoid incorporating high-speed or disruptive movements in the creative design.

Fully produced video content is not permitted.

Note: Kindly download the Screen Template below providing designers with the exact dimensions and ratios required for proper artwork.

Screen Template
Download Here



Overview

Height

253 Meters
4272 Pixels

Width

82.65 Meters
1152 Pixels

Branding Focus

15,460 sqm per façade

Height

141 Meters
2197 Pixels

Width

82.65 Meters
1152 Pixels

Content Zones

Total Dimension

1152 x 4272 Pixels (Width x Height)

Kingdom Tower artwork is to be submitted as a single file based on the total dimensions of **1152 x 4272 pixels** (width x height).

However, it is important to note that there are 3 distinct zones whereby the creative is to differ:

ARCHITECTURAL EFFECTS & CONTENT ENHANCEMENT

- Use of colored lighting effects only
- Effects must cover the entire section; 1152 x 1757 pixels (W x H)
- Avoid text and images

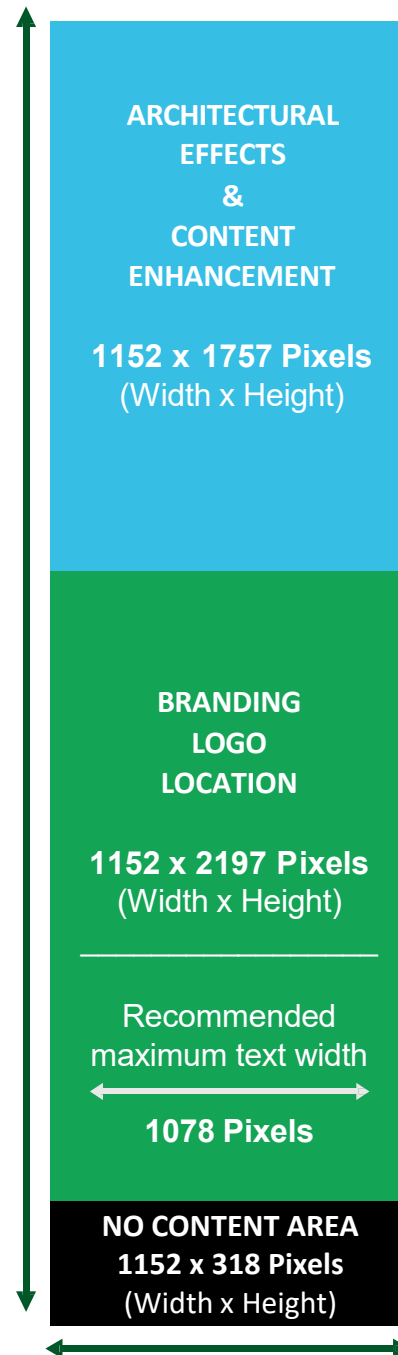
BRANDING AND LOGO LOCATION

- Placement for hero message, imagery, product/service USP and logo
- Avoid analogous colors for background and text in the same frame so to ensure clear contrast and enhanced readability
- Avoid use of small text, Run-On sentences and long statements

NO CONTENT AREA

- Only black color
- No content, no elements and no background

As such, kindly download the Screen Template to assist in the creative process.



Burj Rafal

King Fahad Road, As Sahafah District, Riyadh

ARTWORK SPECIFICATIONS:

Artwork Delivery: 2010 pixels x 4320 pixels (W x H)

File Format: .MP4 or JPG (High Resolution)

Resolution: 72 DPI

Video Frame Rate: 60 FPS

Video CODEC: H264

Color Code: RGB

File Weight: 1 GB maximum

Animation: Artwork may include light and slow-moving elements of animation.

Avoid incorporating high-speed or disruptive movements in the creative design.

Fully produced video content is not permitted.



Artwork Appearance, Animation and Delivery

ARTWORK ANIMATION

The artwork submitted by advertisers for Riyadh Digital Towers must adhere to the following guidelines:

- Artwork may include light and slow-moving elements of animation
- Avoid incorporating high-speed or disruptive movements in the creative design
- Fully produced video content is not permitted

ARTWORK SUGGESTIONS

- Avoid use of Run-On sentences and long statements
- Text must be short, **bold** and large
- Avoid use of small text
- In case of a heavy text ad copy, utilize different frames to communicate ensuring respected text is **bold** and large
- **Avoid analogous colors** (groups of colors that are next to each other on the color wheel) for background and text in the same frame so to ensure clear contrast and enhanced readability.



Low Visibility

High Visibility

Low Visibility

ARTWORK REVIEW

Submitted artwork is subject to review and approval based on advertising guidelines stated in this document.

ARTWORK INTEGRITY

Riyadh Digital Towers stand as premier landmarks in Riyadh's skyline, embodying prestige, sophistication, and architectural excellence. To maintain the integrity of these landmarks, the following creative elements are not permitted on submitted artwork.

- Promotional content featuring discounts, sales, time-limited offers, or price-driven messaging are subject to approval.
- Emojis, casual symbols, and playful graphics are not permitted.

Note, artwork featuring female figures requires pre-approval, with a minimum review period of seven (6) working days. If rejected, revised artwork will be required.

ARTWORK DELIVERY

Delivery Date:

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

Delivery Method:

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.

Preview File:

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

The Esplande Mall (Vox)

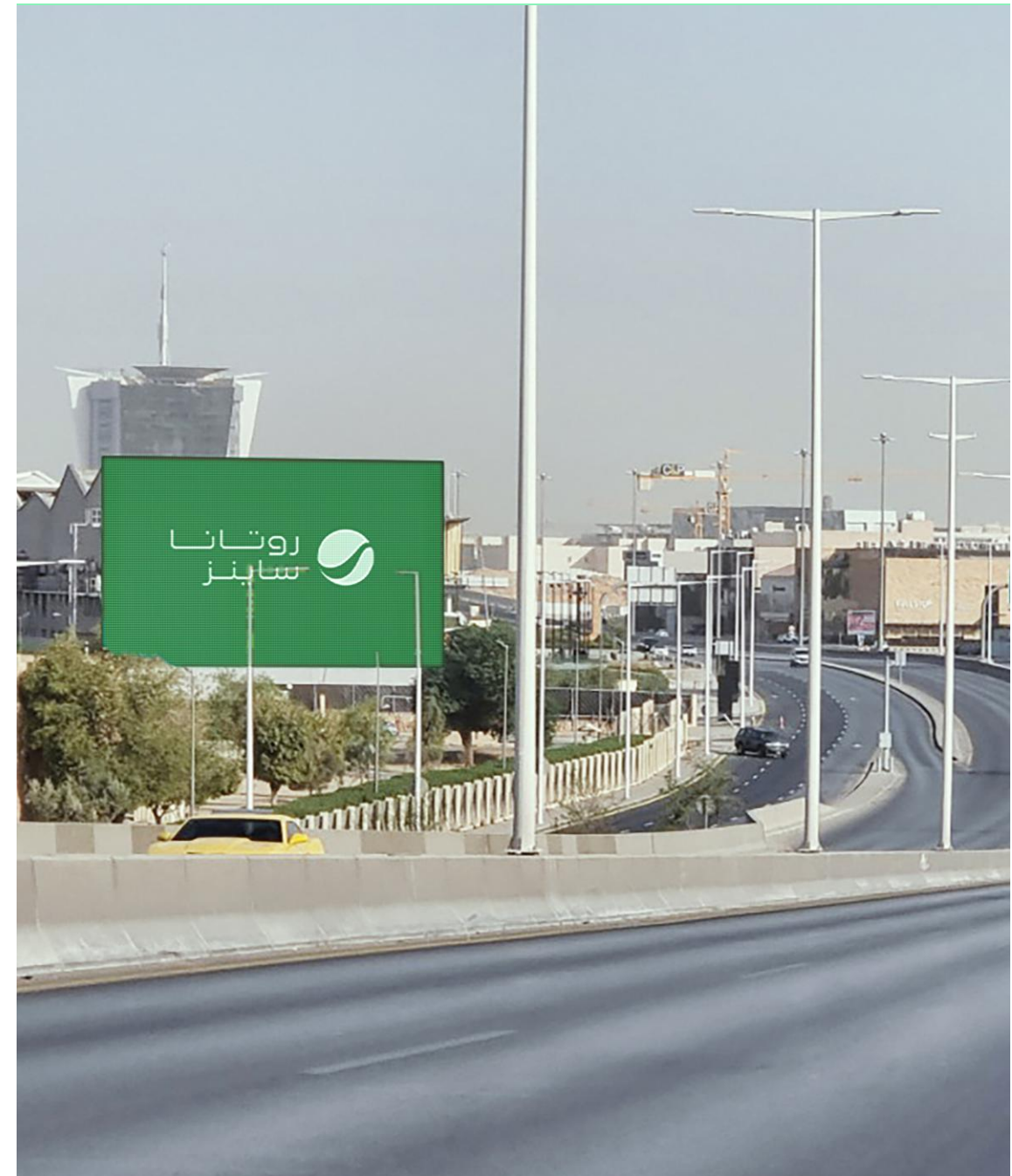
Prince Turki Road, King Saud University District, Riyadh

ARTWORK SPECIFICATIONS:

Artwork Delivery:	3072 pixels x 1280 pixels (W x H)
File Format:	MOV, MP4 or PNG, JPG (high resolution)
Resolution:	300 DPI
Video Frame Rate:	60 FPS
File Weight:	1 GB maximum
Visibility:	Click Here

MORE ABOUT THE TOWER:

Facades:	1
Installation:	Southern Façade
Orientation:	Landscape
Total Dimension:	24 meters x 10 meters (W x H)
Total Façade Space:	240 m ²



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Facades must adhere to the following guidelines:

- 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 (TVC style) is not permitted.

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:

Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:

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

Dammam Towers

Artwork Specifications

Al Abdulkarim Tower

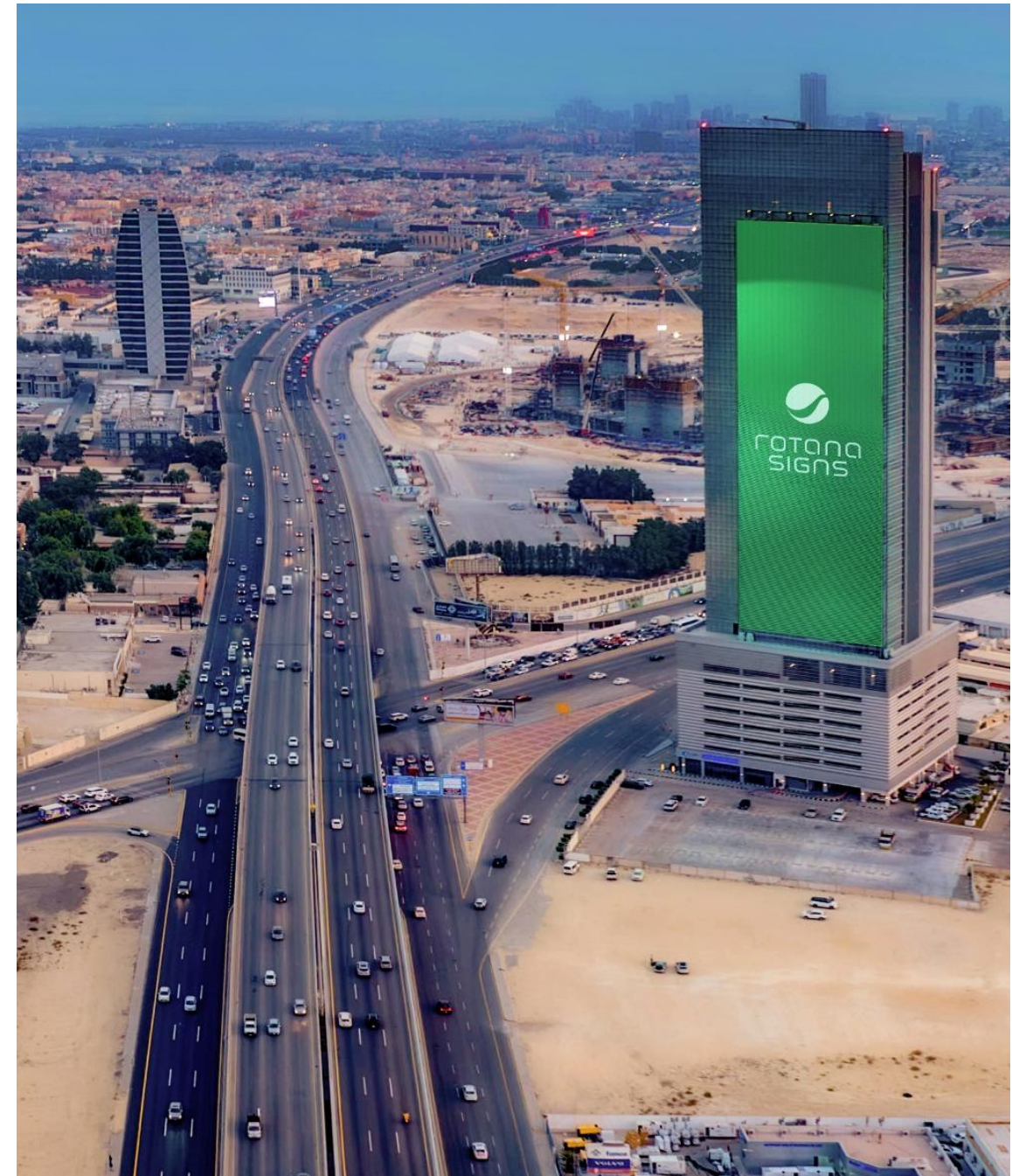
King Fahad Road, Al Qashlah, Dhahran

ARTWORK SPECIFICATIONS:

Artwork Delivery:	960 pixels x 2994 pixels (W x H)
File Format:	MP4 or JPG/PDF (High Resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
Visibility:	Click Here

MORE ABOUT THE TOWER:

Facades:	1
Installation:	Northern Facade
Orientation:	Portrait
Total Dimension:	30 meters x 90 meters (W x H)
Total Façade Space:	2,700 m ²
Height from Ground	30 meters



Gulf Center

Prince Turkey Street, Al Corniche, Al Khobar

ARTWORK SPECIFICATIONS:

Artwork Delivery: 12288 pixels x 1152 pixels (W x H)

Note: Artwork to be submitted as a single file (as per the pixels stated above).
For creative purposes, please consider that it comprises of 3 sections.

3 SECTIONS INCLUDE:

North Façade 3712 pixels x 1152 pixels (W x H)

Curve Façade 128 pixels x 1152 pixels (W x H)

West Façade 8448 pixels x 1152 pixels (W x H)

Note: Anamorphic design (3D) capable

File Format: MP4 or JPG/PDF (High Resolution)

Resolution: 300 DPI

Ad Duration: 10 seconds

Video Frame Rate: 60 FPS

Visibility: [Click Here](#)

MORE ABOUT THE TOWER:

Total Dimension: 95 meters x 9 meters (W x H)

Total Façade Space: 855 m²



Mousa Tower

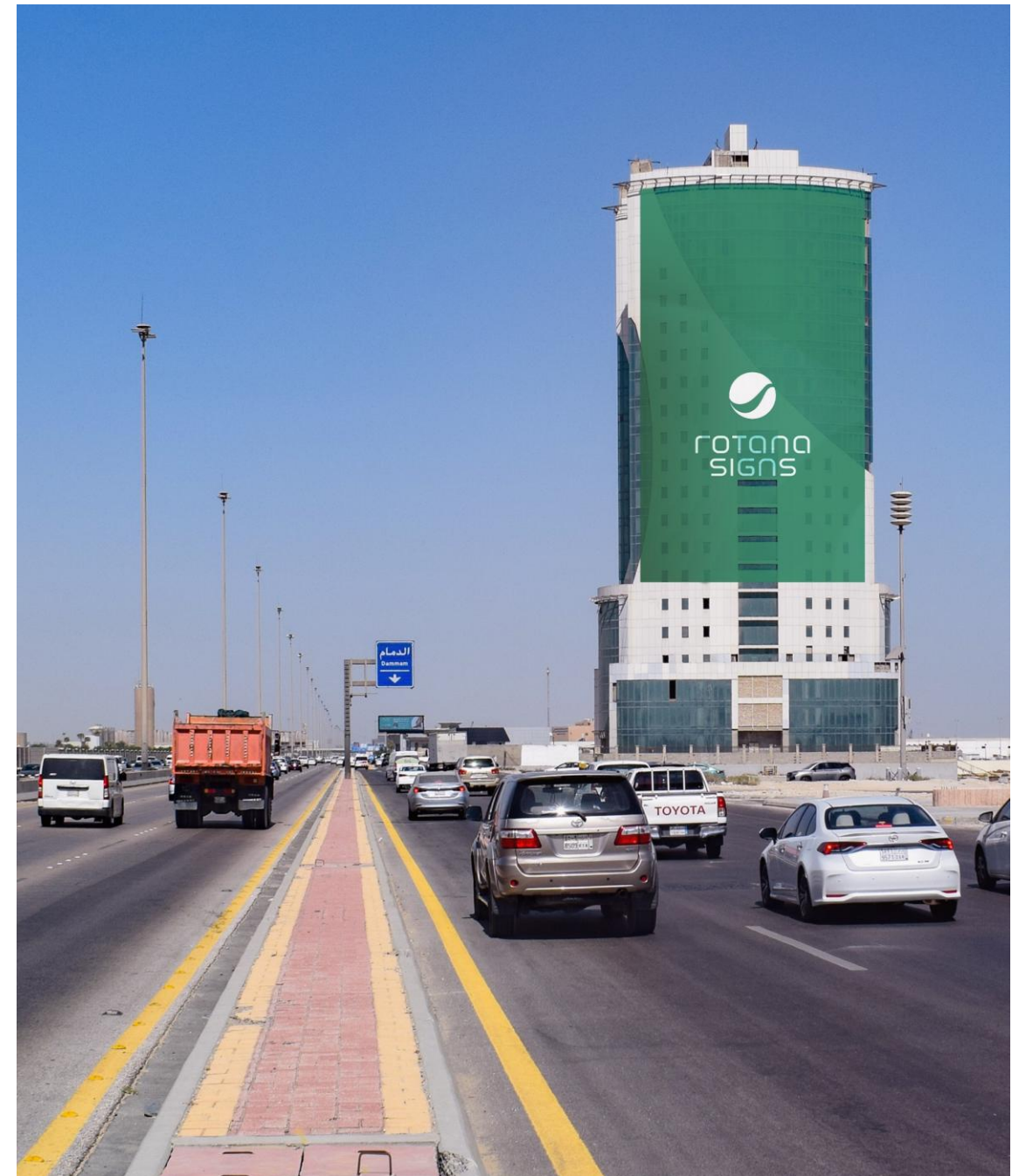
King Fahad Road, Al Khalidiyyah Al Janubiyah, Dammam

ARTWORK SPECIFICATIONS:

Artwork Delivery:	1216 pixels x 1908 pixels (W x H)
File Format:	MP4 or JPG/PDF (High Resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
Visibility:	Click Here

MORE ABOUT THE TOWER:

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



Al Khaldi Tower

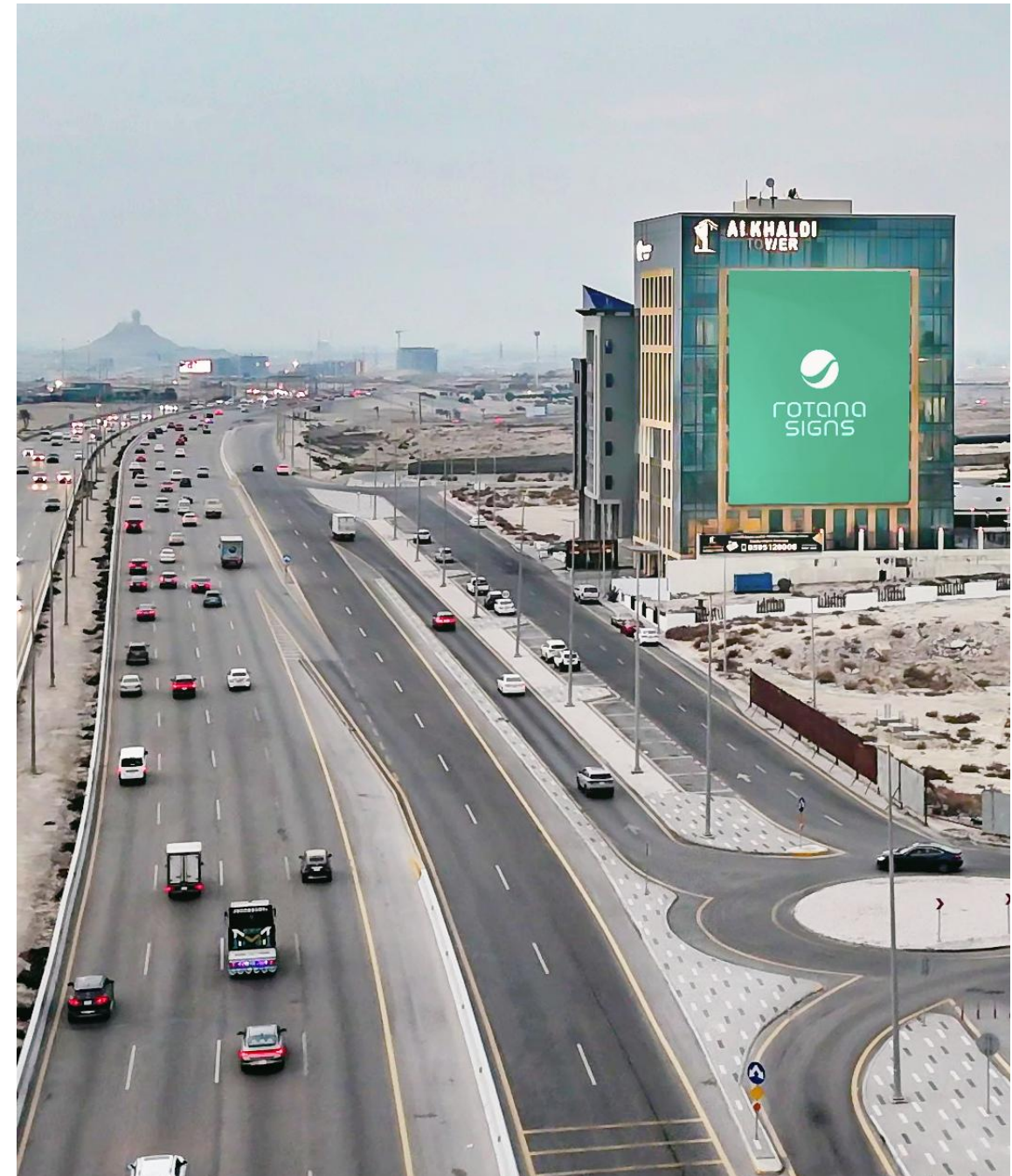
Custodian of The Two Holy Mosques Road, Aljamiah District, Dhahran

ARTWORK SPECIFICATIONS:

Artwork Delivery:	1280 pixels x 1600 pixels (W x H)
File Format:	MP4 or JPG/PDF (High Resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
Visibility:	Click Here

MORE ABOUT THE TOWER:

Facades:	1
Installation:	Eastern Facade
Orientation:	Portrait
Total Dimension:	20 meters x 25 meters (W x H)
Total Façade Space:	500 m ²
Height from Ground	10 meters



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Towers must adhere to the following guidelines:

- 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 (TVC style) is not permitted.

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:

Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:

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

Jeddah Giant Digital Screens

Artwork Specifications

Stars Avenue

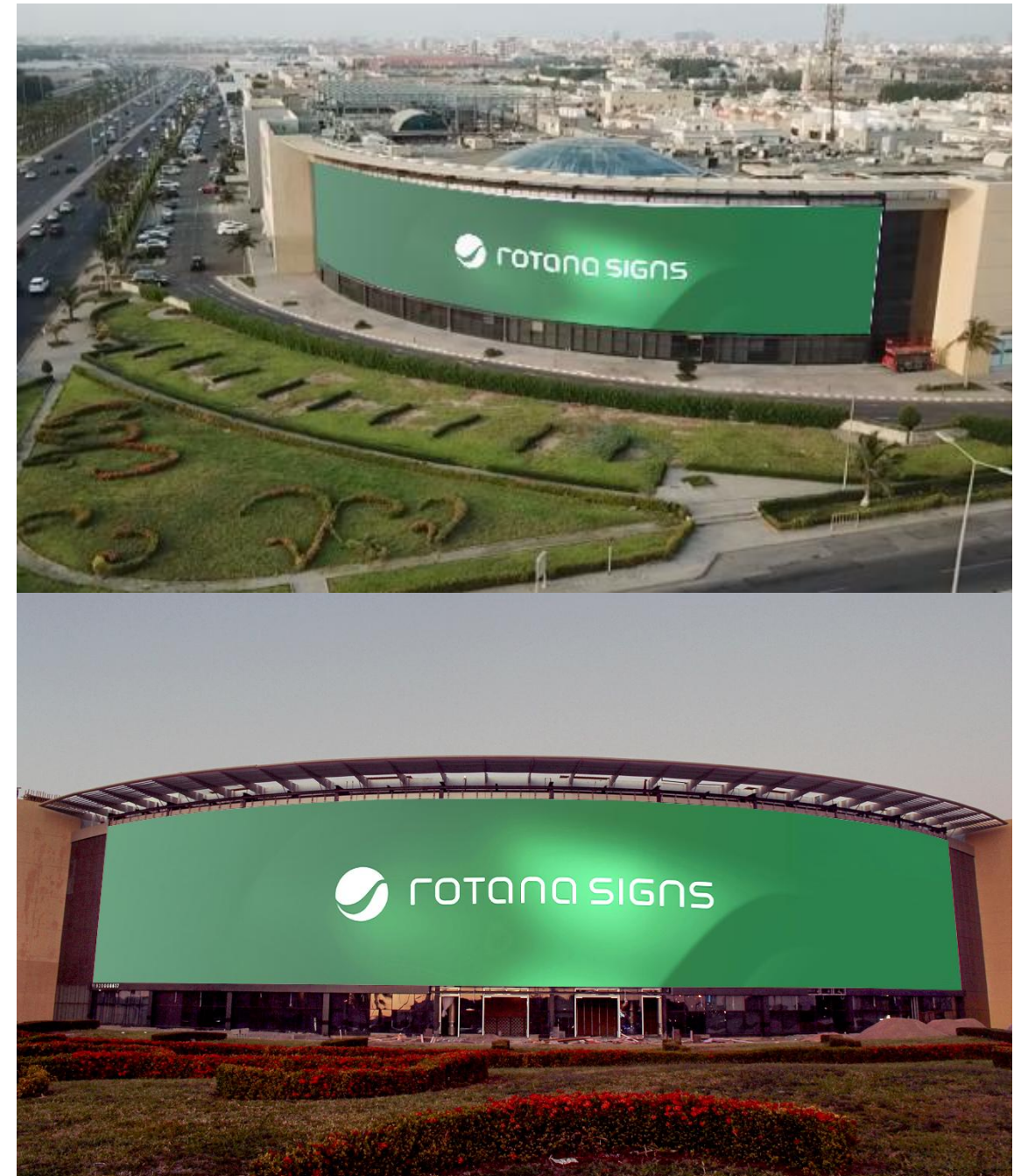
Stars Avenue, King Abdulaziz Road, Al Zahra District, Jeddah

ARTWORK SPECIFICATIONS:

Artwork Delivery:	7760 pixels x 1260 pixels (W x H)
File Format:	MP4 ,MOV, 3D or JPG (High Resolution)
Note:	System supports naked eye 3D files
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	30 FPS
Maximum File Weight:	100 mb
Visibility:	Click Here

MORE ABOUT THIS GIANT DIGITAL SCREEN:

Facades:	1
Installation:	Southern Facade
Orientation:	Landscape
Total Dimension:	77.6 meters x 12.6 meters (W x H)
Total Façade Space:	977.8 m ²



Tahlia Mall

Tahlia Road, Ar Rawdah District, Jeddah

ARTWORK SPECIFICATIONS:

Artwork Delivery: 2320 pixels x 1620 pixels (W x H)

Note: Artwork to be submitted as a single file (as per the pixels stated above).
For creative purposes, please consider that it comprises of 2 sections.

2 SECTIONS INCLUDE:

Left Façade 960 pixels x 1620 pixels (W x H)

Right Façade 1360 pixels x 1620 pixels (W x H)

Note: Anamorphic design (3D) capable

File Format: MP4, MOV or JPG (High Resolution)

Resolution: 300 DPI

Ad Duration: 10 seconds

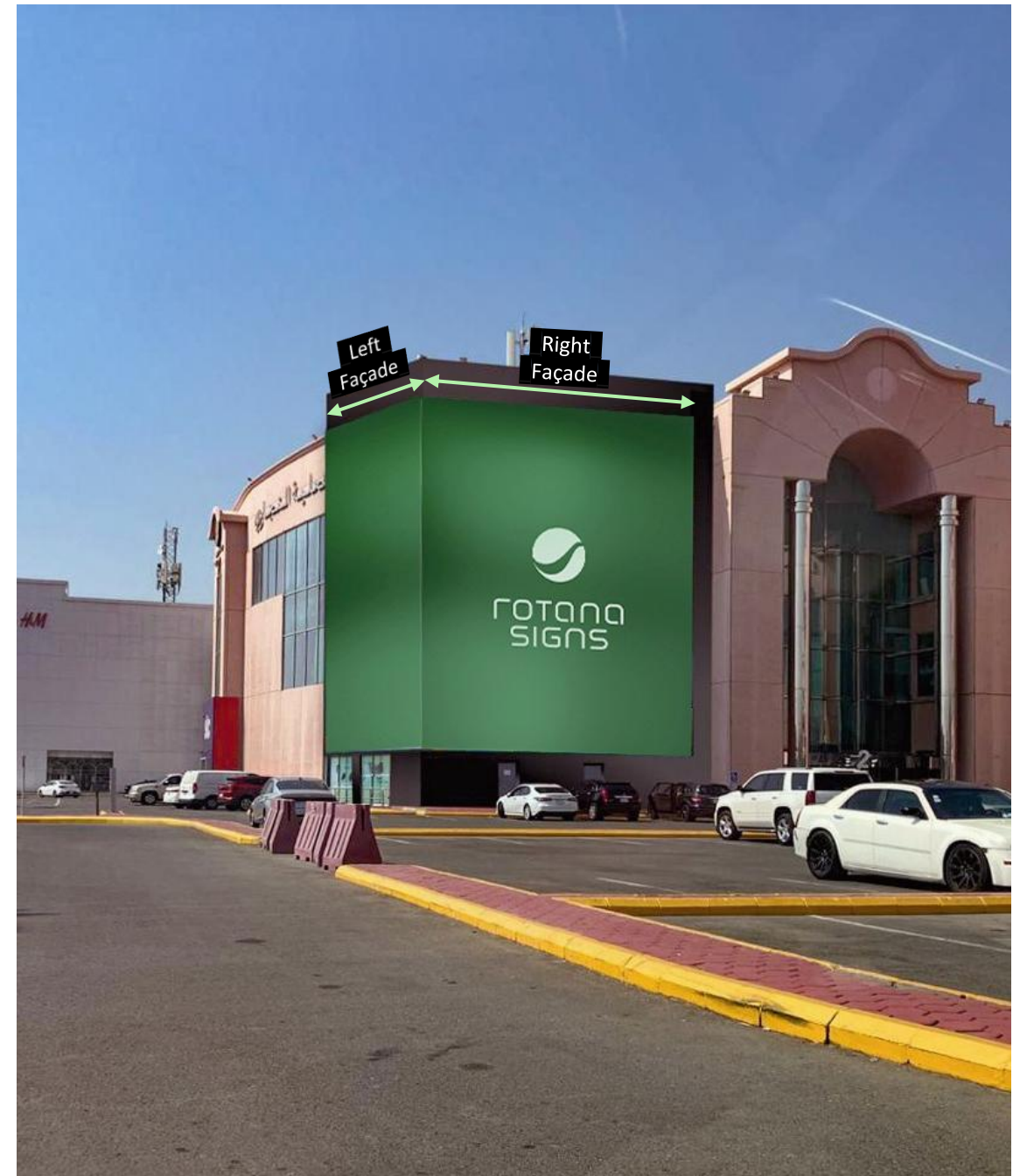
Video Frame Rate: 24-30 FPS

Visibility: [Click Here](#)

MORE ABOUT THE TOWER:

Total Dimension: 23.2 meters x 16.2 meters (W x H)

Total Façade Space: 375.84 m²



Sari Road

Sari Road, As Salamah District, Jeddah

ARTWORK SPECIFICATIONS:

Artwork Delivery:	1408 pixels x 1664 pixels (W x H)
File Format:	MP4, MOV or JPG (High Resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
File Weight:	20 mb maximum
Visibility:	Click Here

MORE ABOUT THIS GIANT DIGITAL SCREEN:

Facades:	1
Installation:	Eastern Facade
Orientation:	Portrait
Total Dimension:	9.76 meters x 15.36 meters (W x H)
Total Façade Space:	149.9 m ²



Madinah Road

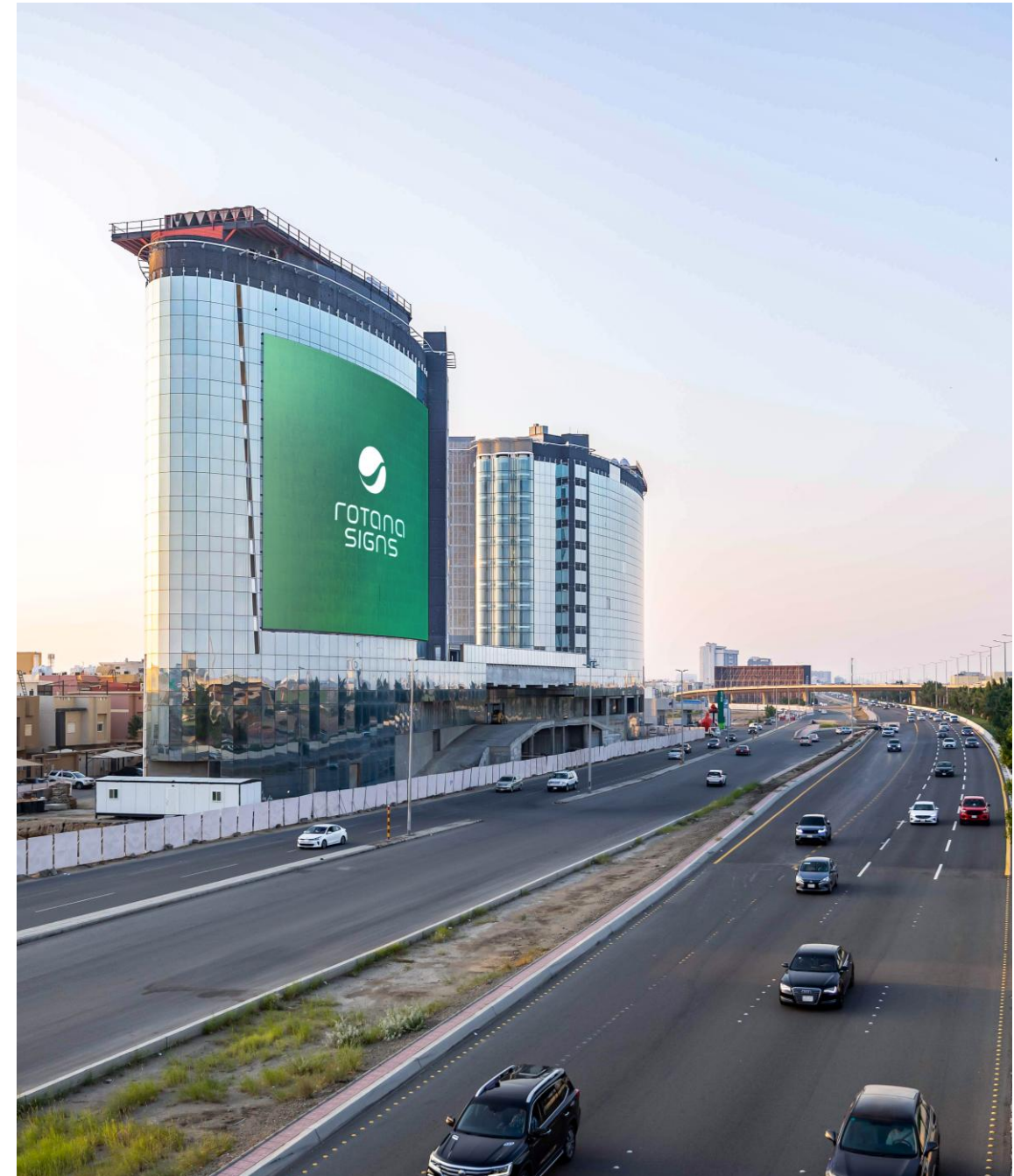
Madina Road, Al Naeem District, Jeddah

ARTWORK SPECIFICATIONS:

Artwork Delivery:	3507 pixels x 2560 pixels (W x H)
File Format:	MP4, MOV or JPG (High Resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
File Weight:	20 mb maximum
Visibility:	Click Here

MORE ABOUT THIS GIANT DIGITAL SCREEN:

Facades:	1
Installation:	Eastern Facade
Orientation:	Landscape
Total Dimension:	35.1 meters x 25.6 meters (W x H)
Total Façade Space:	898.5 m ²



Haramain Road (Ring Road)

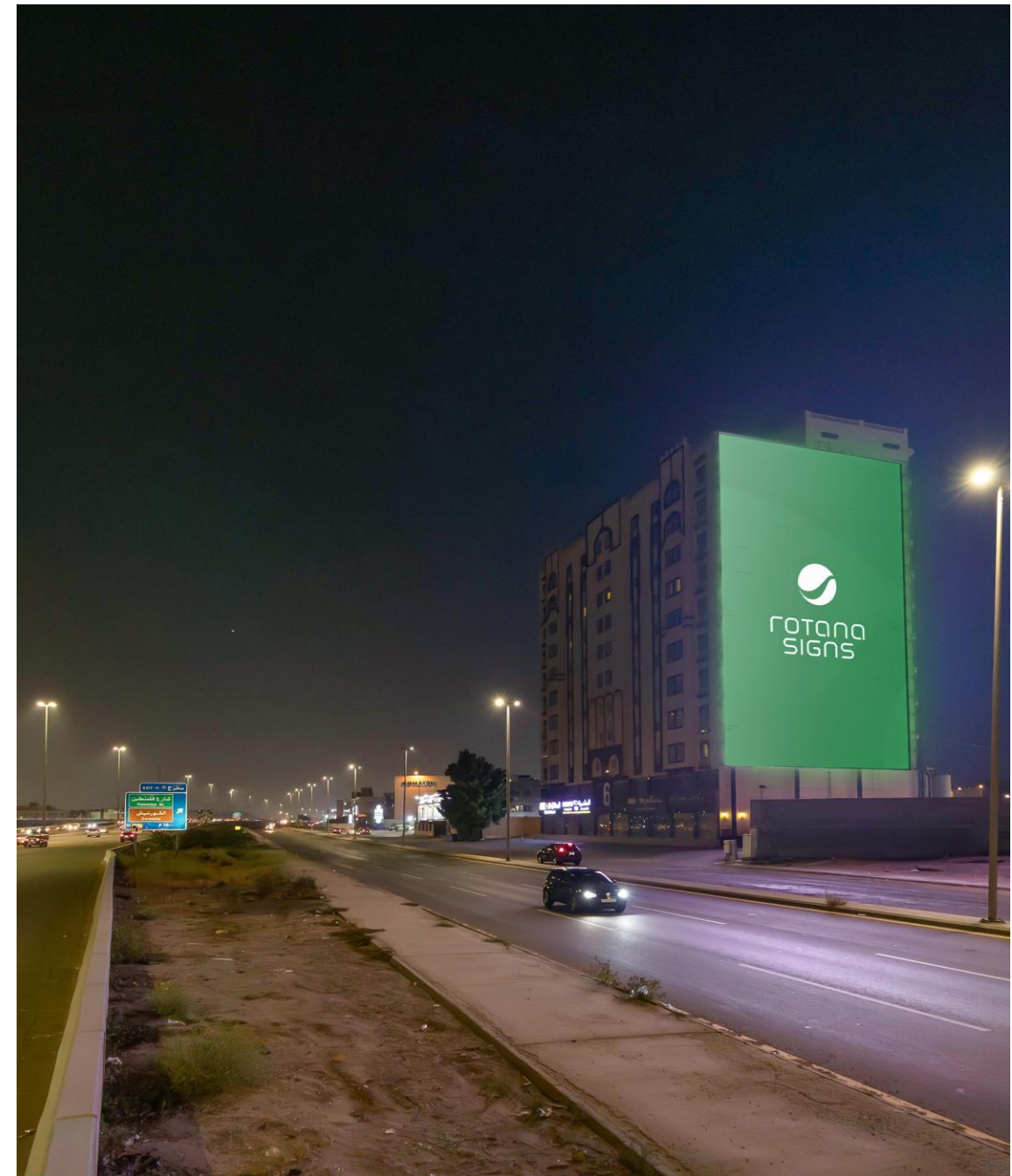
Haramain Road, Al Naeem District, Jeddah

ARTWORK SPECIFICATIONS:

Artwork Delivery:	832 pixels x 903 pixels (W x H)
File Format:	MP4, MOV or JPG (High Resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
File Weight:	20 mb maximum
Visibility:	Click Here

MORE ABOUT THIS GIANT DIGITAL SCREEN:

Facades:	1
Installation:	Southern Facade
Orientation:	Landscape
Total Dimension:	20.8 meters x 33.1 meters (W x H)
Total Façade Space:	688.4 m ²



Madinah Giant Digital Screens

Artwork Specifications

Jood Tower

King Abdallah Bin Abdulaziz Road, Al Aridh District, Madinah

ARTWORK SPECIFICATIONS:

Artwork Delivery: 1664 pixels x 2432 pixels (W x H)

File Format: MP4 or JPG (High Resolution)

Resolution: 300 DPI

Ad Duration: 10 seconds

Video Frame Rate: 25 FPS

File Weight: 20 mb maximum

Visibility: [Click Here](#)

MORE ABOUT THIS GIANT DIGITAL SCREEN:

Facades: 1

Installation: Northern Facade

Orientation: Portrait

Total Dimension: 13 meters x 19 meters (W x H)

Total Façade Space: 247 m²



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Giant Digital Screens must adhere to the following guidelines:

- 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 (TVC style) is not permitted.

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:

Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:

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

Jazan Giant Digital Screens

Artwork Specifications

Aziz Tower

Al Mutalla Street, Al Jabal District, Jazan

ARTWORK SPECIFICATIONS:

Artwork Delivery: 896 pixels x 1664 pixels (W x H)

File Format: MP4 or JPG (High Resolution)

Resolution: 300 DPI

Ad Duration: 10 seconds

Video Frame Rate: 25 FPS

File Weight: 20 mb maximum

Visibility: [Click Here](#)

MORE ABOUT THIS GIANT DIGITAL SCREEN:

Facades: 1

Installation: Southern Facade

Orientation: Portrait

Total Dimension: 5 meters x 15 meters (W x H)

Total Façade Space: 75 m²



Saraya Tower

Prince Mohammad Bin Nasser Road, Ash Shati, Jazan

ARTWORK SPECIFICATIONS:

Artwork Delivery: 1152 pixels x 1920 pixels (W x H)

File Format: MP4 or JPG (High Resolution)

Resolution: 300 DPI

Ad Duration: 10 seconds

Video Frame Rate: 25 FPS

File Weight: 20 mb maximum

Visibility: [Click Here](#)

MORE ABOUT THIS GIANT DIGITAL SCREEN:

Facades: 1

Installation: Southern Facade

Orientation: Portrait

Total Dimension: 9 meters x 15 meters (W x H)

Total Façade Space: 135 m²



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Giant Digital Screens must adhere to the following guidelines:

- 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 (TVC style) is not permitted.

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:

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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:

Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:

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

Digital Hoarding

Artwork Specifications

Digital Hoarding

Al Imam Muslim Road, Madinah | M-DS-01/02

ARTWORK SPECIFICATIONS:

Artwork Delivery:	5120 pixels x 1024 pixels (W x H)
File Format:	MP4 or JPG (High Resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
Creative Note:	Slight animation only
Visibility:	Click Here

MORE ABOUT THIS DIGITAL HOARDING:

Facades:	2
Installation:	East and West
Orientation:	Landscape
Total Dimension:	40 meters x 8 meters (W x H) per facade
Total Façade Space:	320 m ² per facade



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Hoarding must adhere to the following guidelines:

- 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 (TVC style) is not permitted.

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:

Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:

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

Bridges

Artwork Specifications

Digital Steel Bridges

Jeddah (1 of 2)

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPEG/PDF	Video Frame Rate:	25 FPS
Resolution:	300 DPI	File Weight:	20 mb maximum
Ad Duration:	10 seconds	Deliverables:	All sizes are required
Dimension Metric:	Pixels	Creative Note:	Slight animation only

CODE	DIRECTION	WIDTH		HEIGHT	PSD FILES	SHAPE
SB-1	North & South	9240	x	840	Download PSD File	Rectangle
SB-2	North Only	8040	x	1200	Download PSD File	Curved
	South Only	8040	x	1200	Download PSD File	Curved
SB-3	North & South	8520	x	1200	Download PSD File	Curved
SB-4	North & South	8520	x	1080	Download PSD File	Curved
SB-5	North Only	8280	x	1200	Download PSD File	Curved
	South Only	8280	x	1200	Download PSD File	Curved
SB-6	North & South	8280	x	1200	Download PSD File	Curved



Digital Steel Bridges

Jeddah (2 of 2)

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPEG/PDF	Video Frame Rate:	25 FPS
Resolution:	300 DPI	File Weight:	20 mb maximum
Ad Duration:	10 seconds	Deliverables:	All sizes are required
Dimension Metric:	Pixels	Creative Note:	Slight animation only

CODE	DIRECTION	WIDTH		HEIGHT	PSD FILES	SHAPE
SB-7	North & South	7552	x	1280	Download PSD File	Curved
SB-8	North & South	8064	x	1280	Download PSD File	Curved
SB-9	North & South	6240	x	960	Download PSD File	Double - Curved
SB-10	North Only	8576	x	1152	Download PSD File	Curved
	South Only	8576	x	1152	Download PSD File	Curved
SB-11	North & South	8520	x	1080	Download PSD File	Curved
SB-12	East Only	2976	x	576	Download PSD File	Rectangle
	West Only	2976	x	576	Download PSD File	Rectangle



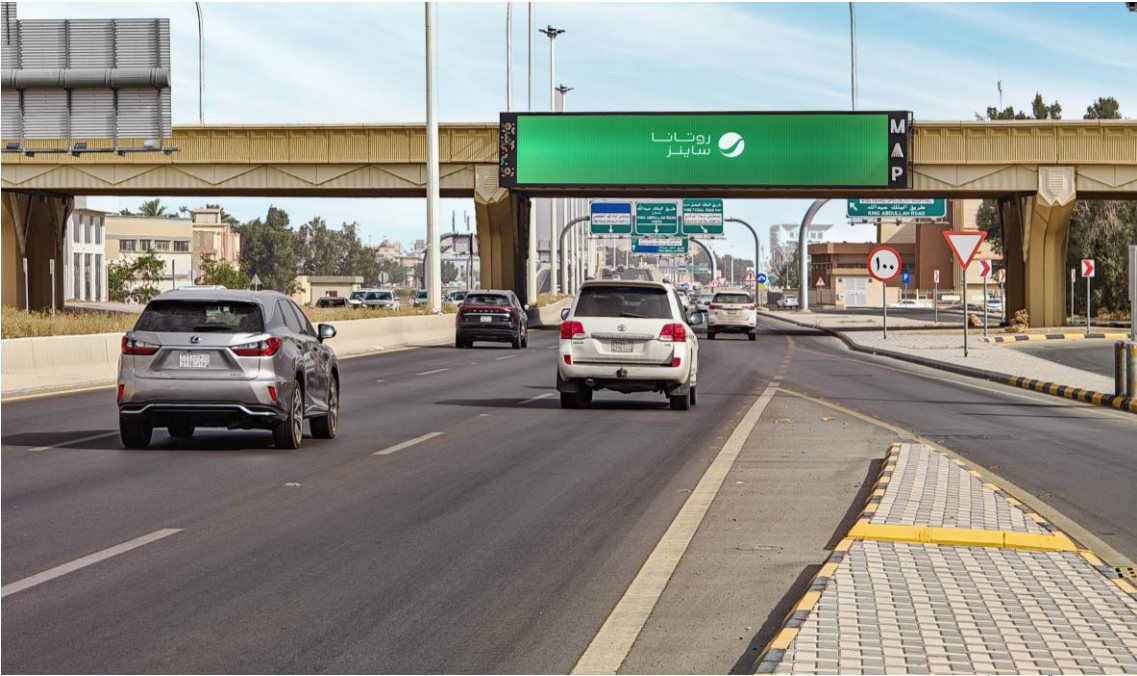
Digital Bridges

Al Qassim (Buraydah) and Arar

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPEG/PDF	Video Frame Rate:	25 FPS
Resolution:	300 DPI	File Weight:	20 mb maximum
Ad Duration:	10 seconds	Deliverables:	All sizes are required
Dimension Metric:	Pixels	Creative Note:	Slight animation only

#	CITY	WIDTH		HEIGHT	SHAPE
1	Qassim (Buraydah)	2160	x	360	Rectangle
2	Qassim (Buraydah)	1440	x	360	Rectangle
3	Arar	1560	x	360	Rectangle



Static Steel Bridges

Jeddah

ARTWORK SPECIFICATIONS:

File Format:	PSD, AI, TIFF	Resolution:	300 DPI
File Type:	Open Layered Files	Color Format:	CMYK

CODE	DIRECTION	WIDTH	HEIGHT	PSD FILES	SHAPE
SB-14	North & South		Download PSD File		Curved



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Bridges must adhere to the following guidelines:

- 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 (TVC style) is not permitted.

ARTWORK REVIEW

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

ARTWORK DELIVERY

Digital Bridges 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.

Static Bridges Delivery Date:

Artwork must be delivered four **(7-10) 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:

Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:

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

Unipoles & Screens

Artwork Specifications

Digital Unipoles

Jeddah

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPEG/PDF	Video Frame Rate:	25 FPS
Resolution:	300 DPI	File Weight:	20 mb maximum
Ad Duration:	10 seconds	Deliverables:	All sizes are required
Dimension Metric:	Pixels	Creative Note:	Slight animation only

#	CITY	WIDTH		HEIGHT	SHAPE
1	Jeddah	1800	x	600	Rectangle
2	Jeddah	1792	x	576	Rectangle



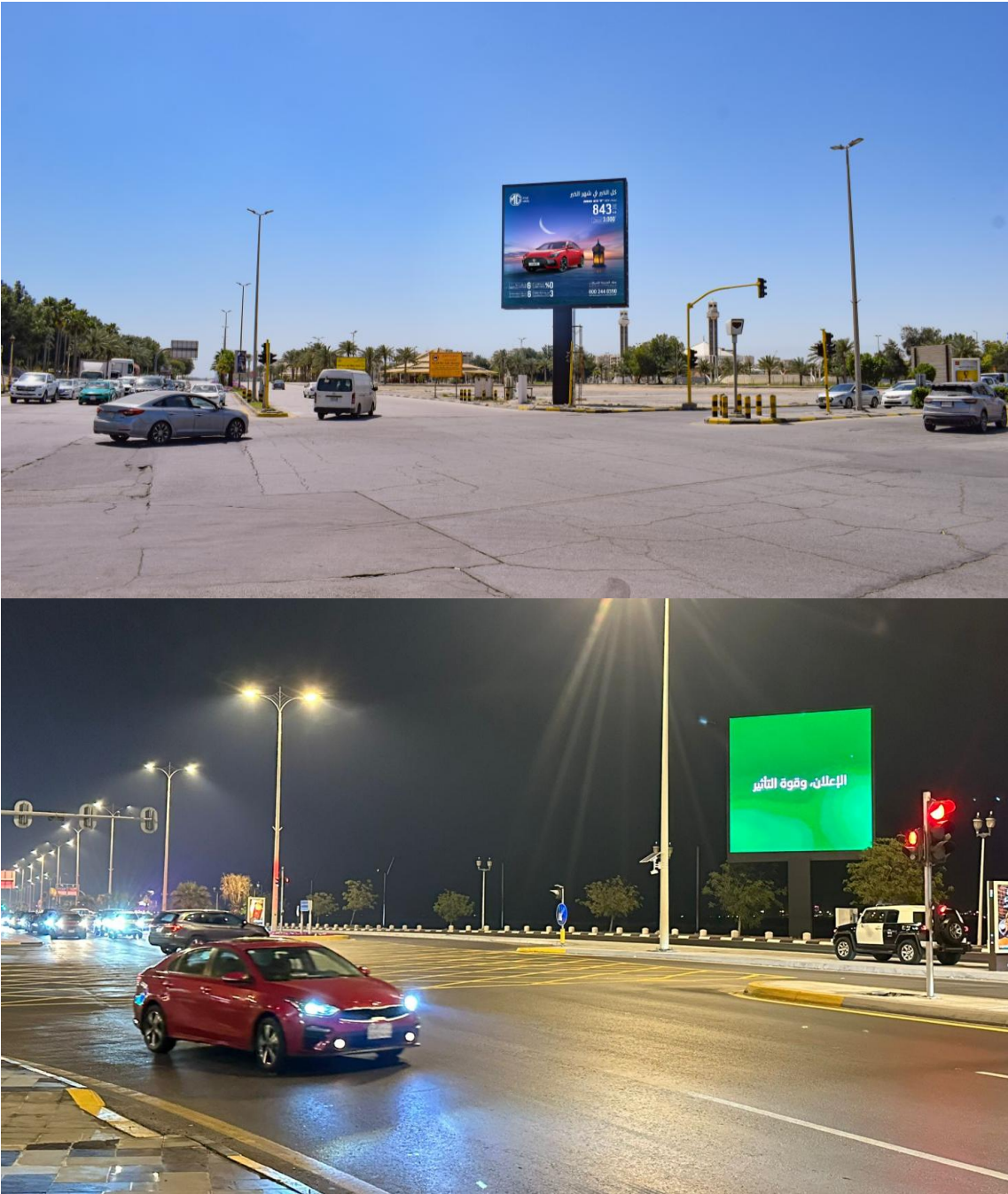
Digital Screens

Dammam/Khobar, Al Qurayyat and Arar

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPEG/PDF	Video Frame Rate:	25 FPS
Resolution:	300 DPI	File Weight:	20 mb maximum
Ad Duration:	10 seconds	Creative Note:	Slight animation only
Dimension Metric:	Pixels		

#	CITY	WIDTH		HEIGHT	SHAPE
1	Dammam	1024	x	1024	Square
2	Al Qurayat	480	x	480	Square
3	Arar	600	x	480	Near Square



Static Unipoles

Jeddah and Hail

ARTWORK SPECIFICATIONS:

File Format:	JPEG or PDF	Color Format:	RGB
Resolution:	300 DPI	Dimension Metric:	Meters

#	CITY	WIDTH		HEIGHT	SHAPE
1	Jeddah	14.7	x	4.3	Rectangle
2	Jeddah	14.65	x	4.27	Rectangle
3	Jeddah	15	x	4.3	Rectangle
4	Hail	14.65	x	4.27	Rectangle



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Unipoles and Screens must adhere to the following guidelines:

- 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 (TVC style) is not permitted.

ARTWORK REVIEW

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

ARTWORK DELIVERY

Digital Unipoles and Screens 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.

Static Unipoles Delivery Date:

Artwork must be delivered seven to ten **(7-10) 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:

Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:

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

Riyadh Metro Carriage Screens

Artwork Specifications

Metro Carriage Screens

Riyadh Metro Trains | Interior

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPEG	Dimension Metric:	Pixels
Resolution:	300 DPI	Video Frame Rate:	25 FPS
Ad Duration:	10 seconds	File Weight:	20 mb maximum
Material Receipt:	5 working days prior launch	Deliverables:	All sizes are required

CITY	WIDTH		HEIGHT	SHAPE
Size 1	1280	x	720	Landscape
Size 2	1280	x	1024	Near-Square
Size 3	1366	x	768	Landscape



Hajj Terminal

Artwork Specifications | Digital Formats

Duty-Free Screen

Hajj Terminal | Interior - Digital Formats

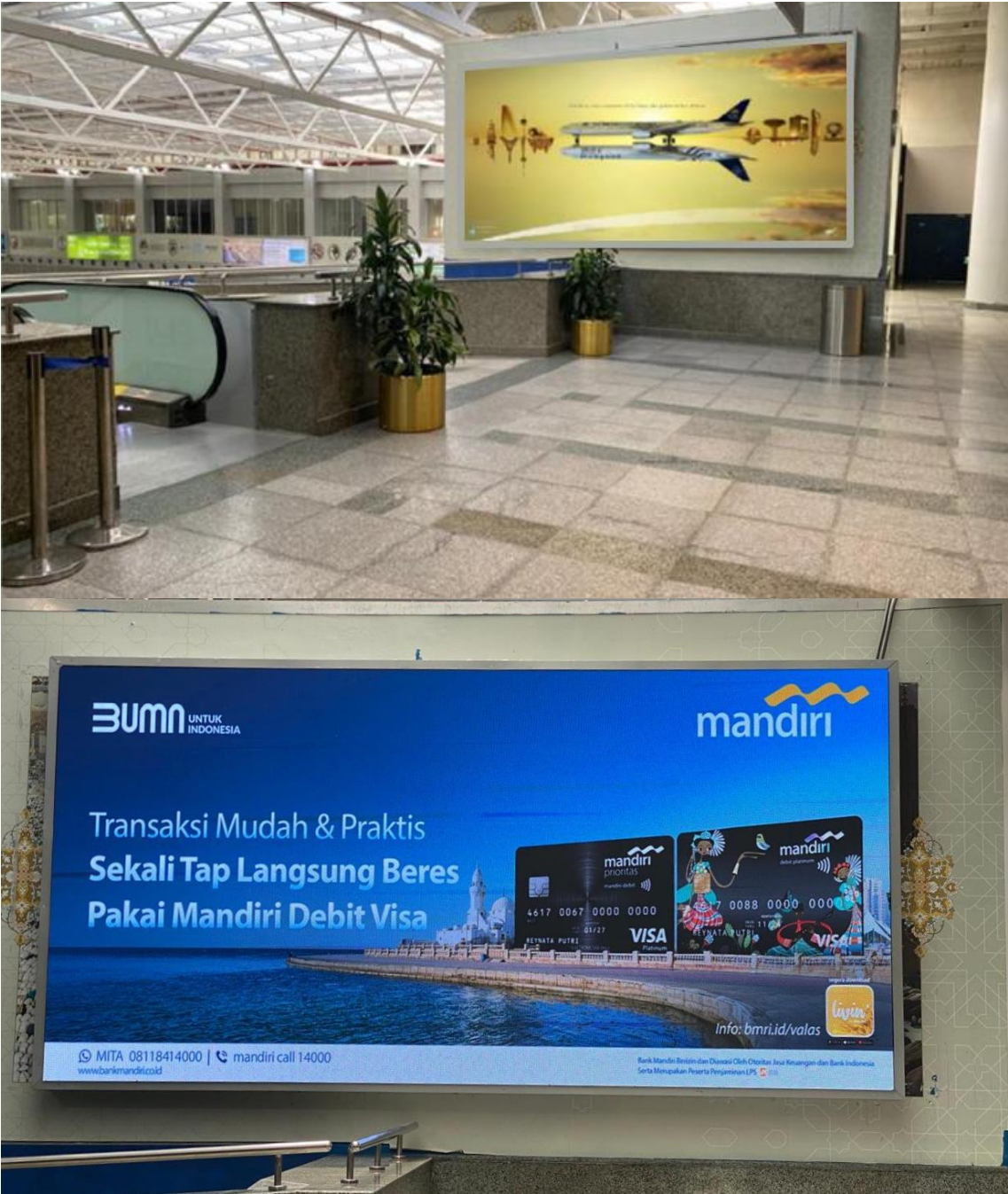
ARTWORK SPECIFICATIONS:

Artwork Delivery:	1408 pixels x 640 pixels (W x H)
File Format:	MP4, JPG or PNG (High Resolution)
Ad Duration:	10 seconds
Resolution:	300 DPI
Color Format:	RGB
Image File Weight:	10 mb maximum

Video Frame Rate:	30 FPS
File Compression:	H 264 or H265
Bitrate:	30000 maximum
Video File Weight:	50 mb maximum
Material Receipt:	Maximum one (1) week prior launch

MORE ABOUT THE PANEL:

Orientation:	Landscape
Total Dimension:	5.5 meters x 2.5 meters (W x H)
Total Façade Space:	13.75 m ²



Luggage Area Wall Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

- Artwork Delivery: 2304 pixels x 512 pixels (W x H)
- File Format: MP4, JPG or PNG (High Resolution)
- Ad Duration: 10 seconds
- Resolution: 300 DPI
- Color Format: RGB
- Image File Weight: Maximum 10 mb

- Video Frame Rate: 30 FPS
- File Compression: H 264 or H265
- Bitrate: 30000 maximum
- Video File Weight: 50 mb maximum
- Material Receipt: Maximum one (1) week prior launch

MORE ABOUT THE PANEL:

- Orientation: Landscape
- Total Dimension: 6.91 meters x 1.54 meters (W x H)
- Total Façade Space: 10.64 m²



Luggage Area Belt Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

Artwork Delivery:	2304 pixels x 512 pixels (W x H)
File Format:	MP4, JPG or PNG (High Resolution)
Ad Duration:	10 seconds
Resolution:	300 DPI
Color Format:	RGB
Image File Weight:	Maximum 10 mb
Video Frame Rate:	30 FPS
File Compression:	H 264 or H265
Bitrate:	30000 maximum
Video File Weight:	50 mb maximum
Material Receipt:	Maximum one (1) week prior launch

MORE ABOUT THE PANEL:

Orientation:	Landscape
Total Dimension:	4.8 meters x 1 meters (W x H)
Total Façade Space:	4.8 m²



Passport Control Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

Artwork Delivery:	1536 pixels x 384 pixels (W x H)
File Format:	MP4, JPG or PNG (High Resolution)
Ad Duration:	10 seconds
Resolution:	300 DPI
Color Format:	RGB
Image File Weight:	Maximum 10 mb

Video Frame Rate:	30 FPS
File Compression:	H 264 or H265
Bitrate:	30000 maximum
Video File Weight:	50 mb maximum
Material Receipt:	Maximum one (1) week prior launch

MORE ABOUT THE PANEL:

Orientation:	Landscape
Total Dimension:	7.68 meters x 1.92 meters (W x H)
Total Façade Space:	14.74 m²



Exit Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

Artwork Delivery:	4352 pixels x 384 pixels (W x H)
File Format:	MP4, JPG or PNG (High Resolution)
Ad Duration:	10 seconds
Resolution:	300 DPI
Color Format:	RGB
Image File Weight:	Maximum 10 mb

Video Frame Rate:	30 FPS
File Compression:	H 264 or H265
Bitrate:	30000 maximum
Video File Weight:	50 mb maximum
Material Receipt:	Maximum one (1) week prior launch

MORE ABOUT THE PANEL:

Orientation:	Landscape
Total Dimension:	26.11 meters x 2.3 meters (W x H)
Total Façade Space:	60 m²



Plaza Screens

Hajj Terminal | Exterior - Digital Formats

ARTWORK SPECIFICATIONS:

Artwork Delivery:	640 pixels x 1280 pixels (W x H)
File Format:	MP4, JPG or PNG (High Resolution)
Ad Duration:	10 seconds
Resolution:	300 DPI
Color Format:	RGB
Image File Weight:	Maximum 10 mb

Video Frame Rate:	30 FPS
File Compression:	H 264 or H265
Bitrate:	30000 maximum
Video File Weight:	50 mb maximum
Material Receipt:	Maximum one (1) week prior launch

MORE ABOUT THE PANEL:

Orientation:	Portrait
Total Dimension:	3.84 meters x 7.68 meters (W x H)
Total Façade Space:	29.49 m²



Hajj Terminal

Artwork Specifications | Static Formats

Static Formats

Hajj Terminal | Interior Formats

ARTWORK SPECIFICATIONS:

File Format:	PSD, AI, TIFF	Resolution:	300 DPI
File Type:	Open Layered Files	Color Format:	CMYK
Material Receipt:	2-3 weeks prior launch	Dimension Metric:	Centimeters

INSTALLATION	FORMAT	TRIM			BLEED		
		WIDTH	HEIGHT		WIDTH	HEIGHT	
Interior	Arrival Lounge Solid Sticker	600 m ²			Kindly contact sales representative		
Interior	Square Pillars - Front	82	x	230	91.5	x	230
	Square Pillars – Back	82	x	230	91.5	x	230
	Square Pillars – Left	98	x	230	102	x	230
	Square Pillars – Right	98	x	230	102	x	230
Note:	Each Interior Square Pillar side must be submitted as a <u>separate file</u> . Kindly share a mock-up diagram upon delivery for reference.						



Static Formats

Hajj Terminal | Interior Formats

ARTWORK SPECIFICATIONS:

File Format:	PSD, AI, TIFF	Resolution:	300 DPI
File Type:	Open Layered Files	Color Format:	CMYK
Material Receipt:	2-3 weeks prior launch	Dimension Metric:	Centimeters

INSTALLATION	FORMAT	TRIM			BLEED		
		WIDTH	HEIGHT		WIDTH	HEIGHT	
Interior	Baggage Sticker	8200	x 30		8210	x 40	
Interior	Wall Light Box	720	x 182		730	x 192	
Interior	Belt Light Box	480	x 100		490	x 110	



Static Formats

Hajj Terminal | Interior Formats

ARTWORK SPECIFICATIONS:

File Format:	PSD, AI, TIFF	Resolution:	300 DPI
File Type:	Open Layered Files	Color Format:	CMYK
Material Receipt:	2-3 weeks prior launch	Dimension Metric:	Centimeters

INSTALLATION	FORMAT	TRIM			BLEED		
		WIDTH		HEIGHT	WIDTH		HEIGHT
Interior	Passport Control Signs	722	x	182	732	x	192
Interior	Large Exit Signs	2800	x	240	2810	x	250
Interior	Duty Free Screen	550	x	230	560	x	240



Static Formats

Hajj Terminal | Exterior Formats

ARTWORK SPECIFICATIONS:

File Format:	PSD, AI, TIFF	Resolution:	300 DPI
File Type:	Open Layered Files	Color Format:	CMYK
Material Receipt:	2-3 weeks prior launch	Dimension Metric:	Centimeters

INSTALLATION	FORMAT	TRIM			BLEED		
		WIDTH		HEIGHT	WIDTH		HEIGHT
Exterior	Jet Bridge	900	x	300	910	x	310
Exterior	Round Pillars	800	x	400	805	x	405
Note:	Total Round Pillar artwork to be submitted as per above dimensions (800cm x 400cm) However, it should consist of 2 artworks sized (400cm x 400cm) each						
Exterior	Waiting Area Light Boxes	230	x	113	240	x	123
Exterior	Totems	365	x	275	375	x	285
Exterior	Promotional Stand	200 (width) x 200 (depth) x 270 (height)					



Haramain Highspeed Railway

Artwork Specifications

Overhead LED Screen

Haramain Highspeed Railway | Interior

ARTWORK SPECIFICATIONS:

Artwork Delivery:	1024 pixels x 576 pixels (W x H)
File Format:	AVI Files, MPEG-4 Compression or JPG
Ad Duration:	10 seconds
Max Quality:	1 – 1.5mbps
Color Format:	RGB
Image File Weight:	Maximum 10 mb
Material Receipt:	Maximum the third (3rd) week of each month prior launch



Static Formats

Haramain Highspeed Railway | Interior

ARTWORK SPECIFICATIONS:

File Format:	PSD, AI, TIFF	Resolution:	300 DPI
File Type:	Open Layered Files	Color Format:	CMYK
Material Receipt:	2-3 weeks prior launch	Dimension Metric:	Centimeters

INSTALLATION	FORMAT	TRIM			BLEED		
		WIDTH		HEIGHT	WIDTH		HEIGHT
Interior	Interior Sliding Doors #1	75	x	200	90	x	215
Interior	Interior Sliding Doors #2	75	x	185	90	x	200
Interior	Interior Sliding Doors #3	63	x	200	78	x	215
Interior	Overhead Luggage Rack #1	176	x	30	191	x	45
Interior	Overhead Luggage Rack #2	135	x	30	150	x	45
Interior	Overhead Luggage Rack #3	84	x	30	99	x	45
Interior	Cafeteria Panel Wall #1	395	x	85	410	x	100
Interior	Cafeteria Panel Wall #2	268	x	76	283	x	91



Static Formats

Haramain Highspeed Railway | Exterior

ARTWORK SPECIFICATIONS:

File Format:	PSD, AI, TIFF	Resolution:	300 DPI
File Type:	Open Layered Files	Color Format:	CMYK
Material Receipt:	2-3 weeks prior launch	Dimension Metric:	Centimeters

INSTALLATION	FORMAT	TRIM			BLEED		
		WIDTH		HEIGHT	WIDTH		HEIGHT
Exterior	Entrance & Exit Doors	103	x	225	118	x	240
Exterior	Train Wrapping	2100	x	300	2115	x	315
Exterior	Train Nose	500	x	135	515	x	150



Retail Series

Artwork Specifications

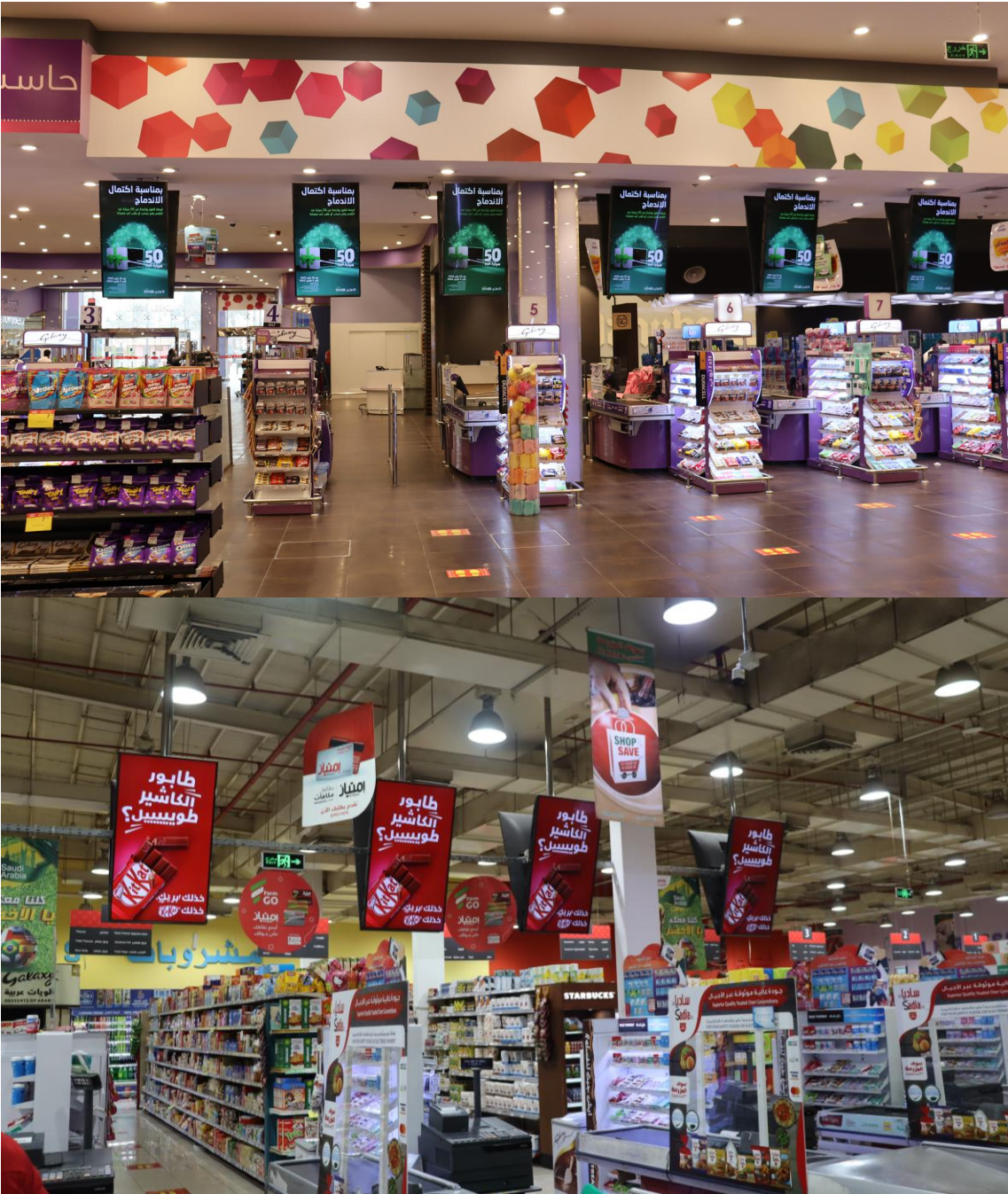
Hyper Digital Solutions

Riyadh, Jeddah and Dammam/Khobar

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPEG	Dimension Metric:	Pixels
Resolution:	300 DPI	Video Frame Rate:	25 FPS
Ad Duration:	10 seconds	File Weight:	20 mb maximum
Material Receipt:	2 working days prior launch		

#	WIDTH		HEIGHT	SHAPE
1	1080	x	1920	Portrait



Digital Gates

Riyadh, Jeddah and Dammam/Khobar

ARTWORK SPECIFICATIONS:

File Format: MP4 or JPEG

Resolution: 300 DPI

Ad Duration: 10 seconds

Material Receipt: 2 working days prior launch

Dimension Metric: Pixels

Video Frame Rate: 25 FPS

File Weight: 20 mb maximum

Deliverables: All sizes are required

#	WIDTH		HEIGHT	SHAPE
2	1536	x	1792	Arch Kindly refer to following slides for additional creative details required
3	2560	x	1536	
4	2048	x	1792	
5	2560	x	1792	



Digital Gates

Size #2

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

Artwork Delivery: 1536 pixels x 1792 pixels (W x H)

File Format: MP4 or JPG (High Resolution)

Ad Duration: 10 Seconds

Frame Rate: 25 FPS

File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

Top Side (Main): 1536 pixels x 509 pixels (W x H)

Visual Area

Front Side (L & R): 256 pixels x 1283 pixels (W x H)

Visual Area

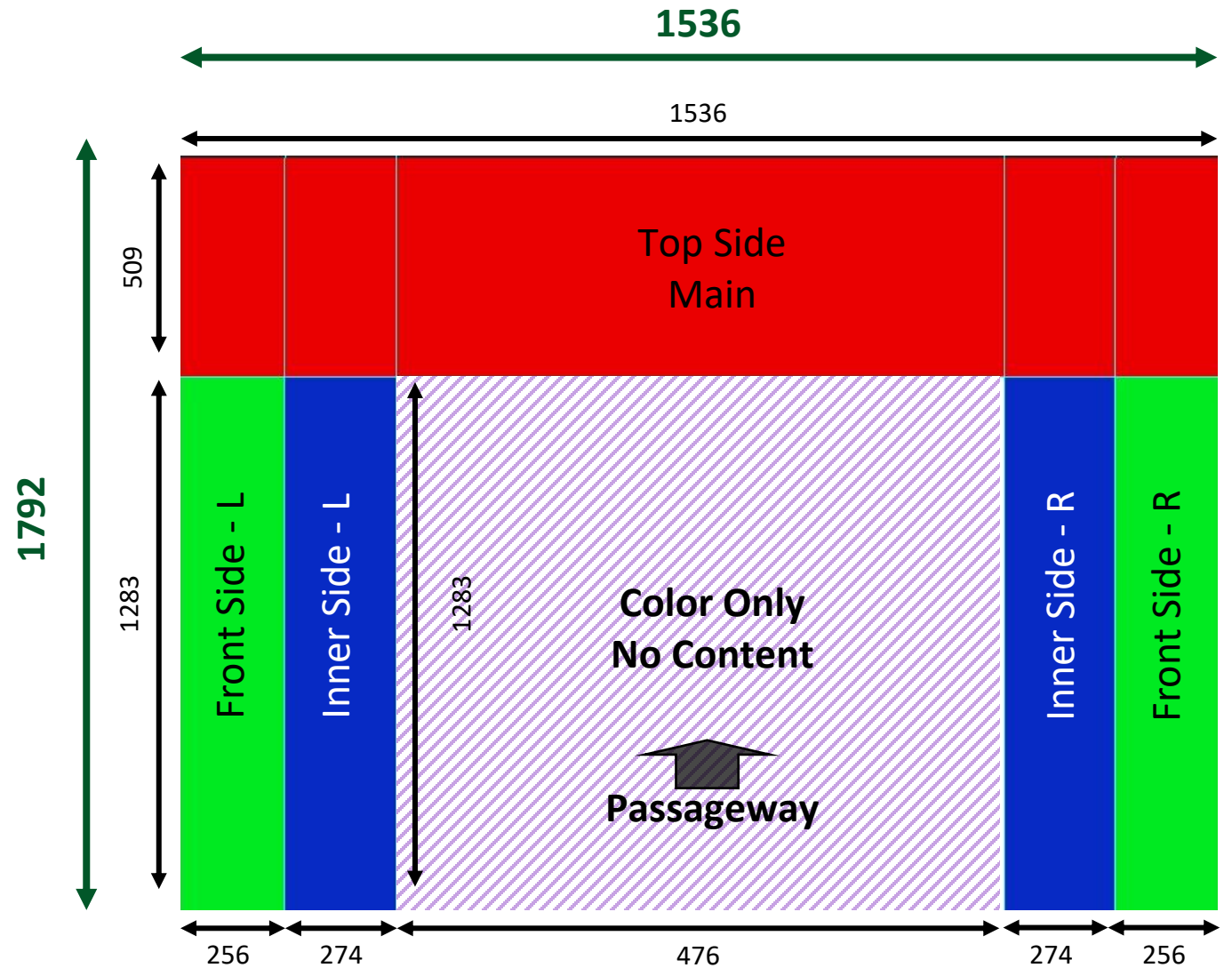
Inner Side (L & R): 274 pixels x 1283 pixels (W x H)

Visual Area

Passageway: 476 pixels x 1283 pixels (W x H)

Color Only

PSD File: [Download PSD File](#)



Digital Gates

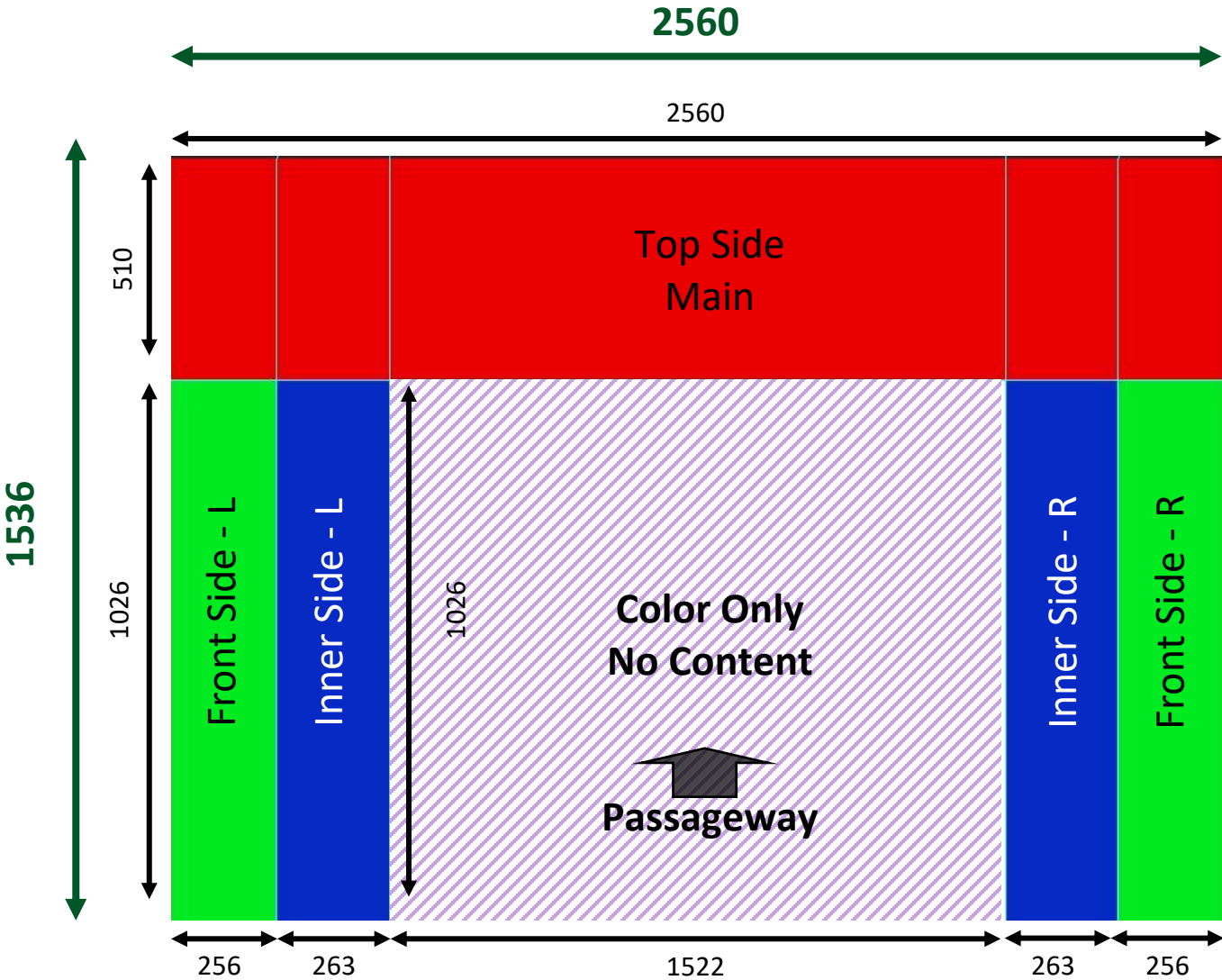
Size #3

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

- Artwork Delivery: 2560 pixels x 1536 pixels (W x H)
- File Format: MP4 or JPG (High Resolution)
- Ad Duration: 10 Seconds
- Frame Rate: 25 FPS
- File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

Top Side (Main):	2560 pixels x 510 pixels (W x H)	Visual Area
Front Side (L & R):	256 pixels x 1026 pixels (W x H)	Visual Area
Inner Side (L & R):	263 pixels x 1026 pixels (W x H)	Visual Area
Passageway:	1522 pixels x 1026 pixels (W x H)	Color Only
PSD File:	Download PSD File	



Digital Gates

Size #4

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

Artwork Delivery: 2048 pixels x 1792 pixels (W x H)

File Format: MP4 or JPG (High Resolution)

Ad Duration: 10 Seconds

Frame Rate: 25 FPS

File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

Top Side (Main): 2048 pixels x 512 pixels (W x H)

Visual Area

Front Side (L & R): 254 pixels x 1280 pixels (W x H)

Visual Area

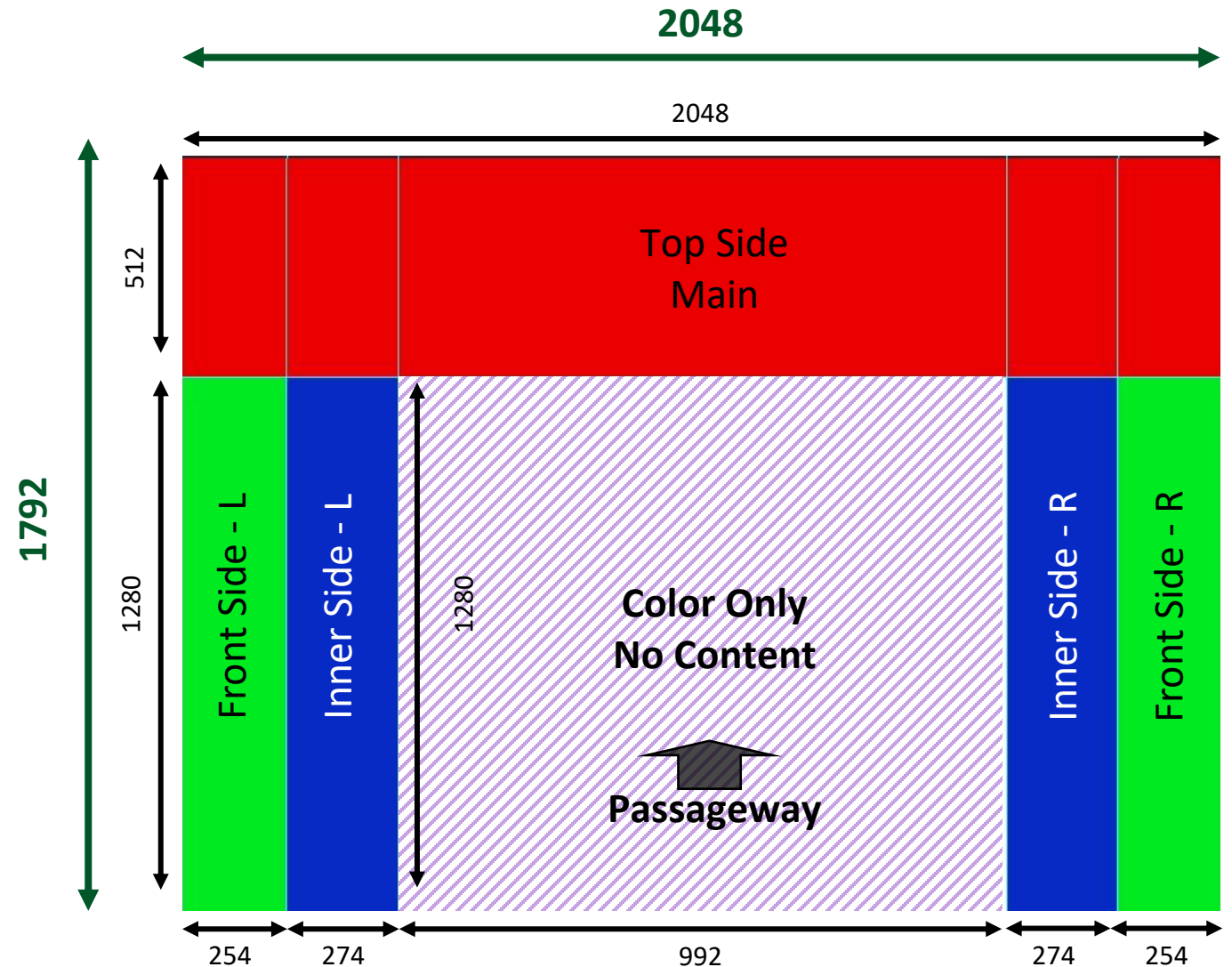
Inner Side (L & R): 274 pixels x 1280 pixels (W x H)

Visual Area

Passageway: 992 pixels x 1280 pixels (W x H)

Color Only

PSD File: [Download PSD File](#)



Digital Gates

Size #5

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

Artwork Delivery: 2560 pixels x 1792 pixels (W x H)

File Format: MP4 or JPG (High Resolution)

Ad Duration: 10 Seconds

Frame Rate: 25 FPS

File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

Top Side (Main): 2560 pixels x 512 pixels (W x H)

Visual Area

Front Side (L & R): 257 pixels x 1280 pixels (W x H)

Visual Area

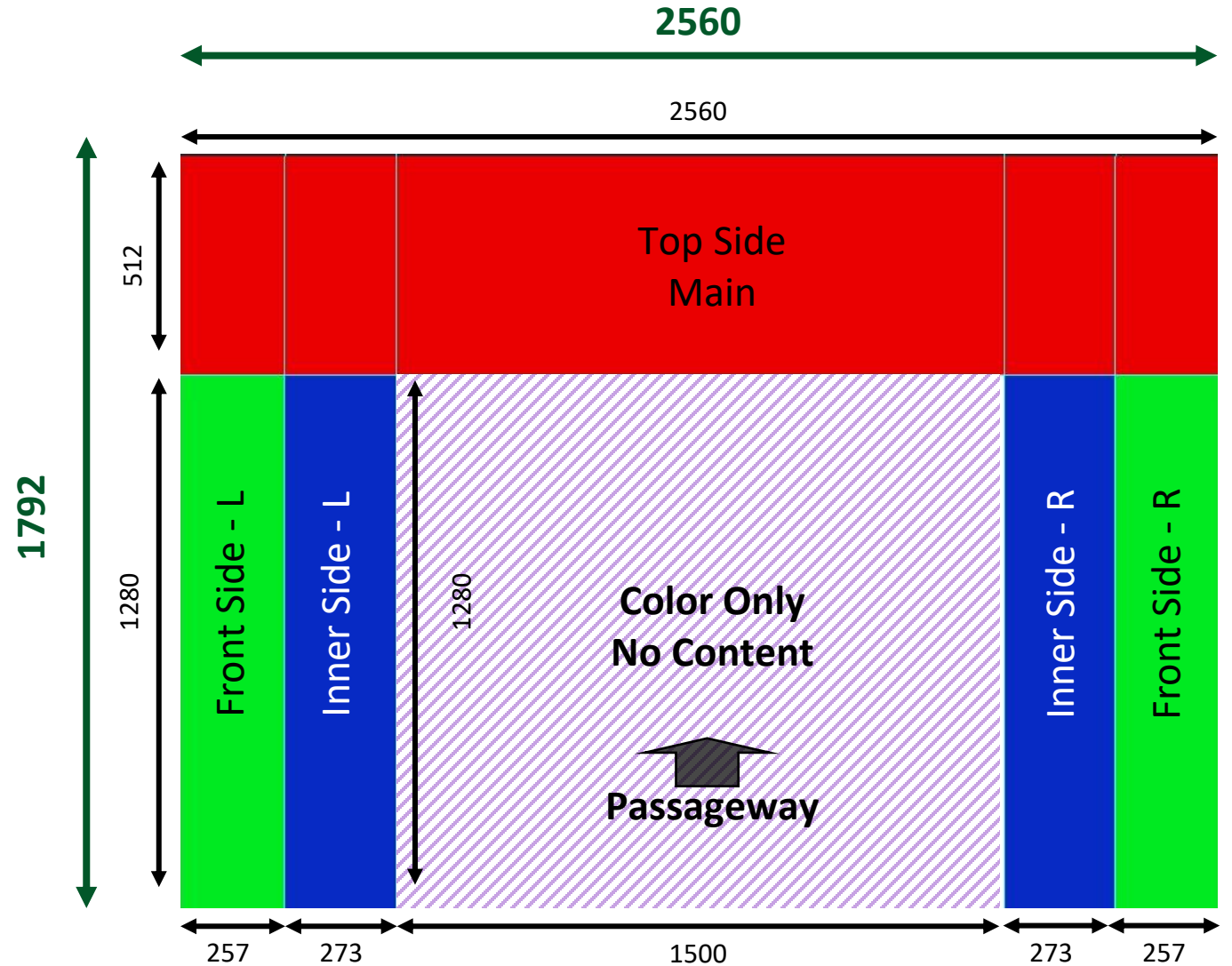
Inner Side (L & R): 273 pixels x 1280 pixels (W x H)

Visual Area

Passageway: 1500 pixels x 1280 pixels (W x H)

Color Only

PSD File: [Download PSD File](#)



Kingdom Arena

Riyadh



روتانا ساینز
ROTANA SIGNS

Left Goal Line



Right Goal Line

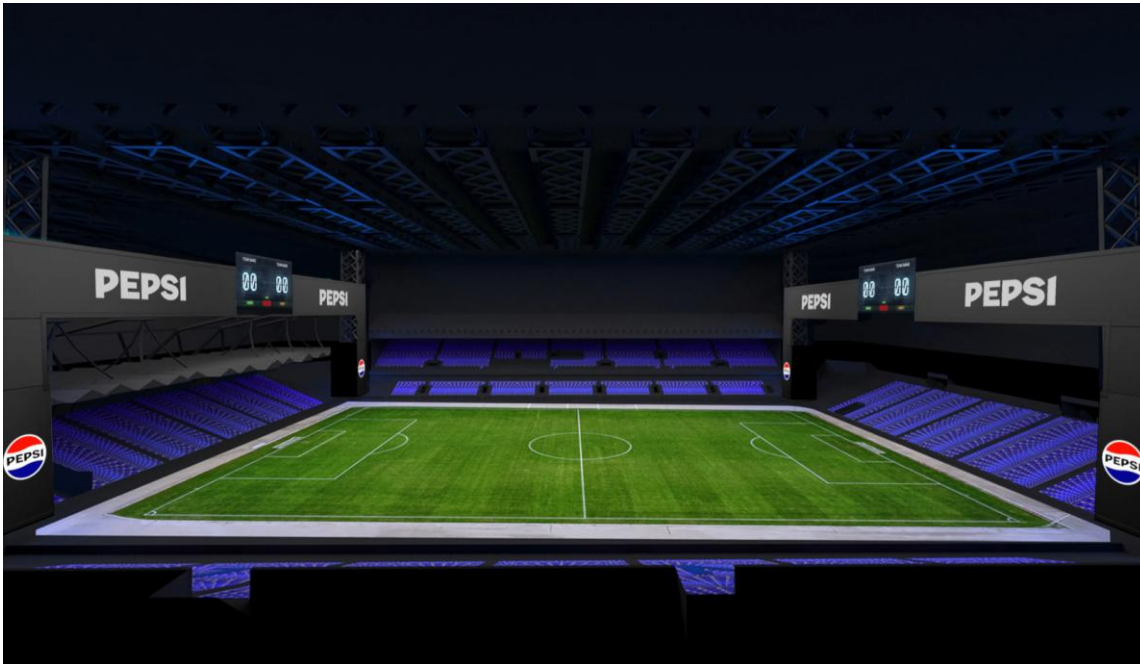


Stadium Dominance

Overview

4 Facades

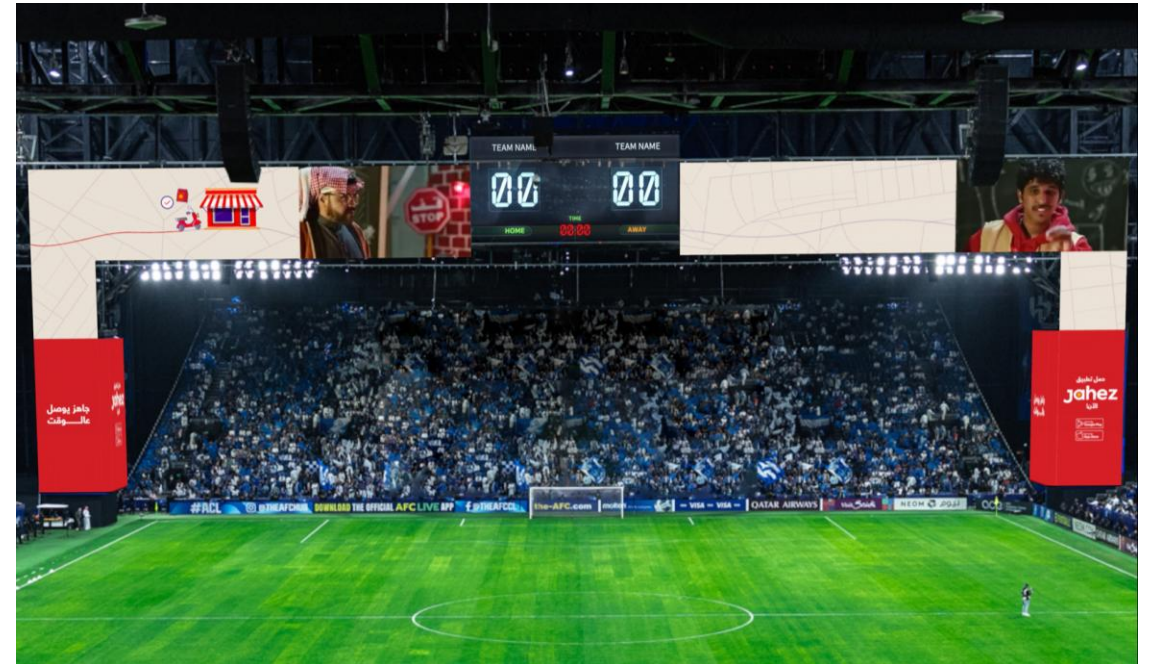
Façade structures located on the **Goal Lines** of either side of football pitch (Left and Right goal lines)



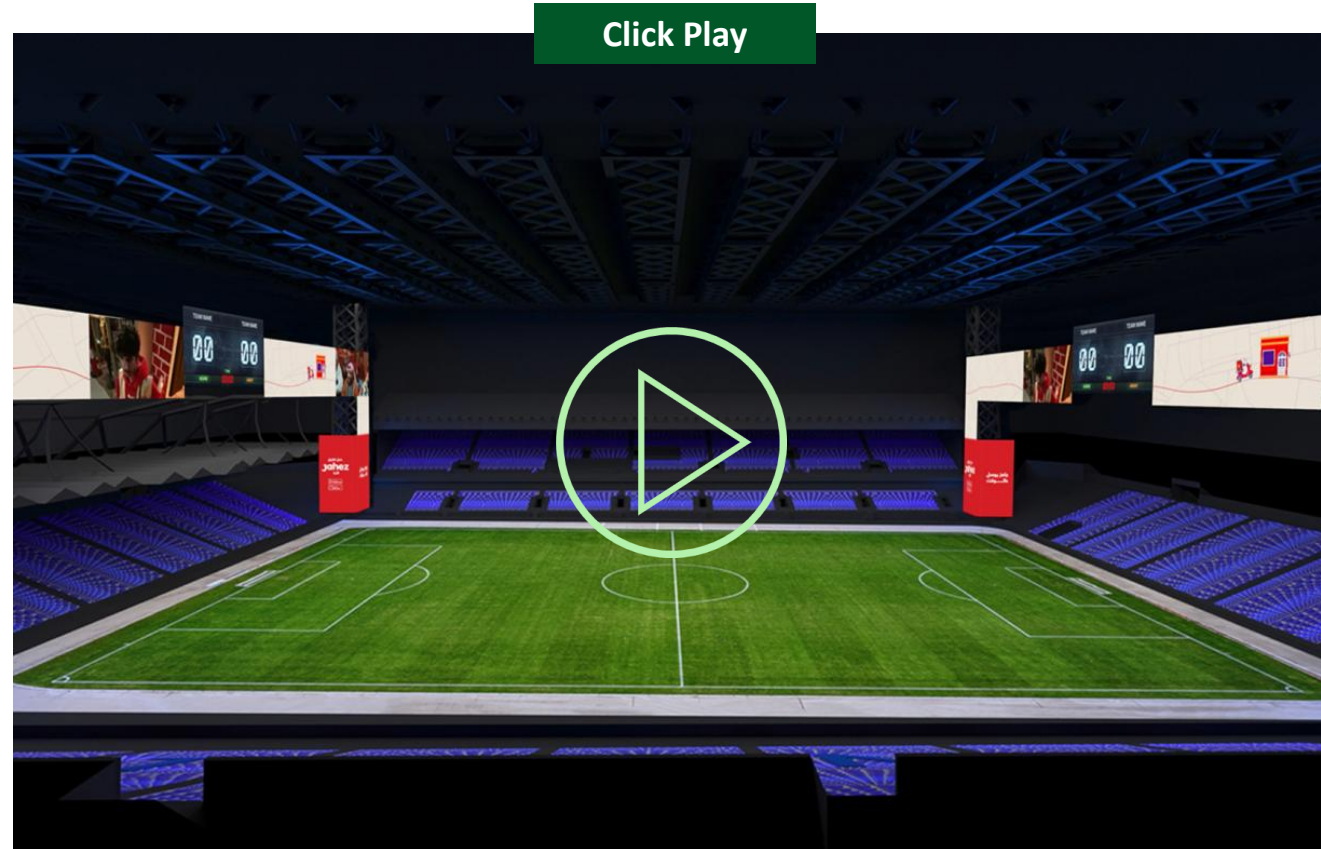
Goal Line Specific (Forward View)

2 Facades

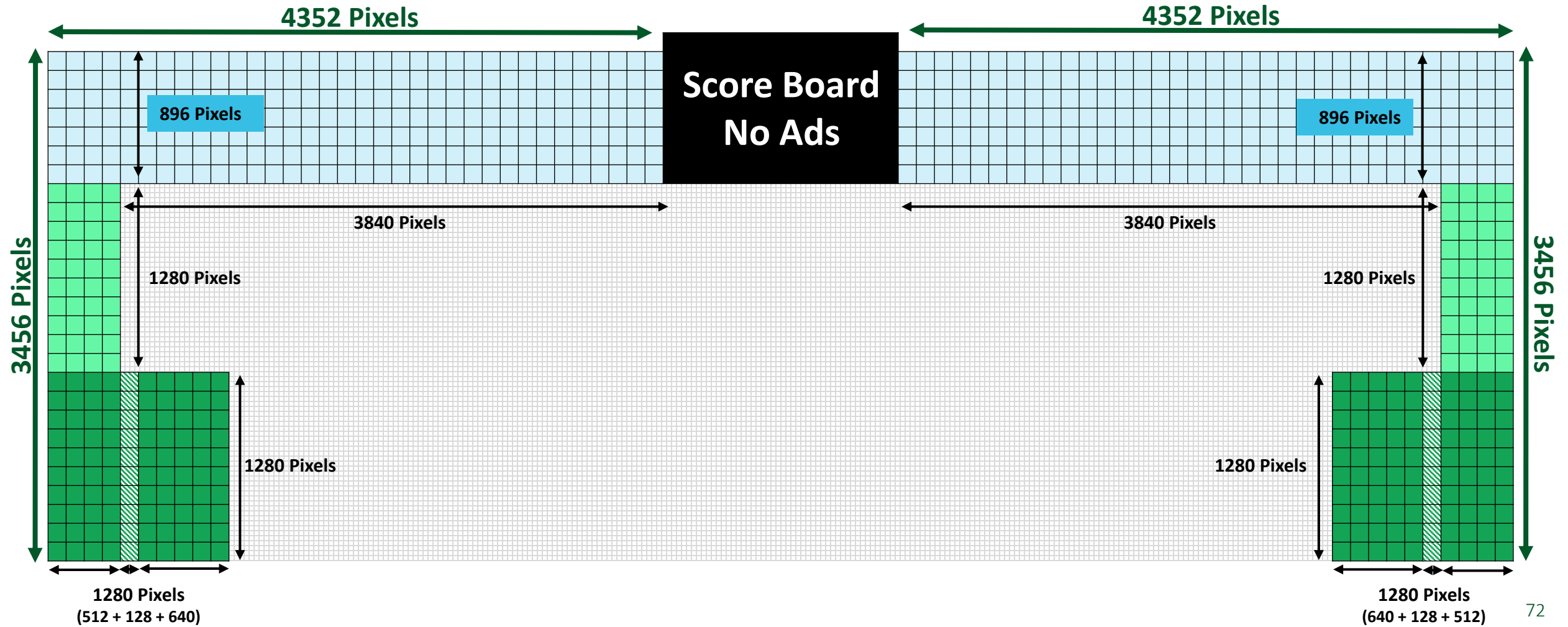
Each goal line consists of 2 Digital Facades installed on the left & right-side pitch corners



Simulation



Forward View | Left & Right Facades



Left Side Façade

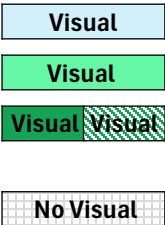
Artwork must be delivered as single file per façade as per the total pixel dimensions stated directly below:

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

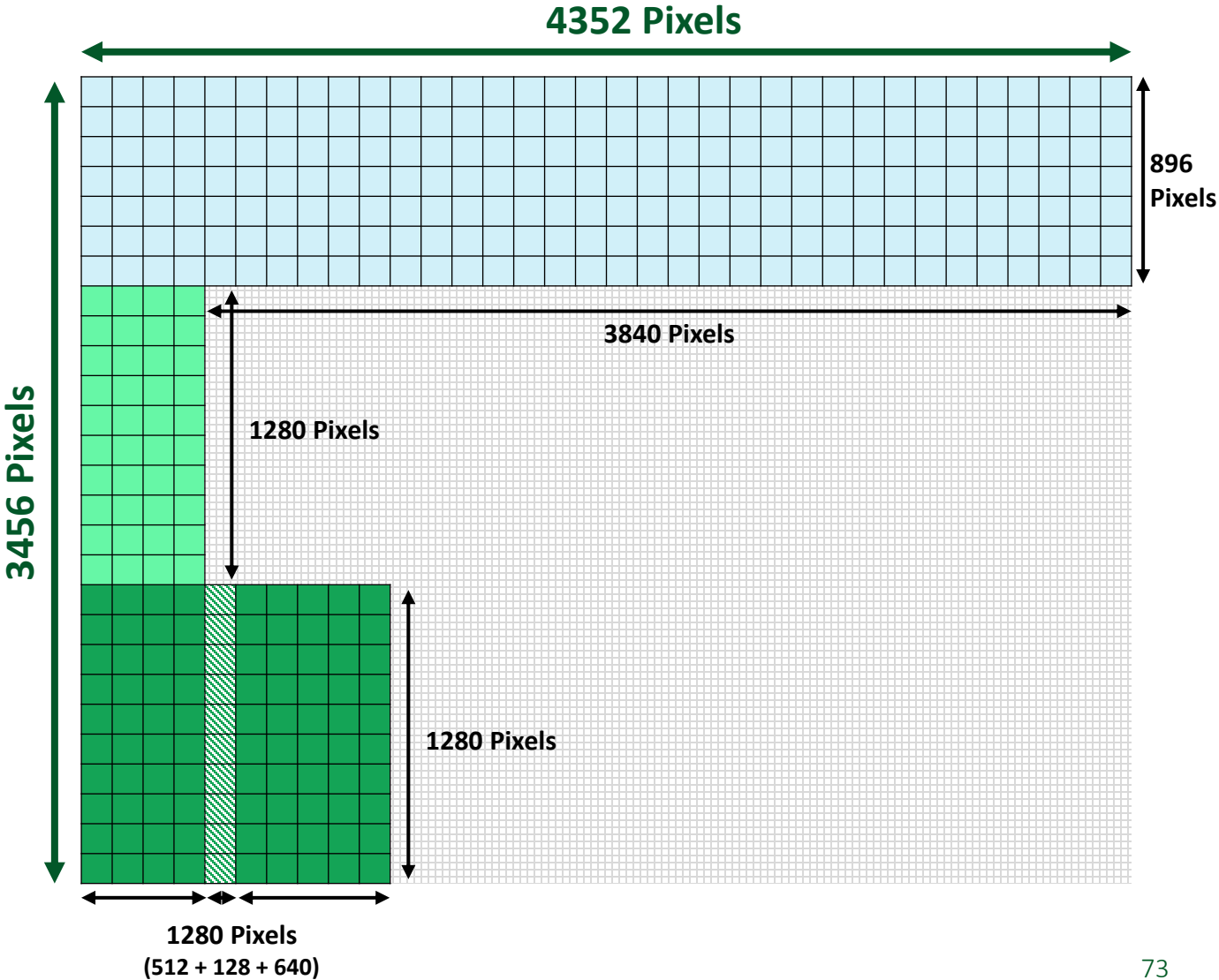
CREATIVE DIMENSIONS PER ELEMENT

- 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

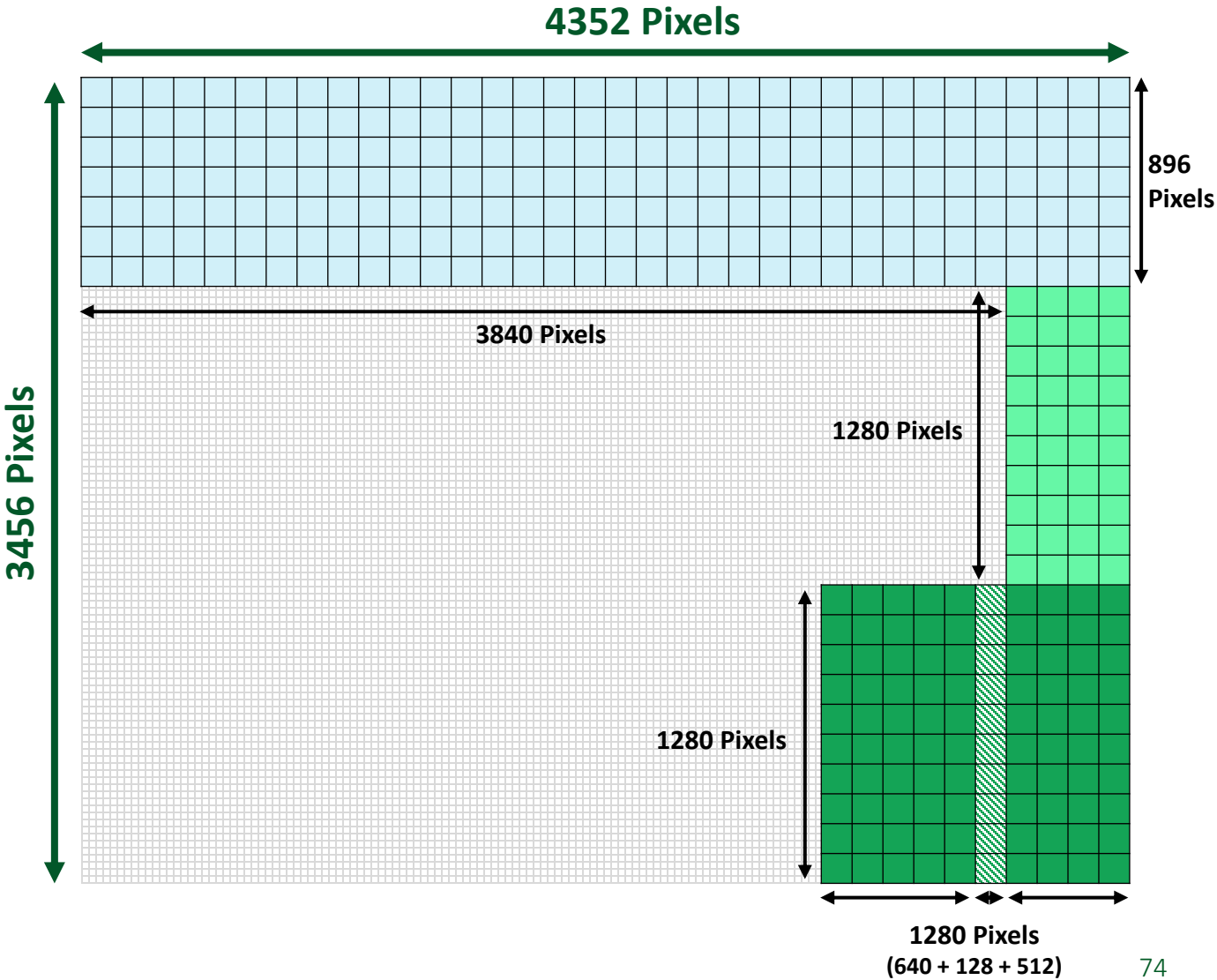
- Artwork Delivery:** 4352 pixels x 3456 pixels (W x H)
- File Format:** .MOV or .PNG (High Resolution)
- Ad Duration:** 10 Seconds
- Frame Rate:** 60 FPS
- Video Codec:** HAP
- Audio Codec:** Not Applicable (N/A)
- File Weight:** 1 Gigabyte (GB) maximum

CREATIVE DIMENSIONS PER ELEMENT

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

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

