

Rotana Signs

Company Overview 2025



About Rotana Signs

Redefining the urban landscape & product offering

Rotana Signs stands as the most recent entrant in the Kingdom's out-of-home media landscape, introducing a pioneering array of innovative advertising platforms poised to redefine the urban visual environment.

This enterprise epitomizes the prevailing spirit of advancement within the Kingdom, stemming from the partnership of two esteemed media entities, Rotana Media Services and Saudi Signs Media.

In unison, we leverage decades of invaluable experience, insights and extensive industry understanding that will orchestrate our approach to address the diverse requirements of advertisers while providing highly sought-after solutions.



Rotana Signs Establishment



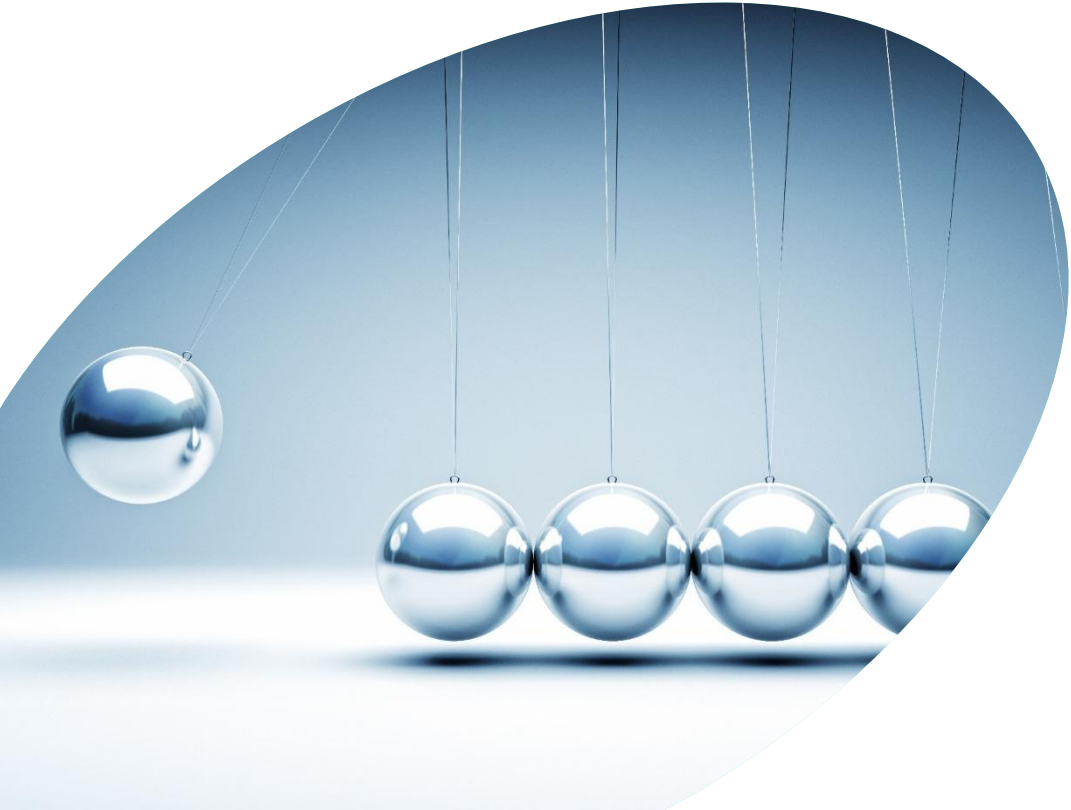
On Wednesday, October 24th, 2023, Rotana Media Services Holding and Saudi Signs Media entered a **strategic partnership** with the intention to improve the market offering and drive the betterment of the sector.

This partnership has given founding to a new entity named **Rotana Signs** and is set out to manage and operate the awarded out-of-home contract for Riyadh's largest LED Screens situated upon city towers as well as Dammam. First of its kind in the Kingdom at such scale and grander, no other media will have such a definitive role in reshaping the local media urban landscape.

This vision has been extended to newly acquired formats across Jeddah, inside the famous Kingdom Arena and other cities across Saudi Arabia.

Chaired by HRH Prince Alwaleed bin Talal, Rotana Signs and its management will not only help bring a wealth of experience, enriched insight and heightened service, but also introduce an offering that is poised to set new global standard and serve as a source of inspiration for the industry at large.

Our Purpose



The Vision Statement

Become the region's leading provider of disruptive media solutions, transforming outdoor experiences into extraordinary brand engagements.

The Mission Statement

Innovating and transforming cities into vibrant stages for brands, our mission is to redefine media experiences, embody the kingdom's future while delivering global exposure that turns moments into market dominance.

Our Market Offering

Unparalleled Brand Experience

Providing local, regional, and international advertisers' exceptional platforms through which they can leave an indelible impression on their target audiences.

Beacon of Excellence

Elevating Riyadh, Jeddah, Dammam and future cities into a world class reference of advertising excellence and accommodate our clients with best-in-class service.

Large Format Network

Ensure advertisers leverage cutting-edge display technology across some of the most expansive and prominent facades in urban environments, ensuring unmatched visibility and impact.

Icons of Engagement

Our formats deliver a commanding on-ground presence with their impactful and inspiring designs. Their sheer grandeur and dominance have naturally established them as iconic landmarks, driving consumer and brand engagement both offline and online, amplifying reach and visibility through organic sharing.



Values That Guide Our Organization

Transformation

Dedicated to reshaping the urban landscape and redefining the future of advertising by transforming cities into vibrant, interactive platforms for brands.

Innovation

Pioneering new approaches in media representation by adopting the latest technologies and delivering creative advertising solutions.

Excellence:

Committed to excellence by upholding the highest standards in service, consistently delivering superior quality and impactful results that drive brand success and meaningful audience engagement.

Transparency:

Fostering trust with our partners and clients through open communication, clearly defined metrics, and demonstrable results.

Responsibility:

Upholding ethical practices that drive sustainable growth for our clients, partners, and the communities we serve.



Out-of-Home



Rotana Signs Is On Track To Provide Unique Media Opportunities Across The Kingdom's Main Cities and Beyond



* Makkah



Riyadh



Madinah



Jeddah



Dammam/Khobar



Arar



Hail



Al Qurayyat



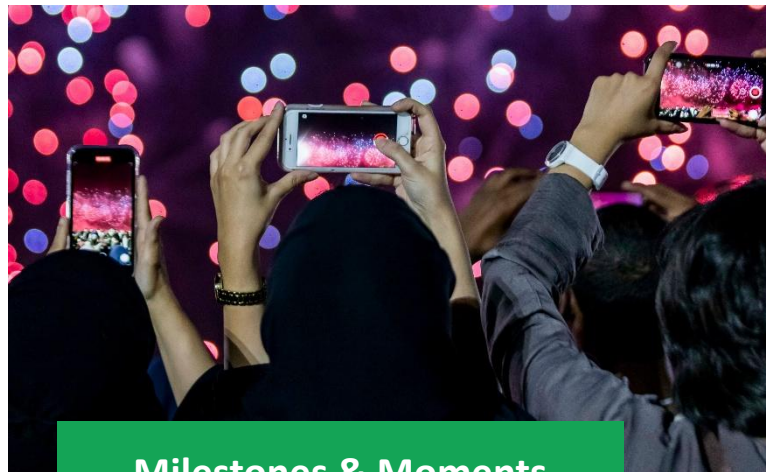
Al Qassim

Create Memories For Your Brands Most Important Moments Across City Skylines



Cultural Seasons

Join the celebration and be part of the nation's most cherished moments, sparking meaningful conversations



Milestones & Moments

Showcase your company and brand's achievements in a visually stunning manner capturing attention and driving admiration



Branding & Promotions

Turn the city into a living canvas—launch and promote your brand and products on the Kingdom's largest digital facades and take command of the skyline

Series Collection

Our **Series Collection** consists of a dynamic portfolio of high-impact advertising solutions strategically designed to maximize brand visibility, engagement, and impact across every consumer touchpoint.



Legacy Series

Iconic outdoor formats delivering novelty presence with enduring impact

Digital Series

Widely distributed outdoor formats delivering dynamic brand messaging in premium locations

Classical Series

Timeless power of traditional outdoor formats offering clear visibility and long-term brand presence

Transit Series

Opportune touchpoints for brands to accompany travelers and commuters along their journeys

Entertainment Series

An immersive advertising presence that puts brands at the center of a live and engaging experience

Retail Series

In-store dominance that connects brands with audiences throughout their shopping journey

Riyadh

Kingdom Tower

King Fahad Road, Al Olaya District, Riyadh

Facades:	2	Total Dimension:	82.65 meters x 253 meters (W x H)
Installation:	North & South Façade	Total Façade Space:	15,462m² per façade
Orientation:	Portrait	Location Map:	Click Here

About

Rising 300 meters above the city, Kingdom Tower stands as a prestigious symbol of achievement and ambition in the heart of Riyadh.

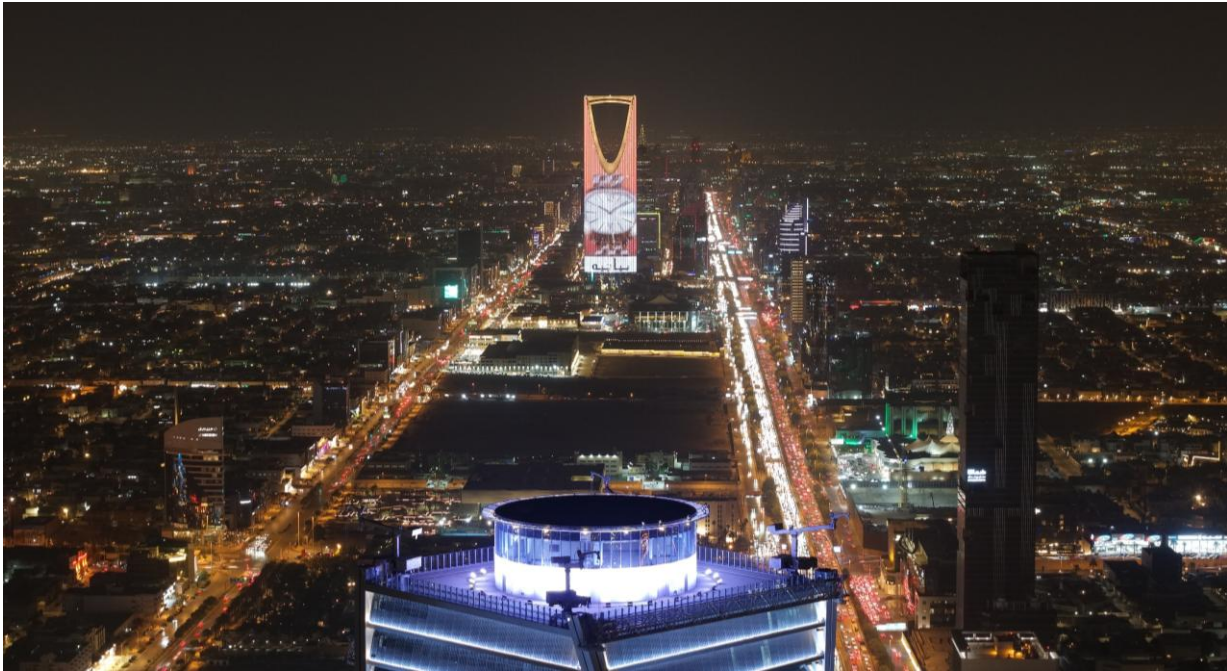
Located between King Fahad Road and Olaya Street at the northern edge of the Al Olaya District, Kingdom Tower is surrounded by some of the city's most prominent business and residential centers.

Visible from all corners of Riyadh, Kingdom Tower is synonymous with Saudi Arabia and one of most widely recognized urban landmarks in the region.

Surrounding Points of Interest

Commercial Towers	Transportation & Cultural Hub	Major Retail Malls & Hotels	Local Hospitals
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Burj Rafal

King Fahad Road, As Sahafah District, Riyadh

Facades:	2	Total Dimension:	62.716 meters x 135 meters (W x H)
Installation:	North & South Façade	Total Façade Space:	8,466.6m ² per facade
Orientation:	Portrait	Location Map:	Click Here

About

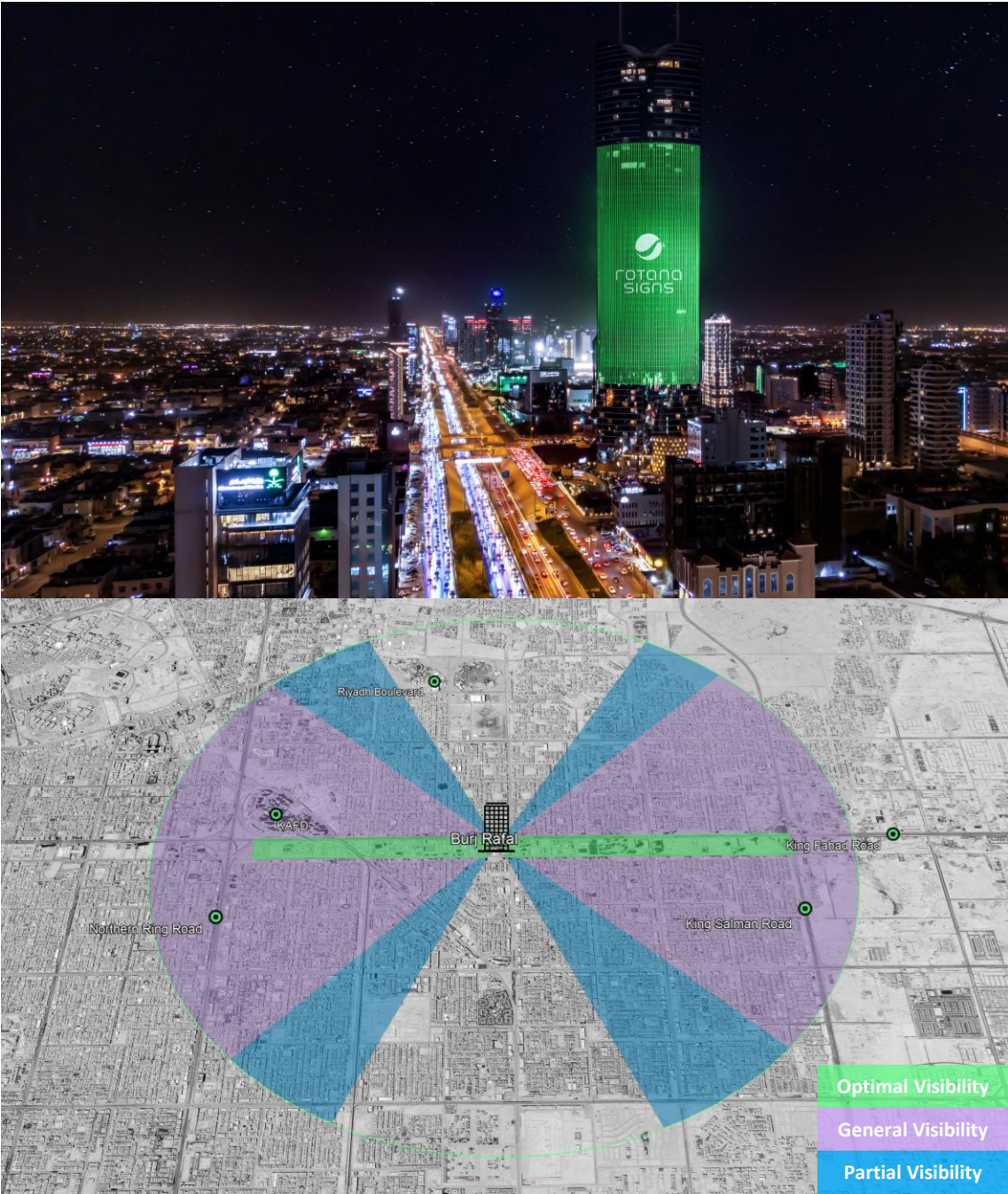
Since its inauguration in 2014, Burj Rafal has emerged as one of Riyadh's most prestigious real estate developments. Rising 70 floors, it features 440 luxurious residential units and is home to the upscale JW Marriott Hotel, making it a prominent landmark in the city’s northern region.

Located in As Sahafah district, a newly developed area in northern Riyadh, Burj Rafal is widely recognized by both residents and visitors for its architectural beauty and significance within the urban landscape.

Located approximately 2.5 kilometers north of the King Abdullah Financial District (KAFD) along King Fahd Road , it is strategically situated between two major east/west city routes; Northern Ring Road and King Salman Road.

Surrounding Points of Interest

Commercial Towers	Transportation & Cultural Hub	Hotels and Residences	Upcoming Developments
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The Esplande Mall (Vox)

Prince Turki Road, King Saud University District, Riyadh

Facades:	1	Total Dimension:	24 meters x 10 meters (W x H)
Installation:	South Façade	Total Façade Space:	240m² per facade
Orientation:	Landscape	Location Map:	Click Here

About

Located along Prince Turki Road, one of Riyadh’s busiest north–south routes, this Digital Façade takes a prime position on the southern side of **The Esplanade Mall** (Vox Cinema’s outer wall).

Perfectly positioned, the panel catches the eye of motorists heading north toward key destinations such as **Digital City, U-Walk, and King Saud University**. Its presence is even more striking when seen from above by drivers crossing the Prince Turki Road x King Abdullah Road overpass, giving the screen strong visibility from a considerable height.

Set in the middle of Riyadh’s fast-growing commercial and lifestyle area, and with traffic flowing steadily every day, the location ensures brands are seen often and clearly.

Surrounding Points of Interest

Educational Institutions	Business Zones & Lifestyle Hubs	Hotels and Residences	Upcoming Developments
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*Solitaire

King Abdulaziz Road, As Sahafah District, Riyadh

Facades:	1 L-Shape	Orientation:	Landscape
Installation:	South & East Façade	Location Map:	Click Here

About

At the intersection of King Abdulaziz Road and Al Thoumamah Road, Riyadh’s newest luxury destination, **Solitaire**, will feature a striking Digital L-Shape Façade on the south-east wall of the mall.

Seamlessly wrapping two sides into one continuous canvas, the screen is designed to deliver show-stopping impact (3D anamorphic capable) at one of the busiest intersections in the city’s northern districts. Motorists approaching from all four directions will experience unmissable exposure compounded by an intricate intersection design with multiple stops.

Adding to its prominence, the façade faces directly toward the main entrance of Kingdom Hospital.

Surrounding Points of Interest

Educational Institutions	Business Zones & Lifestyle Hubs	Compounds, Communities & Residential Neighborhoods	Medical Institutions and Fitness Centers
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Upcoming





Riyadh Metro Overview

One of the most extensive metro systems in the world, the Riyadh Metro is a major achievement for the Kingdom, its people and the region!

6	Metro Lines
183	Trains
448	Train Carriages
2,688	Metro Carriage Screens
176	Kilometers of track
85	Stations
19	Operating Hours (6:00am – 12:00am)



Metro Riyadh Carriage

A Unique Environment For Brands

1

Efficient Mass Transit

Highly utilized and by all audiences regardless of SEC.

2

Minimal Distraction

Due to minimal movement and limited distractions within the carriage, passengers are more likely to become aware of their surrounding environment as a source of visual and sensory stimuli.

3

Brand Interaction

This behavior creates a unique opportunity for in-carriage advertising, as the strategically placed screens capture passenger attention and enhance recall.

4

Frequent & Habitual Journeys

The habitual nature of metro commuting creates a valuable opportunity for brand advertising, as repeated exposure to the same ads enhances familiarity, strengthens recall, and reinforces brand messaging for long-term consumer influence.



Metro Carriage Screens

Carriage Cars, Riyadh Metro

Units:	2,688	Orientation:	Horizontal
Installation:	Interior Carriage	Dimension:	19 Inch

About

Engage Thousands of Daily Commuters with High-Impact Digital Advertising in Riyadh Metro

Each metro carriage features up to six strategically positioned digital screens, placed adjacent to sliding doors and beneath journey progress displays, ensuring maximum visibility for all passengers.

Screens are installed on both sides of the metro carriage, providing uninterrupted ad exposure to commuters, whether seated or standing.

Given the considerable passenger dwell time (depending on travel distance) commuters spend a significant amount of time inside the metro carriage, offering advertisers **persistent engagement opportunities and repeated brand impressions**.

Situated in a confined, distraction-free environment, advertisers can capitalize on high Opportunity-to-See (OTS) rates, enhanced brand recall, and maximum audience impact. This **exclusive interior carriage advertising platform** provides direct access to a diverse, captive audience within one of the region's fastest-growing public transportation networks.



2,688 Carriage Screens Allocation Per Metro Line

	 	 	 	 	 	 
Trains:	41	26	47	19	24	26
Carriages/Train	4	2	2	2	2	2
Total Carriages:	164	52	94	38	48	52
Screens/Carriage:	6	6	6	6	6	6
Total Screens:	984	312	564	228	288	312
Share of Screens/Line:	37%	12%	21%	8%	10%	12%



Stadium Dominance

Souwaid Ibn Harithah, Hittin, Riyadh

Facades:	2	Dimension:	34 meters x 27 meters (W x H)
Installation:	Football Stadium	Space:	1,512m ²
Orientation:	Square Arch	Location Map:	Click Here

About

Experience the future of stadium advertising with Rotana Signs groundbreaking digital façade that redefines visual impact within a football stadium.

Installed in the Kingdom's largest indoor football stadium that is home to Al-Hilal FC, this cutting-edge display features four distinct facades, each strategically positioned in one of the stadium's corners. Rising above the crowd, they converge towards the central scoreboard helping create an immersive and captivating environment.

With 1,512m² of high-definition LED display space, brands have an unparalleled opportunity to connect with audiences during Al Hilal's home games.

For over 90 minutes, advertisers will dominate the visual interior, ensuring maximum exposure in one of the most concentrated and engaged sport settings available.



Match Schedule 25/26

*Match schedule is subject to change without prior notice



Match Type	Kingdom Arena Home Game	Football Match			Date
KEY MATCHES	Game #4	Al Hilal	x	Al Shabab	Thu, 30-Oct-2025
	Game #8	Al Hilal	x	Al Nasr	Mon, 12-Jan-2026
	Game #10	Al Hilal	x	Al Ahli	Sun, 01-Feb-2026
	Game #12	Al Hilal	x	Al Ittihad	Fri, 19-Feb-2026
Match Type	Kingdom Arena Home Game	Football Match			Date
OTHER MATCHES	Game #1	Al Hilal	x	Al Riyadh	Fri, 29-Aug-2025
	Game #2	Al Hilal	x	Al Qadisiya	Sat, 13-Sept-2025
	Game #3	Al Hilal	x	Al Okhdud	Fri, 26-Sept-2025
	Game #5	Al Hilal	x	Al Fateh	Fri, 21-Nov-2025
	Game #6	Al Hilal	x	Al Khaleej	Thu, 25-Dec-2025
	Game #7	Al Hilal	x	Al Hazem	Fri, 08-Jan-2026
	Game #9	Al Hilal	x	Al Fayhaa	Tue, 20-Jan-2026
	Game #11	Al Hilal	x	Al Ittifaq	Sun, 01-Feb-2026
	Game #13	Al Hilal	x	Al Najmah	Wed, 04-Mar-2026
	Game #14	Al Hilal	x	Al Taawun	Fri, 03-Apr-2026
	Game #15	Al Hilal	x	Al Kholood	Thu, 23-Apr-2026
	Game #16	Al Hilal	x	Damac	Fri, 28-Apr-2026
	Game #17	Al Hilal	x	Neom	Wed, 03-May-2026



Jeddah

Stars Avenue

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

Facades:	1	Total Dimension:	77.6 meters x 12.6 meters (W x H)
Installation:	Southern Facade	Total Façade Space:	977.8 m²
Orientation:	Horizontal	Location Map:	Click Here

About

The Stars Avenue Giant Digital Screen is an incredibly powerful high-definition digital display (6K) in the heart of Jeddah city along the popular and congested route of King Abdulaziz Road.

A very well recognized landmark by all residents and used for directional reference, Stars Avenue is powerfully placed in a strategic position sharing its access with the East/West route, Sari Road.

Its low-level elevation and expansive curved screen naturally widens its line of sight helping capturing greater attention by motorists moving in all directions.

Surrounding Points of Interest

Residential Vicinities	Business Establishments	Stars Avenue Mall	King Abdulaziz Road
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Tahlia Mall

Tahlia Mall, Tahlia Road, Ar Rawdah District, Jeddah

Facades:	1 (Lshape)	Total Dimension:	23.2 meters x 16.2 meters (W x H)
Installation:	South & East Façades	Total Façade Space:	375.84 m²
Orientation:	Portrait	Location Map:	Click Here

About

Installed in 2025, the **Tahlia Mall Giant Digital Screen** is strategically positioned along Tahlia Road, Jeddah’s premier shopping and entertainment district.

This state-of-the-art digital structure spans two sides (southern and eastern) of the Tahlia Mall façade, functioning as a unified display. Installed at eye level, the screen is perfectly visible to motorists driving westward, providing a direct line of sight just before the Al Nawah Roundabout. **It is also anamorphic design (3D) capable.**

Given the naturally slowing traffic at this junction, especially during peak hours, advertisers benefit from extended exposure as vehicles come to a halt.

Surrounding Points of Interest

Luxury Shopping Districts	High-End and Other Dinning Venues	Key Central City Neighborhoods	Hotels and Business Complexes
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Sari Road

Sari Road, As Salamah District, Jeddah

Facades:	1	Total Dimension:	9.76 meters x 15.36 meters (W x H)
Installation:	Eastern Facade	Total Façade Space:	149.9 m²
Orientation:	Portrait	Location Map:	Click Here

About

Positioned as a distinctive landmark along the bustling **Sari Road**, the **Giant Digital Screen** resides at the junction of Sari road and Al Yamamah street in central Jeddah.

Known for its frequent traffic congestion, this location offers brands a prime opportunity for heightened visibility due to the repeated exposure and proximity afforded by the expansive screen.

Situated within the central vicinity of Jeddah, this screen serves as a key advertising touchpoint for residents navigating from east to west across the city. Sari Road itself stands out as one of the continuous east-west routes originating from Prince Majid Road in the east.

Surrounding Points of Interest

Commercial Establishments	Sari Gate Center	Hotels and Residences	Al Yamamah Walkway (south end)
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Madina Road

Madina Road, Al Naeem District, Jeddah

Facades:	1	Total Dimension:	35.1 meters x 25.6 meters (W x H)
Installation:	Eastern Facade	Total Façade Space:	898.5 m²
Orientation:	Portrait	Location Map:	Click Here

About

Located within the Al Naeem district along Madina Road, this **Giant Digital Screen** commands the attention of motorists traveling along both northbound and southbound routes, as well as traffic moving eastbound on Al Nouzhah Road (northern airport road).

Its strategic placement makes it an ideal focal point for greeting incoming travelers and serving as a familiar sight for residents commuting regularly between north Jeddah and other parts of the city.

The significance of the Al Madina Road Giant LED Screen's location is underscored by its position at the northern city junction.

Surrounding Points of Interest

Commercial Establishments	Hotels and Residences	Al Nouzhah Road Junction	King Abdulaziz International Airport
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Haramain Road (Ring Road)

Haramain Road, Al Naeem District, Jeddah

Facades:	1	Total Dimension:	20.8 meters x 33.1 meters (W x H)
Installation:	Southern Facade	Total Façade Space:	688.4 m²
Orientation:	Portrait	Location Map:	Click Here

About

The **Giant Digital Screen** located on the Ring Road, also referred to as Haramain Highway, occupies the city's far eastern perimeter, playing a pivotal role as a primary North-South route catering to residents in adjacent areas and facilitating commuting to and from Makkah.

With its configuration of four major lanes alongside service roads, the Haramain Highway stands as a heavily used route encountering significant traffic congestion that can come to a standstill during various periods of the day.

An additional point of significance lies in its proximity to Jeddah’s Al-Sulimaniyah Train Station.

Surrounding Points of Interest

Residential Vicinities	Business Establishments	Al-Sulimaniyah Train Station	Exit Roads Leading to E/W City Routes
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Digital Steel Bridge

City Wide Distribution, Jeddah

Faces:	24	Average Dimension:	≈77 meters x 9 meters (W x H)
Installation:	Pedestrian Bridges	Average Space:	≈500m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

About

A groundbreaking innovation and true showstopper, the **Digital Steel Bridges** out-of-home network in Jeddah is nothing short of spectacular. Spanning the full width of major highways and roads, these monumental structures command attention and stand out as iconic landmarks.

With over 500m² of premium LED display space, these massive installations ignite conversations, boost brand awareness, and establish an unparalleled sense of authority and legitimacy in today's competitive media environment.

Recognized for its unparalleled attributes, they include:

- Direct line of sight exposure to motorists and pedestrians
- Installed on high profile routes and junctions
- Accommodate advertising on both sides
- Serve as a safe pedestrian crossing
- Day-part messaging capable
- Static or animated artwork permitted





Digital Unipole

City Wide Distribution, Jeddah

Faces:	7	Average Dimension:	≈14.7 meters x 4.3 meters (W x H)
Installation:	Roadside	Average Space:	≈63m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

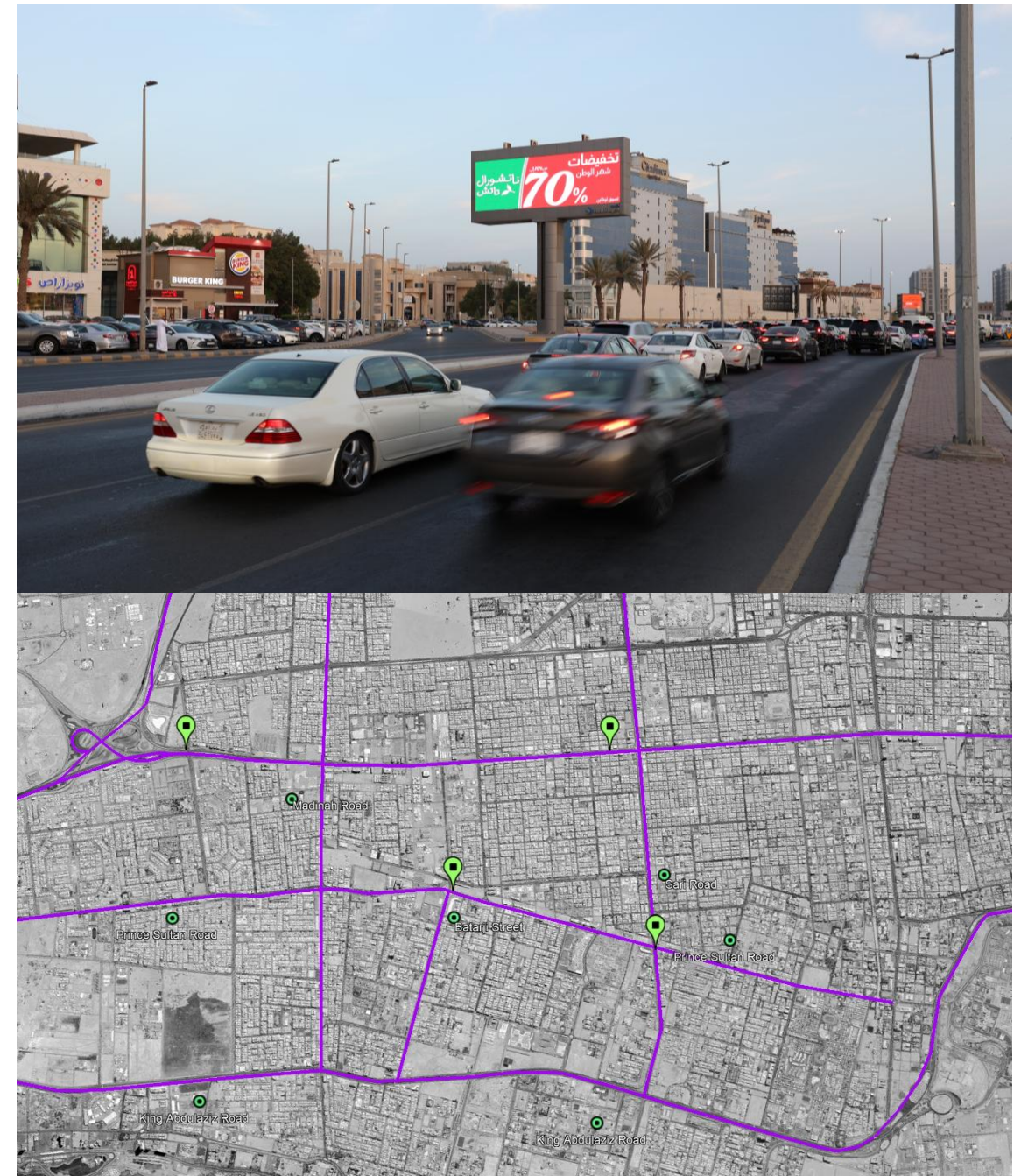
About

Digital Unipoles are the ultimate evolution of the classic static format, embracing cutting-edge technology to revolutionize the way advertisers connect with audiences. These vibrant displays offer unmatched flexibility for dynamic and engaging creative content, elevating product visualization and ensuring impactful communication in bustling, high-traffic areas.

Perfectly designed for both branding and tactical campaigns, Digital Unipoles in Jeddah are strategically positioned in prime inner-city locations to capture maximum attention and deliver exceptional results.

Attributes of the format include:

- Found opposite major commercial centers and residential vicinity entrances
- Visible from both main and service roads
- Sides A & B provide clear exposure to motorists
- Visible to all motorists regardless of lane position
- Free from surrounding obstructions
- Day-part message capable



*Digital Billboard

City Wide Distribution, Jeddah

Locations:	77	Orientation:	Horizontal and Portrait
Faces:	154	Dimension (W x H):	7m x 11m / 6m x 9m / 10m x 5m
Installation:	Roadside	Location Map:	Coming Soon

About

As part of the dynamic transformation of the out-of-home advertising landscape in Saudi Arabia, Jeddah is set to welcome an exciting new addition that redefines visibility for advertisers.

Spanning **77 strategically chosen locations across the city**, these installations are designed to keep the community informed while delivering exceptional exposure for local, regional, and international brands.

Positioned in both well-established neighborhoods and rapidly evolving urban districts, this network ensures maximum reach, comprehensive coverage, and an impactful presence that aligns with Jeddah's development.

Upcoming

Note: *refers to upcoming media presence



Static Unipole

City Wide Distribution, Jeddah

Faces:	21	Average Dimension:	≈14.7 meters x 4.3 meters (W x H)
Installation:	Roadside	Average Space:	≈63m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

About

Static Unipoles in Jeddah are strategically located, primarily along Medina Road in the city's south and the Jeddah-Makkah Highway. This vital route connects Jeddah to Makkah, serving daily commuters, visiting pilgrims, and those traveling to and from Jeddah's industrial zones.

Highly visible and distinguishable throughout the day, Static Unipoles provide an impactful out-of-home advertising solution, ideal for elaborate campaigns with explicit calls-to-action, ensuring strong engagement and lasting impressions.

They are particularly known for being:

- Found opposite major commercial centers and industrial zones
- Installed along inner city roads and inter-city highways
- Visible from both main and service roads
- Free from surrounding obstructions
- Communicates clearly from a distance
- Capable of supporting special executions



Static Steel Bridge

Al Makarunah Street, An Nuzhah Distrct, Jeddah

Faces:	2	Average Dimension:	≈66 meters x 8.7 meters (W x H)
Installation:	Pedestrian Bridge	Average Space:	≈410m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

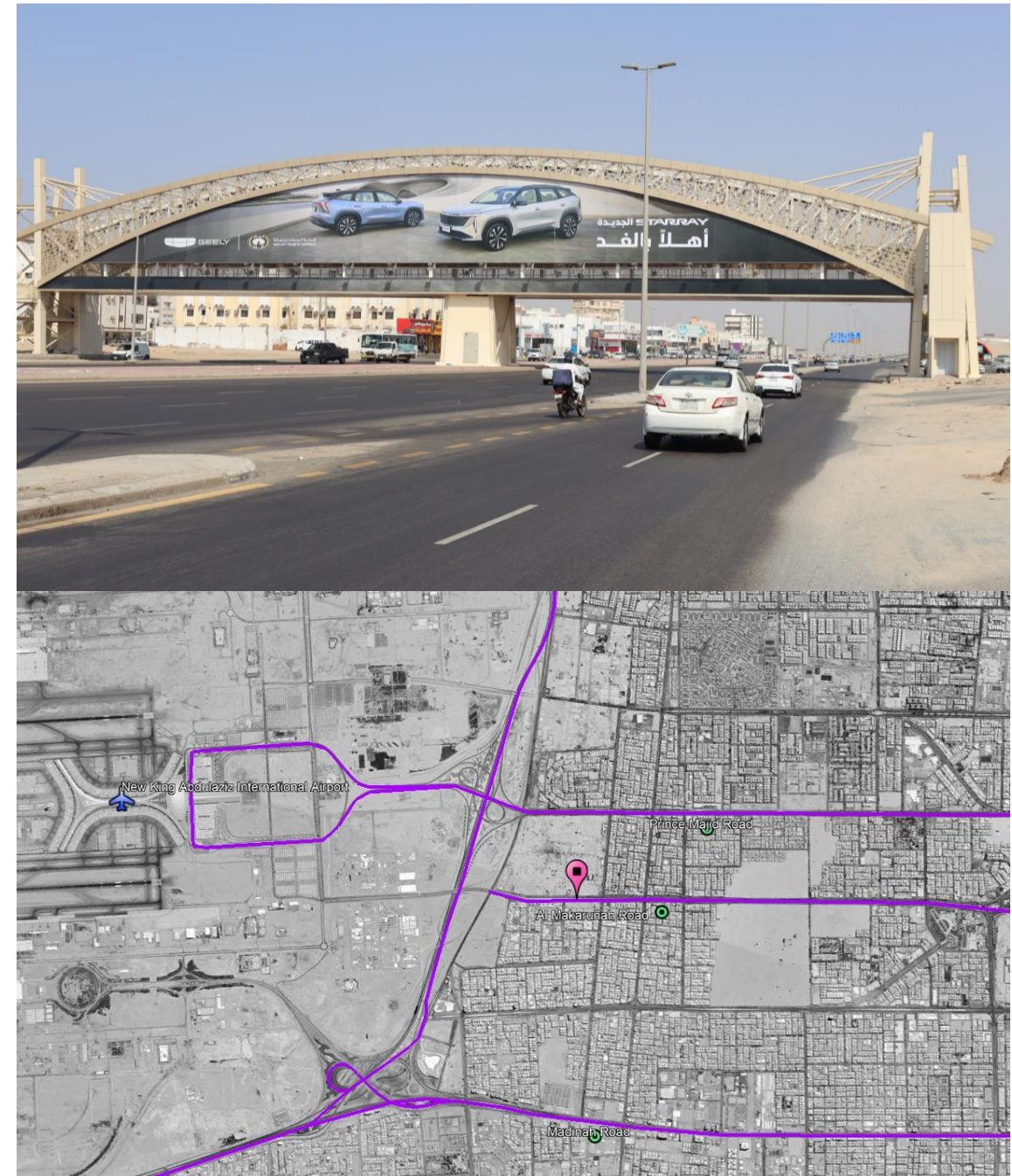
About

Strategically located in Jeddah's northern neighborhood of An Nuzhah along Al Makarunah Street, this pedestrian bridge is a prime platform for brands seeking unrivaled 100% share of voice, continuous 24/7 visibility, and unmatched brand-building opportunities.

Similar to it's digital sibling, attributes include:

- Direct line of sight exposure to both motorists and pedestrians
- Strategically installed on a high-profile route
- Dual-side advertising (north/south)
- Serves as a safe pedestrian crossing
- Supports static artwork for impactful messaging

Offering uninterrupted 24/7 visibility and exclusive 100% share of voice, the Static Steel Bridge provides a powerful opportunity for brands to establish a lasting presence and make a bold statement in one of Jeddah's key locations.



About Hajj Terminal

The Hajj Terminal in Jeddah, Saudi Arabia, is a vast airport facility built to accommodate millions of pilgrims traveling to Makkah for Hajj and Umrah.

Spanning over 465,000 square meters, it ranks among the world's largest terminals, **efficiently handling 45,000 to 80,000 passengers daily**. Designed for seamless travel, it features dedicated arrival and departure areas, spacious corridors, and multiple entry and exit points to manage high passenger volumes.

Equipped with modern amenities such as prayer halls, restaurants, and duty-free shops, the terminal ensures a comfortable journey. Operating year-round, **it serves nearly 7-10 million travelers annually** and connects to global flight networks, making it a critical gateway for religious tourism in Saudi Arabia.



7

Million PAX
Arr./Dep. 2024

30+

Thousand
Flights

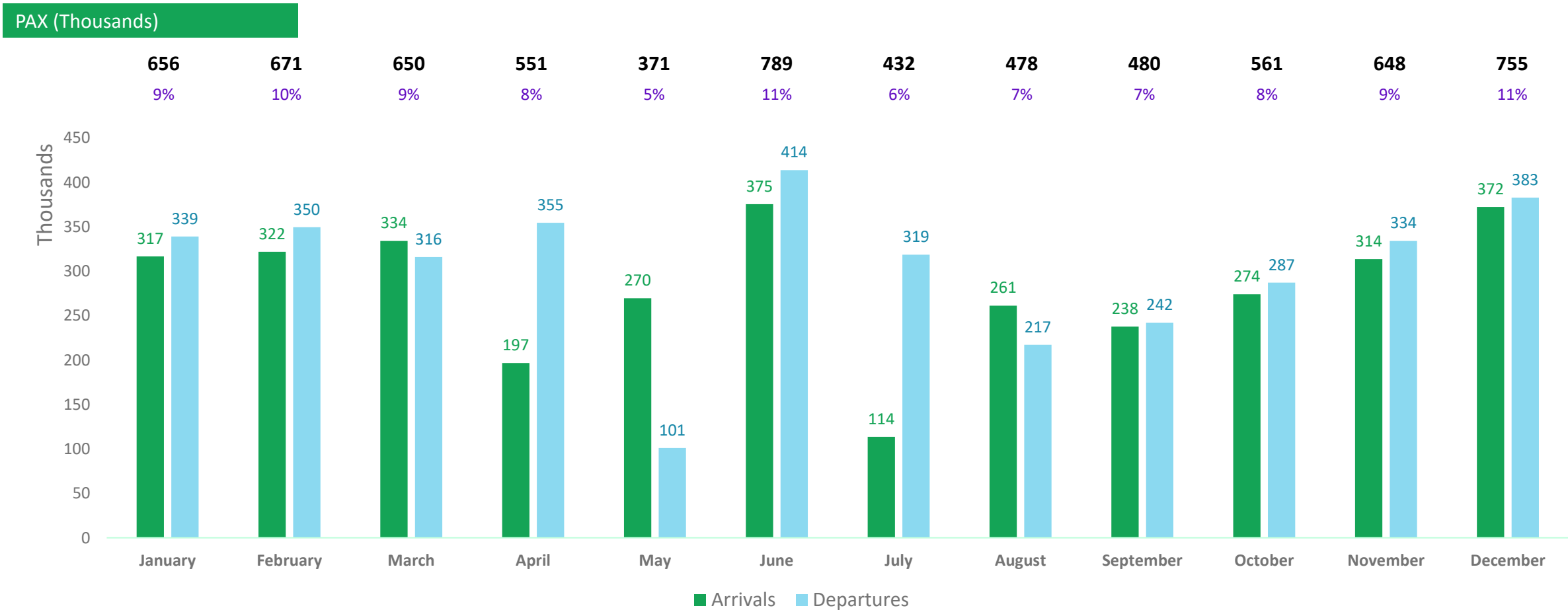
80+

Operating
Airlines

80+ Airlines Operating From Hajj Terminal



7.04 Million Passengers Arrived and Departed From Hajj Terminal Throughout 2024



Hajj Terminal

King Abdulaziz International Airport, Jeddah

Location Map: [Click Here](#)



Passenger Journey

Interior Zone

Digital and Static Assets



Exterior Zone

Digital and Static Assets



Exterior Zone

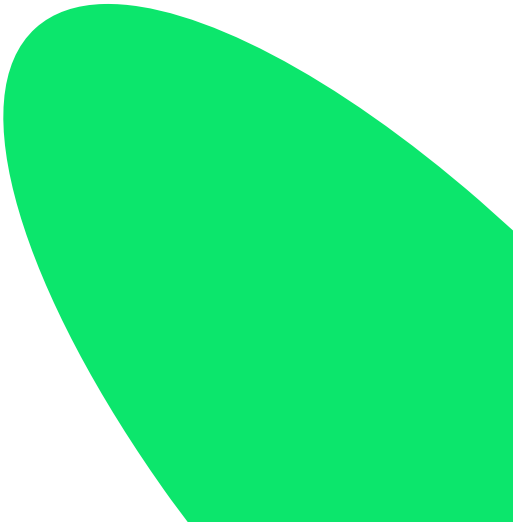
Pick Up/Drop Off



Hajj Terminal | Digital Formats

An allocation of available inventory has become digitized helping serve brands communicate multiple messages throughout the year fitting their communication requirements

				Size (centimeters)		Faces
Type	Location	Journey Phase	Format	Width	Height	
Digital	Interior	Arrival	Digital Duty-Free Screen	550	250	1
			Digital Luggage Area Wall Screens	691	154	5
			Digital Luggage Area Belt Screens	480	100	10
			Digital Passport Control Screens	768	192	6
			Digital Exit Door Screens	2,611	230	1
Digital	Exterior	Arrival	Digital Plaza Screens	384	768	2



Duty-Free Screen

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Faces:	1	Type:	Digital
Installation:	Arrival	Total Dimension:	5.5 meters x 2.5 meters (W x H)
Orientation:	Horizontal	Total Façade Space:	13.75 m ²

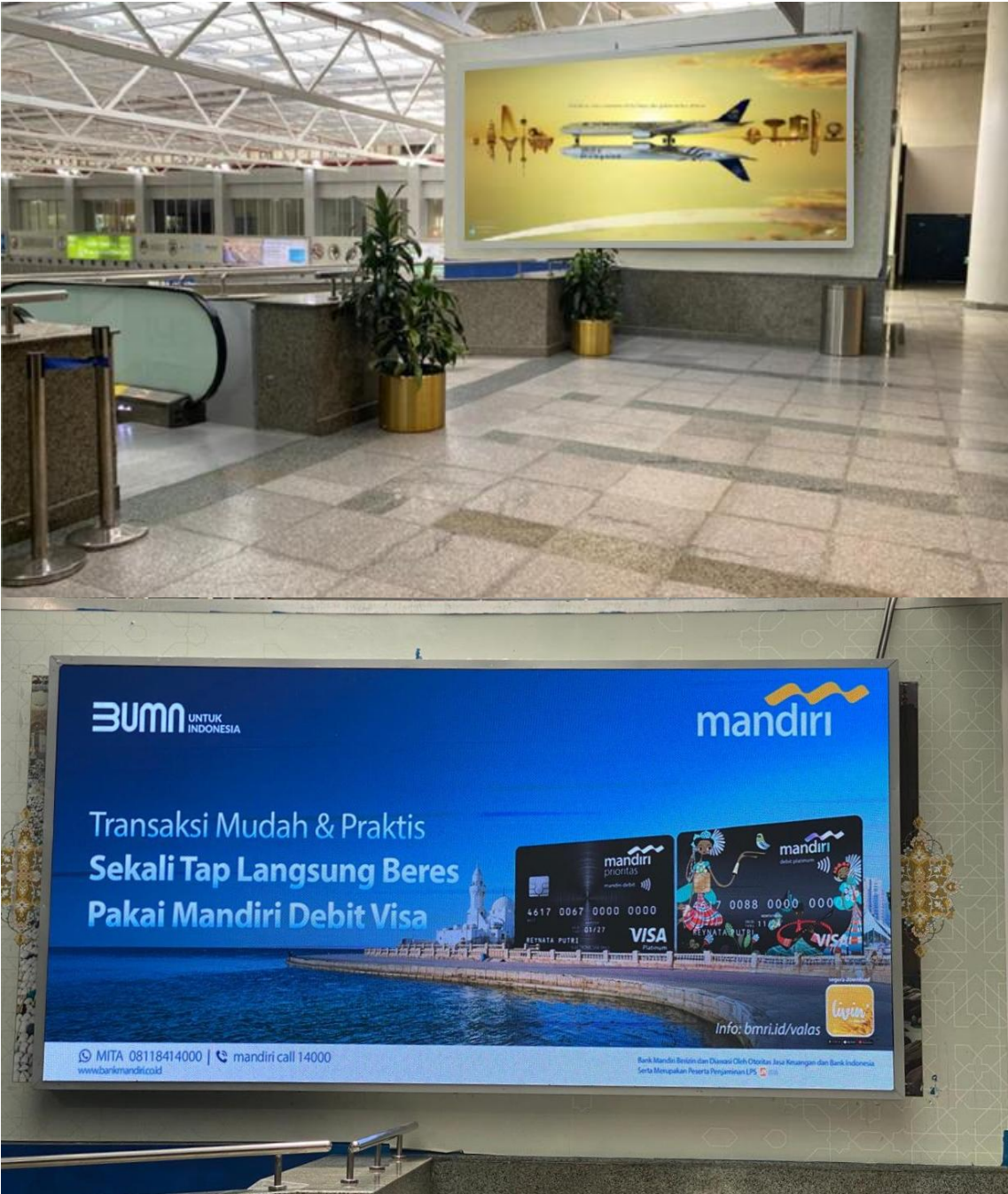
Strategically positioned in a high-traffic bottleneck area within the passageway, the **Duty-Free Screen** ensures maximum visibility and engagement.

As passengers slow down in this area, it creates the perfect opportunity to deliver a compelling and memorable message. This prime advertising platform is designed to drive brand awareness and intent of purchase, making it an ideal choice for impactful campaigns.

Key Attributes:

- Positioned to minimize obstruction among large crowds, ensuring clear visibility.
- Situated in a bottleneck area where foot traffic naturally slows, allowing messages to resonate.
- Enables rich, vibrant content for engaging and interactive messaging.
- Ideal for branding initiatives and promotional campaigns alike.

Reach travelers at a pivotal bottle neck zone in their journey, creating the perfect opportunity to spark curiosity, inspire action, and introduction of your brand.



Luggage Area Wall Screens

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Faces:	5	Type:	Digital
Installation:	Arrival	Total Dimension:	6.91 meters x 1.54 meters (W x H)
Orientation:	Horizontal	Total Façade Space:	10.64 m ²

Positioned in the baggage claim area, the **Digital Wall Screen's** provide an ideal opportunity for advertisers to connect with arriving passengers.

As passengers wait for their luggage, these thoughtfully placed screens ensure repeated exposure and heightened engagement, offering brands a unique platform to deliver impactful messages.

Key Attributes:

- Positioned to ensure clear visibility, even one crowded.
- Passengers experience prolonged exposure due to wait times, increasing ad impact.
- High-quality LED panels allow for vibrant, eye-catching visuals and multiple ad copies.
- Perfect for branding campaigns and promotional advertisements.

Capture attention during extended wait times with visually dynamic messaging that stands out, ensuring your brand is front and center in a space designed for maximum engagement.



Luggage Area Belt Screens

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Faces:	5	Type:	Digital
Installation:	Arrival	Total Dimension:	4.8 meters x 1 meters (W x H)
Orientation:	Horizontal	Total Façade Space:	4.8 m²

Installed perpendicular to the Wall Sign, Digital Belt Screens deliver a powerful branding opportunity for advertisers by ensuring visibility to passengers gathered around the baggage carousel.

Their placement ensures exposure regardless of where passengers are positioned while waiting for their luggage.

Key Attributes:

- Located in areas with prolonged waiting times for maximum engagement.
- Clear sightlines for passengers entering, exiting, or waiting in the zone.
- Digital displays that allow for vibrant, rich, and impactful advertising content.
- Ideal for both branding and promotional messaging.

Deliver targeted messages to passengers gathered around the carousel, creating immersive brand moments that stick with audiences during this shared, prolonged touchpoint.



Passport Control Screens

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Faces:	6	Type:	Digital
Installation:	Arrival	Total Dimension:	7.68 meters x 1.92 meters (W x H)
Orientation:	Horizontal	Total Façade Space:	14.74 m ²

As one of the primary communication platforms for arriving passengers at the Hajj Terminal, these horizontal LED displays are installed above the passport control counters. Positioned at a critical touchpoint, they provide advertisers with a unique opportunity to deliver detailed messaging and promotional packages tailored to visitors' experiences in the kingdom.

During peak seasons, extended waiting times ensure repeated exposure, making these displays a perfect medium for both informative and engaging content.

Key Attributes:

- Large Format Panels ideal for high visibility within an indoor environment.
- Prominent Placement capturing the attention of passengers waiting in line and those selecting counters.
- Long dwell times ensure repeated exposure to messages.
- Perfectly suited for conveying in-depth promotional content.

Command attention at the gateway to entry with a captivating display that blends visibility and relevance, offering a memorable touchpoint as passengers begin transitioning into their exterior terminal journey.



Exit Screens

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Faces:	6	Type:	Digital
Installation:	Arrival	Total Dimension:	26.11 meters x 2.3 meters (W x H)
Orientation:	Horizontal	Total Façade Space:	60 m ²

Positioned above the exit zone, just before the terminal doors, the **Digital Exit Screens** span the width of multiple passageways, making them the final indoor communication platform for advertisers. These screens offer a unique opportunity to deliver impactful last-minute promotions or to convey branding messages that wish arriving passengers a pleasant journey.

By leveraging this premium space, advertisers can leave a lasting impression on passengers as they conclude their terminal interior experience.

Key Attributes:

- Elevated positioning ensures high visibility and maximum engagement from multiple vantage points.
- Expansive canvas provides ample space for creative content and diverse messaging.
- Perfect for delivering hero messages in multiple languages.
- Completes the communication journey from arrival to exit of the terminal interior.

Leave a lasting impression at the final interior terminal stage, with wide-reaching displays designed to amplify your brand's message and deliver impactful closure to the travel experience.



Plaza Screens

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Faces:	2	Type:	Digital
Installation:	Arrival/Departures	Total Dimension:	3.84 meters x 7.68 meters (W x H)
Orientation:	Portrait	Total Façade Space:	29.49 m²

Positioned at the terminal doors, the Digital Plaza Screens dominate the terminal's exit and entrance zones, ensuring high visibility for both arriving and departing passengers. This premium digital format captures the attention of passengers walking both near and far, as well as those seated in the waiting areas under the tented zones directly opposite the screens.

The Plaza Screens are a standout format within the terminal, offering unmatched, large, and impactful exposure to passengers during a key travel moment.

Key Attributes:

- Situated with the intention to dominate the terminal’s entry and exit zone.
- Perfect for delivering detailed and engaging content.
- Large format ensuring visibility for audiences in multiple zones.
- Repeated exposure due to long waiting times and queues.

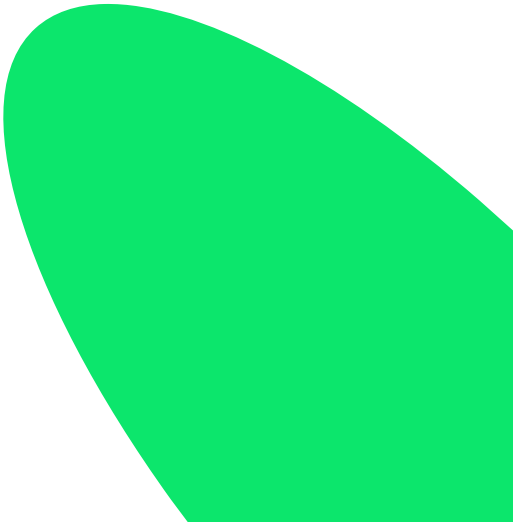
Dominate the terminal’s threshold zones with a commanding digital presence, offering reach to audiences both near and far, ensuring your message echoes across the journey.



Hajj Terminal | Static Formats

Static Formats strategically positioned to capture travelers' attention throughout their airport arrival and departure journey

Arrival and departure journey				Total Inventory	
Location	Journey Phase	Touchpoint	Format	Units	Faces
Exterior	Arrivel & Departure	First and Last	Jet Bridge	10	20
Interior			2	Arrival Lounge - Solid Sticker	10
	Arrival	3	Square Pillars	60	240
	Arrival	4.1	Baggage Sticker	10	20
		4.2	Wall Light Box	5	5
		4.3	Belt Light Box	10	20
		5	Passport Control Signs	6	6
		76	Large Exit Signs	3	3
Exterior	Arrival Waiting Area	8.1	Round Pillars	120	240
		8.2	Promotional Stand	36	36
		8.3	Waiting Area Light Boxes	100	100
		9	Totems	9	18
Interior	Departure	Third to Last	Duty Free	1	1



Static Formats

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Jet Bridges

Units: 10 Faces: 20

Jet Bridge advertising sets a global standard in airport marketing, serving as the first and last point of contact for arriving and departing passengers.

Positioned on the outer façades, these advertisements are highly visible both from the terminal's boarding areas and by passengers aboard planes approaching the gate.

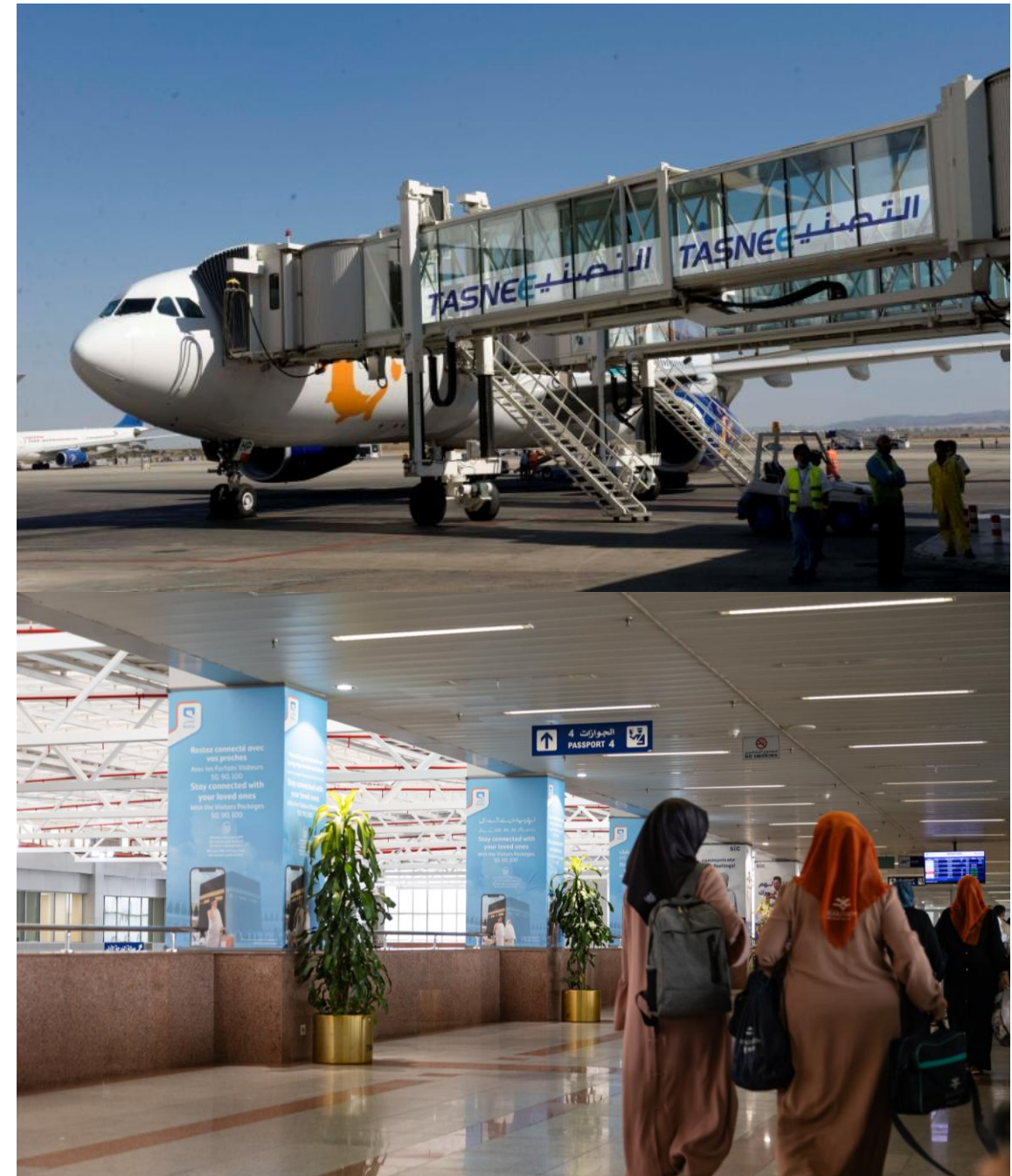
Primarily utilized for impactful branding, this format commands attention and delivers a bold, memorable statement.

Square Pillars

Units: 60 Faces: 240

Located on the 1st floor concourse targeting arriving passengers as they make their way down to baggage claim and passport control. Due to their sequential installation, frequency is both high and impactful aiding brands make a first impression.

Square Pillars can also be seen from the ground floor baggage claim areas as seen here in the picture.



Static Formats

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Baggage Sticker

Units: 10 Faces: 20

Installed at the base of the baggage belt carousel, Baggage Stickers are primarily used for branding purposes. They prominently display company logos, service/product icons, and specific taglines. Wrapped around the entire carousel, these stickers ensure unavoidable exposure to all passengers

Wall Light Box

Units: 5 Faces: 5

The Wall Light Boxes are strategically installed beneath the baggage carousel labels within the inner zone of the baggage claim area. It provides the largest eye-level horizontal advertising format within this long linger zone and effectively capture’s the attention of all travelers walking by or waiting for their luggage.

Belt Light Box

Units: 10 Faces: 20

As shown in the picture, the baggage carousels feature a 'U'-shaped structure, with Belt Light Boxes installed on each arm extension. Each box accommodates two landscape-oriented faces, allowing brands to communicate directly at eye level with passengers. These light boxes are ideal for showcasing hero products, services, and unique selling propositions (USPs).



Static Formats

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Passport Control Signs

Units: 6 Faces: 6

Installed above Passport Control desks, these formats enjoy incredibly powerful exposure for several reasons.

- Elevated by nature, they can be seen by each passing passenger without obstruction
- Enjoy pro-longed and repeated opportunities to see considering waiting times to process travel documents can be time consuming
- Situated in a strategical bottle-neck section of the passenger journey
- Are large enough to communicate any/all required advertising message

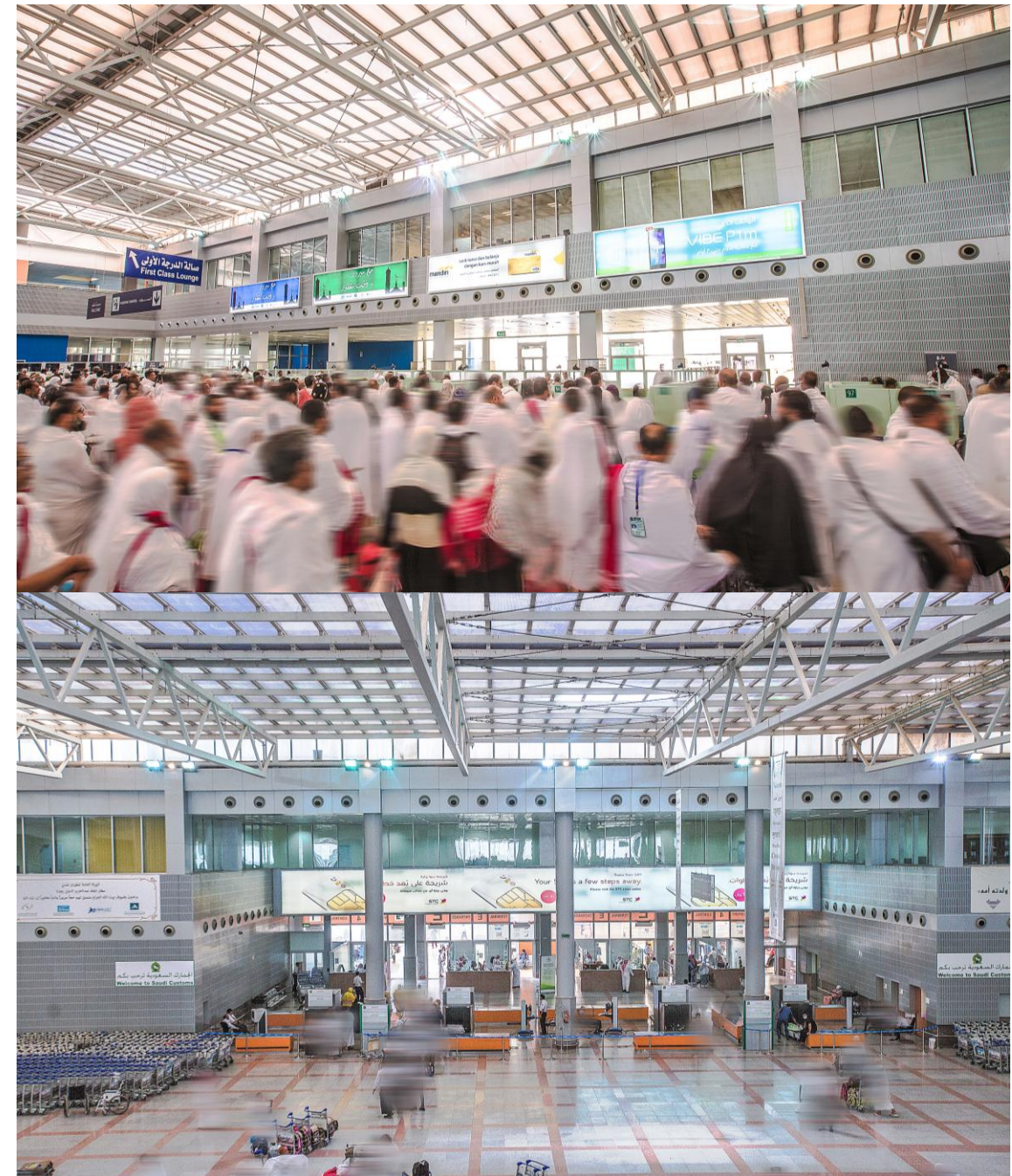
Large Exit Signs

Units: 3 Faces: 3

Large Exit Signs are the last interior touchpoint before passengers walk outside the terminal into the designated waiting zones.

Spanning the entire width of the terminal exit, all passengers will have to walk towards and beneath said panel to continue forth on their journey.

Due to its size, advertisers can instill great creativity, multi-lingual messages and direct potential customers to their sales stand for example in the waiting area.



Static Formats

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Round Pillars

Units: 120 Faces: 240

Round Pillars are strategically located at the immediate exits of the terminal building and within multiple waiting area designated zones. Installed above eye level on terminal building columns, these advertising formats surround travelers waiting for transport.

With extended linger times and elevated placement, they provide an excellent opportunity for brands to reinforce their interior messaging with additional details. The prominent height and visibility allow the formats to be seen from distances across the open waiting zones, maximizing impact.

Promotional Stand

Units: 26 Stands: 36

Brands are presented with a prime opportunity to engage and offer essential services or products to incoming passengers lingering in the waiting zones.

This area serves as an incredibly ideal point of sale, allowing brands to capitalize on the moment before travelers continue their journey to Makkah and Madinah.



Static Formats

Hajj Terminal, King Abdulaziz International Airport, Jeddah

Waiting Area Light Boxes

Units: 100 **Faces:** 100

Passengers waiting for their tour group transportation gather in designated seating zones. Positioned directly above these seating areas, Waiting Area Light Boxes provide advertisers with a strong presence within the waiting zones rather than on their periphery.

This setup offers one of the final opportunities for brands to deliver long-exposure messages to passengers before they exit the terminal.



Totems

Units: 9 **Stands:** 18

Totems serve as the final branding touchpoint within the terminal grounds, strategically placed at bus and taxi pick-up/drop-off zones. These locations offer brands the opportunity to engage with passengers waiting in long, slow-moving queues. Positioned at an elevated height, the Totems provide visibility from within the terminal waiting areas and at closer angles, ensuring consecutive advertisements capture attention before travelers proceed to the next phase of their journey



Static Formats

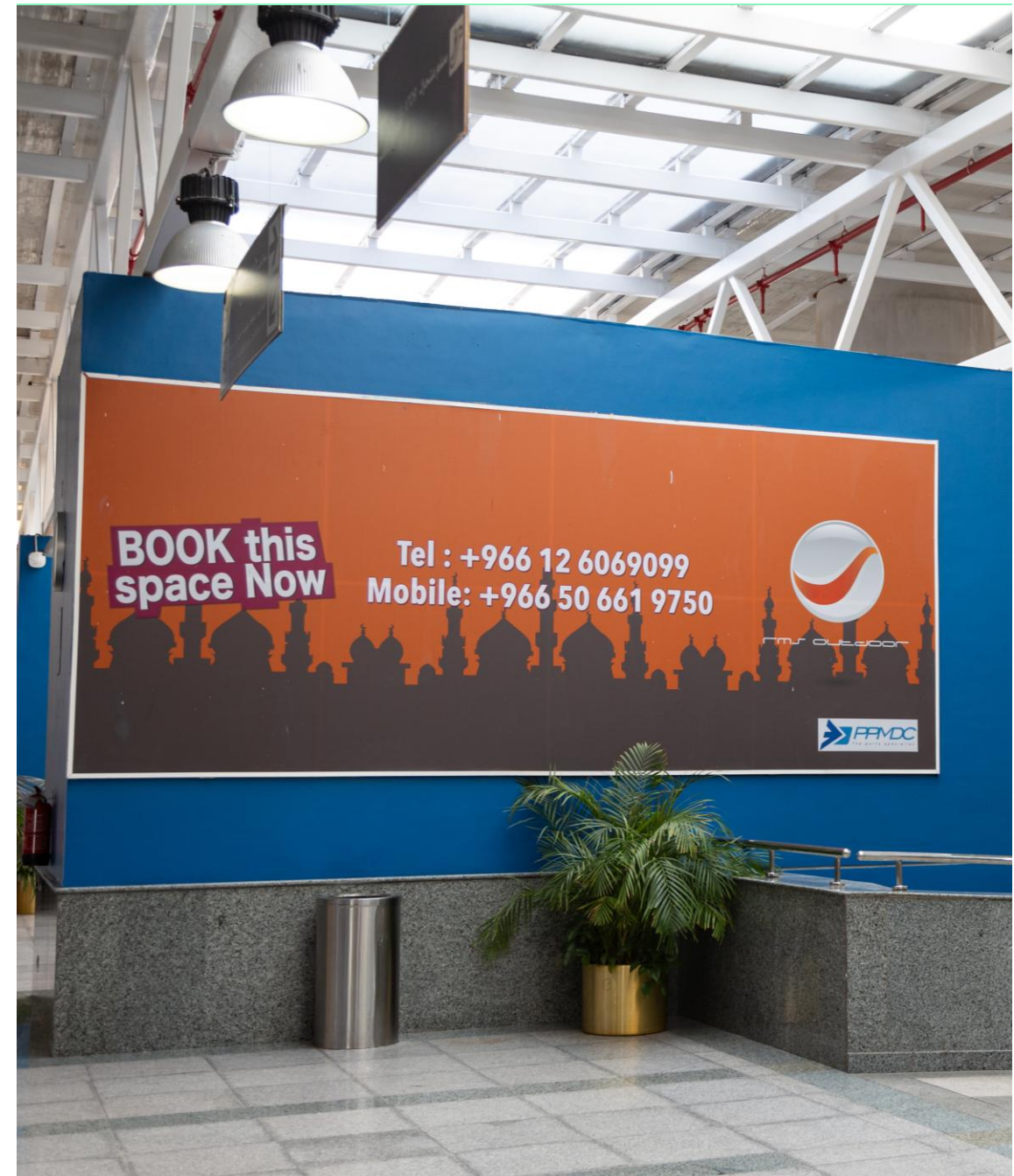
Hajj Terminal, King Abdulaziz International Airport, Jeddah

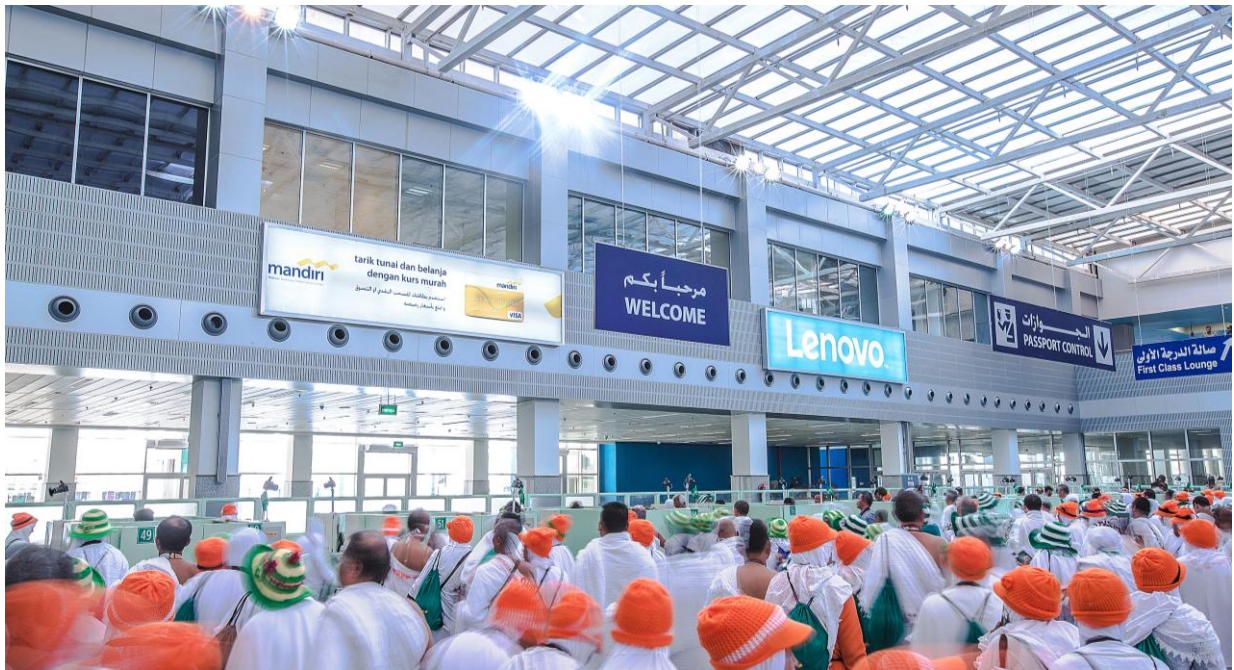
Duty Free

Units: 1 Faces: 1

As part of the departure journey, travelers will have to pass by the Hajj Terminal's Duty-Free section. Accordingly, there is one of the final branding touchpoints made available.

Here, advertisers can bid passengers farewell, share a thank you message and/or push their products/services that are found in international markets.





About Haramain Highspeed Railway

The Haramain High-Speed Railway (HHR) is a groundbreaking transportation initiative in Saudi Arabia, designed to seamlessly connect the holy cities of **Makkah and Madinah**.

As the first high-speed rail system in the Middle East, it plays a pivotal role in advancing regional mobility while supporting Saudi Arabia's Vision 2030. Spanning a total length of **450 kilometers**, the railway operates at speeds of up to **300 km/h**, reducing the travel time between Makkah and Madinah to a mere 2 hours.

Targeting to serve 15 million passengers by 2030, the **HHR in 2024** accommodated **9 million passengers** having become an essential mode of transport for Hajj and Umrah pilgrims, as well as citizens and residents.

The HHR serves 5 stations:

Makkah | Jeddah | King Abdulaziz International Airport | KAEC | Madinah



5

State of Art
Train Stations

35

Operating
Trains

9

Million PAX
In 2024

Haramain Highspeed Railway

Makkah | Jeddah - Al Sulaymaniyah | Jeddah - King Abdulaziz international Airport | King Abdullah Economic City | Madinah

Location Map: [Click Here](#)



Overhead LED Screen

Haramain High-Speed Train

Installation:	Interior	Type:	Digital
Trains:	35	Ad Exposure:	10 Seconds
Units:	910 Screens	Total Dimension:	21” Screen

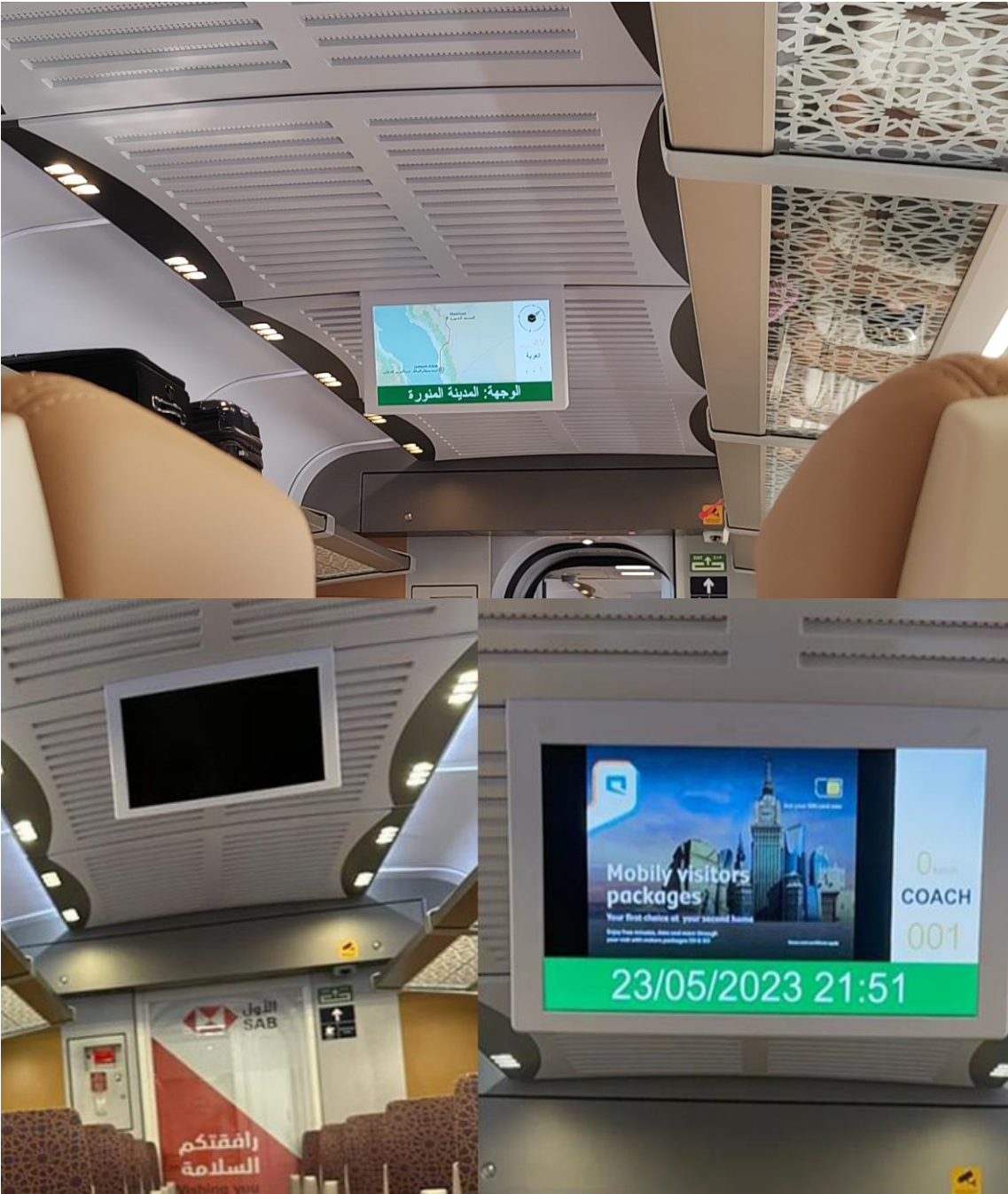
About

Each carriage is equipped with **two strategically positioned Overhead LED screens**, ensuring both Economy and Business Class travelers have access to real-time updates about the train's direction and journey status.

These high-visibility screens also serve as an advertising platform, with **ads displayed every 30 minutes** and during train stops at stations, effectively capturing the audience's undivided attention throughout the journey.

To ensure maximum impact, advertisements are recommended to **feature concise, visually engaging messages that highlight the core value proposition or "hero message"**.

This platform not only enhances the passenger experience but also provides brands with a **unique opportunity to connect with audiences in a minimally distracted environment**.



Interior Sliding Doors

Haramain High-Speed Train

Installation:	Interior	Type:	Static
Trains:	5	Ad Exposure:	100% Share of Voice
Units:	130 Faces		

About

Interior Sliding Door branding offers a unique opportunity to capture the attention of passengers as they move between carriages, ensuring maximum visibility and widespread exposure.

These highly visible spaces serve as premium real estate for advertisers as there are **no obstructions within a passenger's line of sight** while moving within or in-between different cars.

The sliding doors remain closed for the duration of the journey unless prompted to open, allowing **brands to enjoy prolonged, and highly uninterrupted exposure times** to communicate with audiences within each carriage.

Interior Sliding Doors ensures that your brands message stays at the forefront of passengers' minds, making it an impactful medium to deliver targeted and memorable advertising campaigns.



Overhead Luggage Rack

Haramain High-Speed Train

Installation:	Interior	Type:	Static
Trains:	5	Ad Exposure:	100% Share of Voice
Units:	600 Faces		

About

Overhead Luggage Rack provides an advertising approach allowing brands to be positioned directly above seated passengers and run the entire length of each carriage.

This placement ensures that brand messages have a **high opportunity to be seen** by both seated and standing passengers coupled with prolonged and repeated exposure throughout the journey.

By leveraging these spaces creatively, brands can effectively promote multiple messages and reinforce top-of-mind awareness of their products or services.

This continuous visibility makes it an ideal medium to communicate key messages ensuring campaigns leave a lasting impression.



Train Wrapping

Haramain High-Speed Train

Format:	Wrapping Front Side of Train	Entrance & Exit Doors to Train
Installation:	Exterior	Exterior
Type:	Static	Static
Ad Exposure:	100% Share of Voice	100% Share of Voice
Trains:	5	5
Units:	5 Train Heads	130 Faces

About

This exclusive package provides advertisers with the unique opportunity to **own the train** branding, that includes a full wrap for the **front side of the train as well as the Entrance and Exit doors**.

This bold and dynamic approach ensures unparalleled visibility, capturing attention of passengers waiting and walking along train station platforms.



Train Ownership

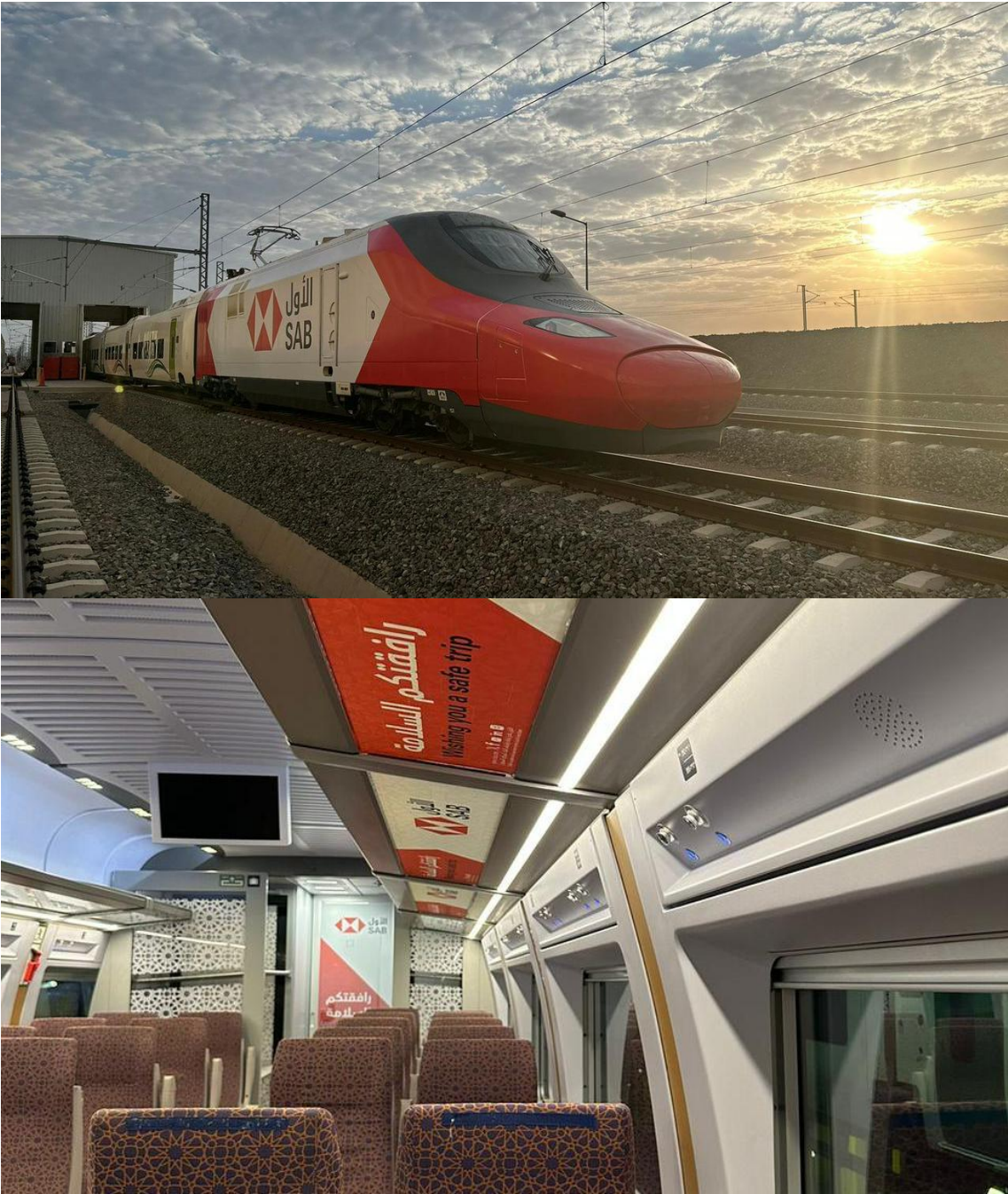
Haramain High-Speed Train

Format:	Wrapping Front Side of Train	Entrance & Interior Sliding Doors	Overhead Luggage Rack
Installation:	Exterior	Exterior/Interior	Interior
Type:	Static	Static	Static
Ad Exposure:	100% Share of Voice	100% Share of Voice	100% Share of Voice
Trains:	5	5	5
Units:	5 Train Heads	260 (130 + 130) Faces	600 Faces

About

This package provides advertisers with complete train ownership, including branding of the front side, entrance, interior sliding doors, and overhead luggage racks.

It offers the opportunity to fully brand both interior and exterior touchpoints, ensuring maximum visibility and engagement throughout the journey.



Dammam/Khobar

Al Abdulkarim Tower

King Fahad Road, Al Qashlah, Dhahran

Facades:	1	Total Dimension:	30 meters x 90 meters (W x H)
Installation:	Northern Facade	Total Façade Space:	2,700 m ²
Orientation:	Portrait	Location Map:	Click Here

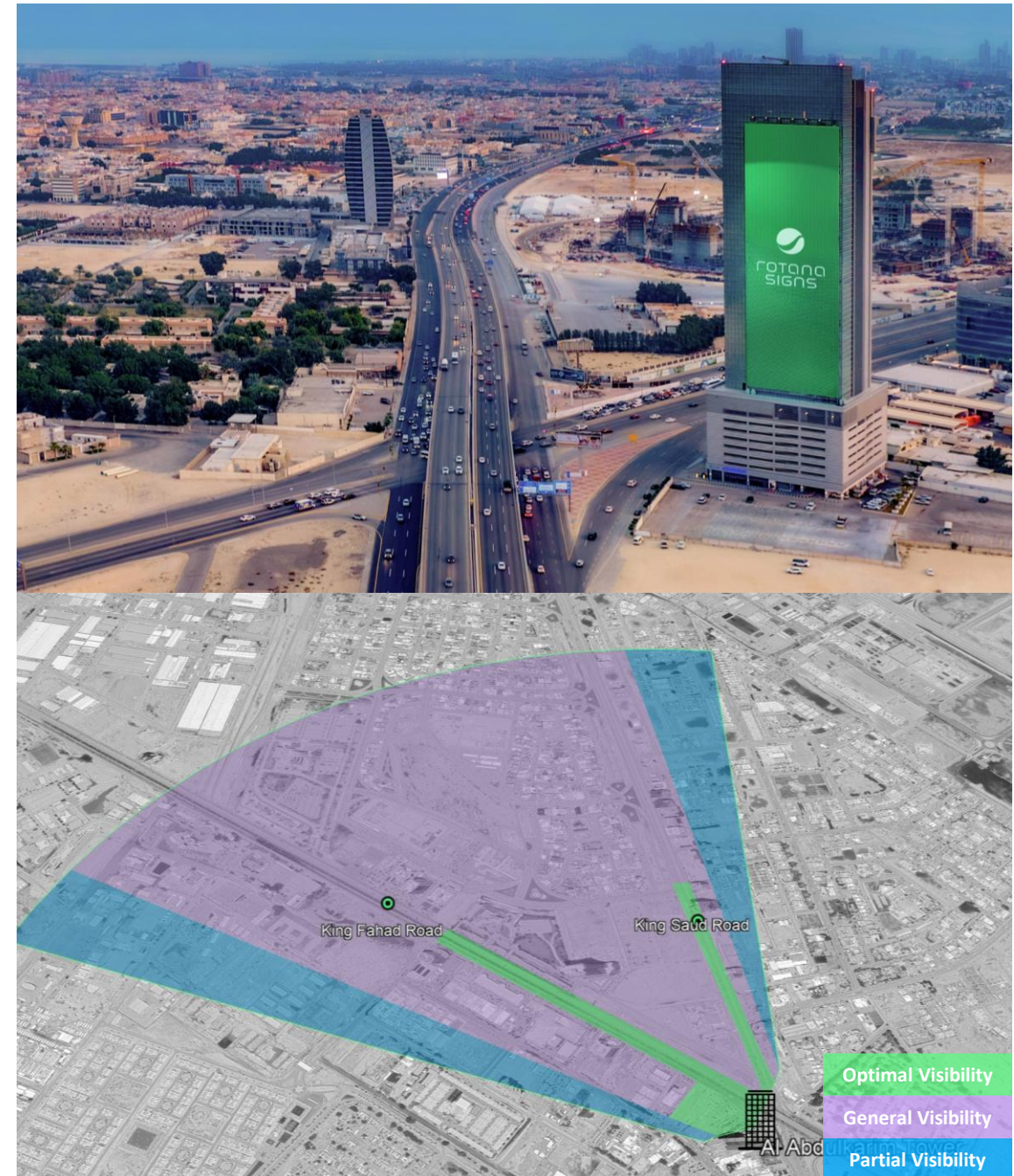
About

Standing tall at 150 meters with 41 floors, the **Al Abdulkarim Tower** is the tallest commercial building in the Eastern Province. It is situated at the northeastern edge of Dhahran in the vicinity of Al Qashlah at the intersection of King Fahad Road and King Saud Road, a central artery of the Dammam Metropolitan Area.

The tower will feature one of the largest Digital Screens in the eastern province on its northern façade. This prominent screen will provide extensive exposure to motorists traveling southwards towards Khobar from Dammam and westwards along King Saud Road. The tower's significance is underscored by its location on King Fahad Road, the primary inner route of the region, which centrally connects the cities of Dammam, Dhahran, and Khobar.

Surrounding Points of Interest

Governmental Offices	Educational Institutions	Commercial & Hotel Establishments	Residential Vicinities
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Al Khaldi Tower

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

Facades:	1	Total Dimension:	20 meters x 25 meters (W x H)
Installation:	South Facade	Total Façade Space:	500 m²
Orientation:	Portrait	Location Map:	Click Here

About

Nestled in the heart of Dhahran along the highly utilized Custodian of The Two Holy Mosques Road (Haramain Road), AlKhalidi Tower is of strategic prominence located opposite the iconic King Abdulaziz Center for World Culture – Ithra and eastern borders of Saudi Aramco vicinity.

Positioned on one of the Eastern Province's most vital road arteries, this prime location seamlessly connects the tri-city belt of Dhahran, Dammam, and Al Khobar.

The tower's state-of-the-art digital screen commands the attention of northbound motorists driving towards Dammam, Al Qatif and Al Jubail, as well as audiences coming from Al Khobar, Bahrain, and renowned institutions like King Fahd University and Aramco.

Surrounding Points of Interest

Residential Vicinities	Public Institutions	Commercial Complexes	Major Road Junctions
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Gulf Center

Prince Turkey Street, Al Corniche, Al Khobar

Facades:	1 L-Shape	Total Dimension:	95 meters x 9 meters (W x H)
Installation:	North & West Façade	Total Façade Space:	855 m²
Orientation:	Horizontal	Location Map:	Click Here

About

The **Gulf Center** building is strategically located at the Corniche in Al Khobar, on Prince Turkey Street, directly perpendicular to the Custodian of the Two Holy Mosques Road (Haramain Road).

This prime location, combined with the building's horizontal L-shaped screen (with north and west exposure), offers significant advantages to audiences and advertisers. The unobstructed views from both directions, along with the impressive dimensions of the façade positioned just above eye level, ensure optimal visibility for all moving traffic.

Situated at a key T-junction, incoming audiences from Dammam, Dhahran, and Al Khobar who regularly travel this primary route will be exposed to brand messaging.

Surrounding Points of Interest

Khobar Corniche	Adjan Walk	Various Commercial Establishments	Hotels and Shopping Centers
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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 m²
Orientation:	Portrait	Location Map:	Click Here

About

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.

Surrounding Points of Interest

Governmental Offices	Governmental Ministries	Key Transportation Routes	Commercial Establishments
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Digital Screen

City Wide Distribution, Dammam/Khobar

Faces:	6	Dimension:	8 meters x 8 meters (W x H)
Installation:	Traffic Intersections	Space:	64m ² per facade
Orientation:	Square	Location Map:	Click Here

About

Digital Screens have grown in popularity over the years, captivating audiences at the busiest inner-city intersections with engaging, high-impact content.

Recognized for their versatility, these 8m x 8m screens effortlessly accommodate campaigns of any kind, making them an ideal choice for brands looking to target specific geographic locations. Strategically placed within local community hotspots, they not only command attention but also provide entertainment for motorists during standstill traffic.

Attributes, include but are not limited to:

- Strategically located at intersections and along major inner-city roads
- Elevated placement ensures visibility from multiple angles for motorists and pedestrians
- Supports both static and animated advertisements
- Obstruction-free setup guarantees maximum visibility
- Extended exposure time due to prolonged wait times at traffic signals



Madinah

Digital Hoarding

Al Imam Al Muslim Road, Jable Jammah and Ghurabah, Madinah

Facades:	2	Total Dimension:	40 meters x 8 meters (W x H)
Installation:	East & West Façade	Total Façade Space:	320 m² per facade
Orientation:	Landscape	Location Map:	Click Here

About

As the **first-ever Digital Hoarding installation in Saudi Arabia**, these two landmark 40 x 8-meter structures marks a significant milestone in the evolution of the Kingdom’s out-of-home advertising landscape, raising the bar for impactful brand communication and media innovation.

Strategically located on Al Imam Al Muslim Road in Madinah—**southwest of the Holy Mosque**—the Digital Hoarding units M-DS-01/02 sit on a critical East-West artery that connects with key north-south routes including Prince Naif Ibn Abdulaziz Road and Omar Bin Al Khattab Road, ensuring high traffic visibility and audience reach.

This pioneering installation symbolizes Madinah’s forward momentum, aligning with the city’s rapid urban expansion and the increasing demand for dynamic advertising platforms that empower brands to establish a stronger presence in one of Saudi Arabia’s most significant and evolving markets.



Jood Tower

King Abdallah Bin Abdulaziz Road (Second Ring Road), Al Aridh District, Madinah

Facades:	1	Total Dimension:	13 meters x 19 meters (W x H)
Installation:	Northern Façade	Total Façade Space:	247 m²
Orientation:	Portrait	Location Map:	Click Here

About

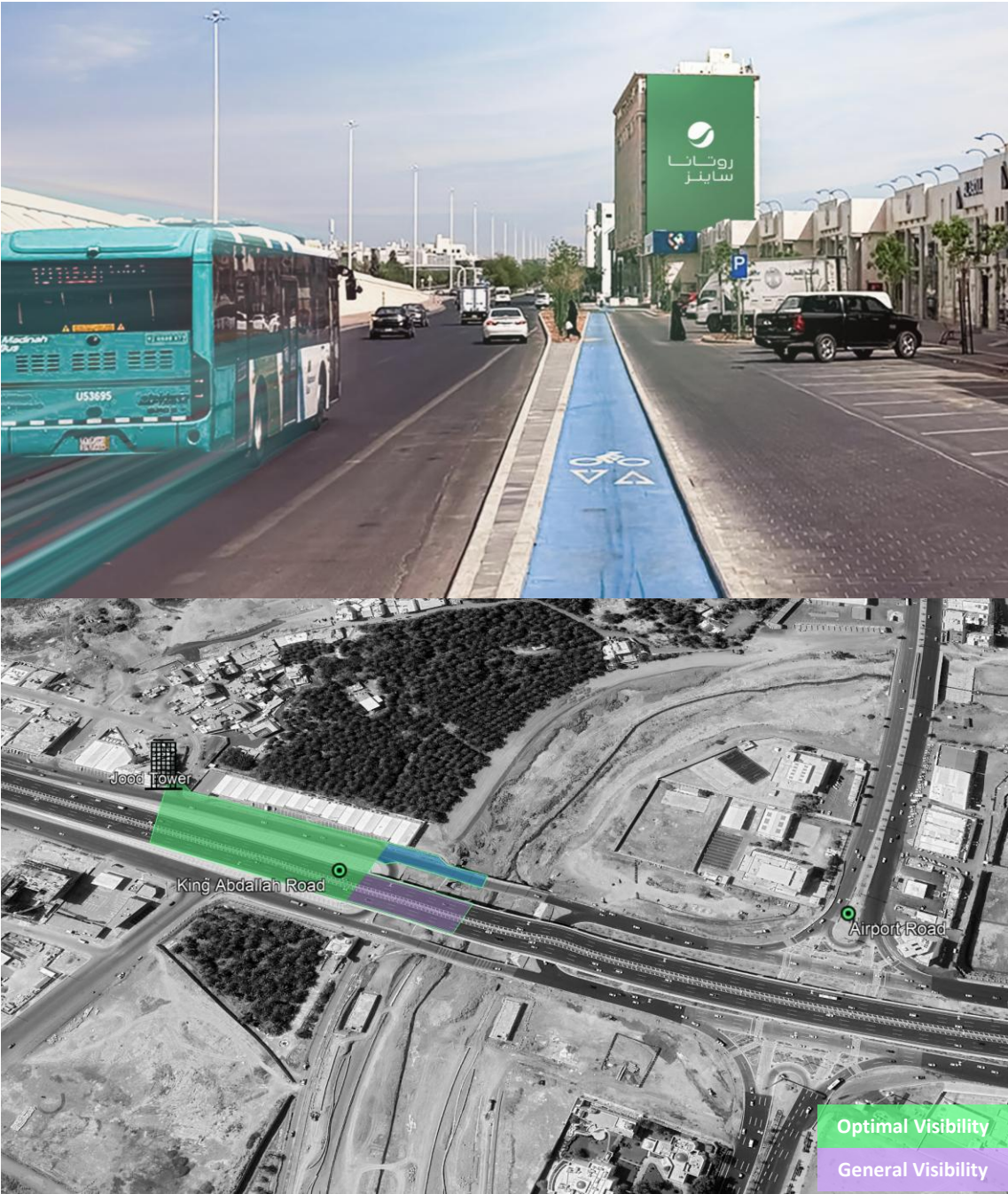
Installed on the north-east section of Madinah’s second Ring Road, also known as King Abdallah Road, this Giant Digital Screen façade targets its exposure upon motorists driving southwards.

Located only 400 meters away from Al Rashid Mall which is home to various retail outlets, restaurants, Carrefour, Jood Tower’s location experiences significant traffic as it also serves as the main southern route towards King Abdulaziz (E/W) Junction (≈2.6 KM).

This particular district is of importance as it is home to multiple local and international hotels chains welcoming guests and pilgrims from around the world throughout the year. As for residents, the stretch before and after Jood Tower is lined with various commercial establishments serving the local community.

Surrounding Points of Interest

Key Road Junctions and Intersections	Hotels and Serviced Apartments	Shopping Mall, Retail & Commercial establishments	Surrounding Residential Vicinities
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Other Cities

Aziz Tower

Al Mutalla Street, Al Jabal District, Jazan

Facades:	1	Total Dimension:	5 meters x 15 meters (W x H)
Installation:	South Facade	Total Façade Space:	75 m²
Orientation:	Portrait	Location Map:	Click Here

About

The Aziz Tower Giant Digital Screen is prominently located in the heart of Jazan City, surrounded by a mix of commercial centers and residential complexes. Positioned along a major roadway, the screen captures traffic flowing from key areas across the city. The surrounding neighborhoods, including the Al Jabal District and the densely populated Ar Rawdah area to the west, contribute to a high-volume audience base.

Strategically situated just 200 meters south of the intersection between Al Mutalla Street and King Fahd Road, and roughly 800 meters north of a key city junction connecting King Abdulaziz Road, King Abdullah Road, Airport Road, and Amr Bin AlKhatib Street, the location benefits from exceptional connectivity and exposure.

Surrounding Points of Interest

Key Road Junctions and Intersections	Private & Public Institutions	Commercial & Hotel Establishments	Residential Vicinities
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Saraya Tower

Prince Mohammad Bin Nasser Road, Ash Shati, Jazan

Facades:	1	Total Dimension:	9 meters x 15 meters (W x H)
Installation:	South Facade	Total Façade Space:	135 m²
Orientation:	Portrait	Location Map:	Click Here

About

Positioned at a key crossroad in northern Jazan City, this Giant Digital Screen connects central Jazan with major destinations like Jazan University and northern residential areas located in Scheme 7 and 8 areas. Surrounded by hotels, residential units, and North Corniche Park (a popular family destination with cafes and restaurants), the screen enjoys high visibility.

Located along Prince Mohammad Bin Nasser Road, it benefits from proximity to major intersections, including AlSadfa Roundabout to the north and Prince Metib Bin Abdulaziz Road to the south, ensuring steady exposure to both local and visiting audiences.

Strategically placed within a growing residential and commercial corridor, this location offers brands an excellent opportunity to engage with audiences in one of Jazan’s key districts.

Surrounding Points of Interest

Key Road Junctions and Intersections	Recreation Areas and Institutions	Multiple Hotel Establishments	Residential Vicinities
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Digital Bridges

City Wide Distribution, Buraydah, Al Qassim

Faces:	24	Average Dimension:	15.83 meters x 2.88 meters (W x H)
Installation:	Tunnels & Overpass	Average Space:	≈45.6m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

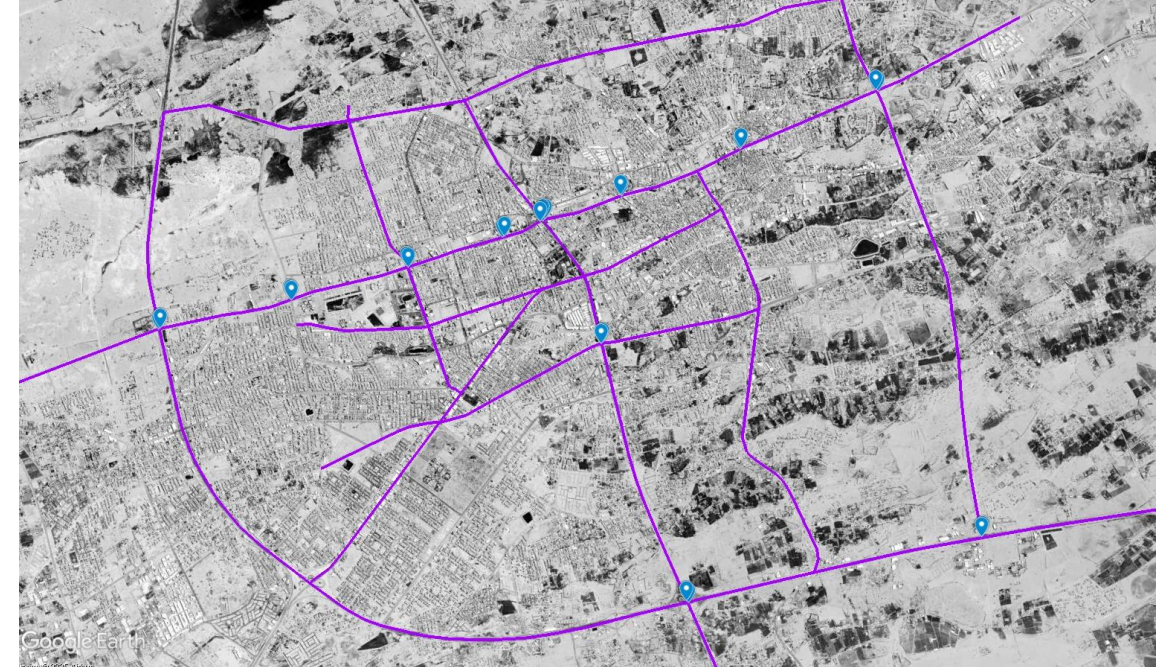
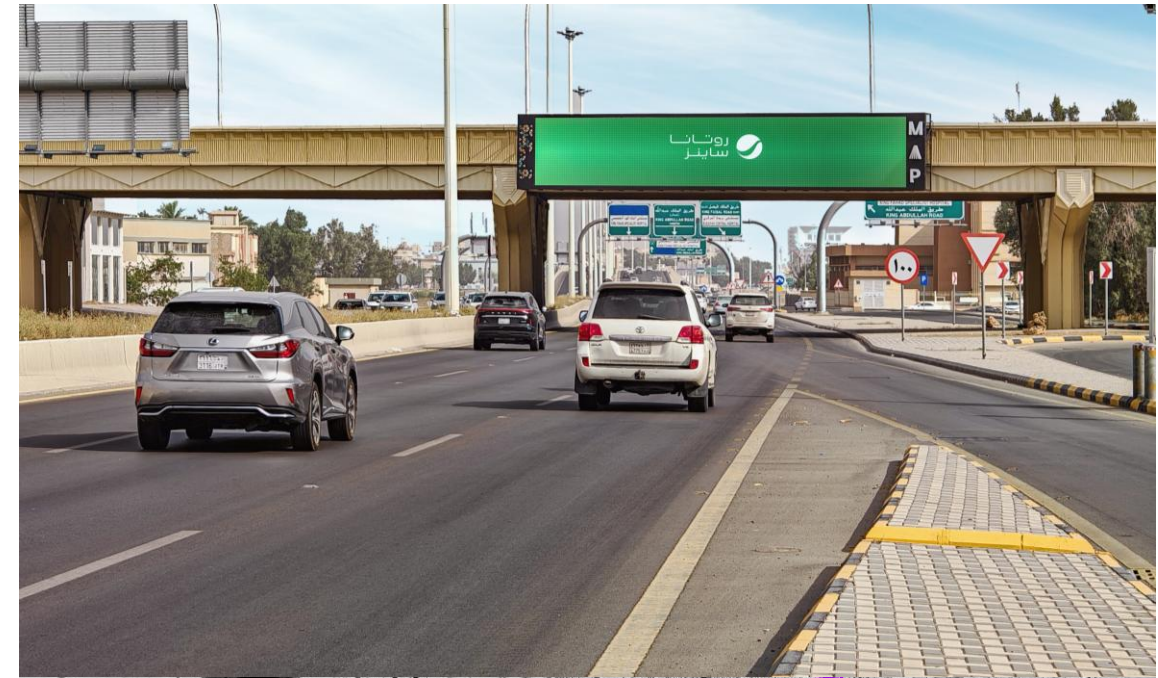
About

Buraydah, the capital of Al Qassim province is a key agricultural hub in central Saudi Arabia, often called the Kingdom's "food basket" due to its high production of dates, wheat, and crops.

It is now also home to 24 newly installed Digital Bridges distributed along key major roads and traffic intersections that direct residents to the various areas of the city. Stretching across oncoming lanes, brands are given an opportunity to capture the attention of all motorists regardless of lane positioning.

Attributes of the format include:

- Premium faces only (no face B).
- In direct line of sight of motorists
- Visible from significant distances without obstruction
- Landscape orientated
- Day-part messaging capable



Digital Bridges

City Centric Distribution, Arar

Faces:	6	Dimension:	12.28 meters x 2.88 meters (W x H)
Installation:	Tunnels & Overpass	Space:	≈35.4m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

About

Arar is a strategically located city in the far north of Saudi Arabia, serving as the capital of the Northern Borders Province and lying close to the Iraqi border. Playing a critical role as a major trade and logistics gateway, Arar has also become home to 6 New Digital Bridges.

Located on both Al Nabaq Road and Prince Abdulaziz Bin Musa'ed Road, advertiser can capture motorists heading north, south, east or west en-route and in populated pockets.

Attributes of the format include:

- Premium faces only (no face B).
- In direct line of sight of motorists
- Visible from significant distances without obstruction
- Landscape orientated
- Day-part messaging capable



Digital Screen

City Central Distribution, Arar and Al Qurayyat

Faces:	1x Arar + 2x Al Qurayyat	Dimension:	5/6 meters x 4 meters (W x H)
Installation:	Roadside	Average Space:	≈21m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

About

Out-of-Home media in rural cities has generally been limited to static formats, offering minimal traditional engagement. However, in Arar and Al Qurayyat the digital implementation has taken place whereby **Digital Screens** have been introduced.

Strategically placed at the busiest intersections within each respected city, these digital screens provide brands with a dynamic platform to communicate effectively with local communities, commuters, and businesses.

With premium placements, these highly visible digital screens ensure maximum exposure and prolonged engagement

Attributes of the format include:

- Installed at busy intersections, ensuring optimal audience engagement.
- Positioned at height to enhance visibility for passing motorists and pedestrians.
- Placed at traffic bottlenecks, reinforcing brand recall due to prolonged wait times.
- Supports both static and animated content, allowing for dynamic storytelling.



Static Unipole

Key Central Locations, Hail

Faces:	6	Dimension:	14.65 meters x 4.27 meters (W x H)
Installation:	Roadside	Space:	63m ² per facade
Orientation:	Horizontal	Location Map:	Click Here

About

Located in the northwest of Saudi Arabia, Hail City is a thriving agricultural and commercial hub, offering brands a strategic gateway to engage with a dynamic audience. With a population nearing 500,000, advertisers have a unique opportunity to maximize their brand exposure through high-visibility Static Unipoles, strategically placed along key roadways.

Designed for maximum impact, **Static Unipoles** ensure uninterrupted, 24/7 brand presence, making them a powerful out-of-home advertising solution. Their commanding height and clear visibility allow for compelling brand storytelling, while their bold and static format provides the perfect platform for strong messaging and direct calls-to-action.

Ideal for long-term awareness campaigns, Static Unipoles in Hail City offer solid placement, consistent visibility, and a lasting impression, ensuring your brand stays top-of-mind with residents, commuters, and visitors alike.



Upcoming Cities



Makkah

In March 2025, a 10-year contract was awarded to oversee the construction, operation, and maintenance of external advertising structures throughout the holy city of Makkah, comprising of prime advertising touchpoints.

Advertising Formats (many of which to be digitized):

- Megacomms
- Street Mupis
- Street LEDs
- Unipoles
- Concrete Bridges
- Bus Shelter Mupis
- Landmark Formats
- Pedestrian Bridges

This milestone project is part of Al Balad Al Ameen's broader vision to position Makkah as one of the world's leading cities. This initiative aims to:

- Enhance the city's visual identity, ensuring a modern and aesthetically appealing urban experience.
- Keep residents and visitors informed through strategically placed signage's.
- Provide exceptional visibility for local, regional, and international brands looking to engage with one of the world's most diverse and visited cities.
- Ensure comprehensive citywide coverage with a robust and integrated communication network.



Retail Series

Conversion-Driven Environment | Impulse Engagement

The Retail Series Overview

The Retail Series is a strategically designed network of high-impact in-store advertising formats, placing brands directly at the start of the shopper's journey and point of purchase. Found across the Kingdom in major supermarket chains, this series ensures maximum shopper engagement, impulse-driven conversions, and top-of-mind brand recall in a contextually relevant environment.



Digital Gate



Hyper Digital Solution

Digital Gate

Major Supermarket Chains, Riyadh, Jeddah and Dammam/Khobar

Units:	41	Orientation:	Horizontal Arch
Installation:	Supermarket Entrance	Average Dimension:	≈4.3 meters x 3.5 meters (W x H)
Chains:	2 Supermarket Chains	Location Map:	Click Here

About

Digital Gates are the premier gateway to shopper engagement, strategically positioned at supermarket entrances to deliver high-impact brand messaging at the **first moment of consumer interaction**.

As the Kingdom's latest and most innovative in-store digital format, Digital Gates elevate advertising standards, offering brands a dominant and unmissable presence in high-traffic retail environments.

Attributes include:

- Positioned at the entry point of supermarkets, ensuring maximum visibility before consumers begin their shopping journey.
- Perfect for promotions, limited-time offers, and cultural/seasonal campaigns, ensuring brands stay relevant and timely.
- Strengthen and reinforce top of mind awareness at the commencement of the shopper's journey



Hyper Digital Solution

Major Supermarket Chains, Riyadh, Jeddah and Dammam/Khobar

Faces:	874	Orientation:	Portrait
Installation:	Above Cashier Desk	Dimension:	90 cm x 160 cm (W x H)
Chains:	7 Supermarket Chains	Location Map:	Click Here

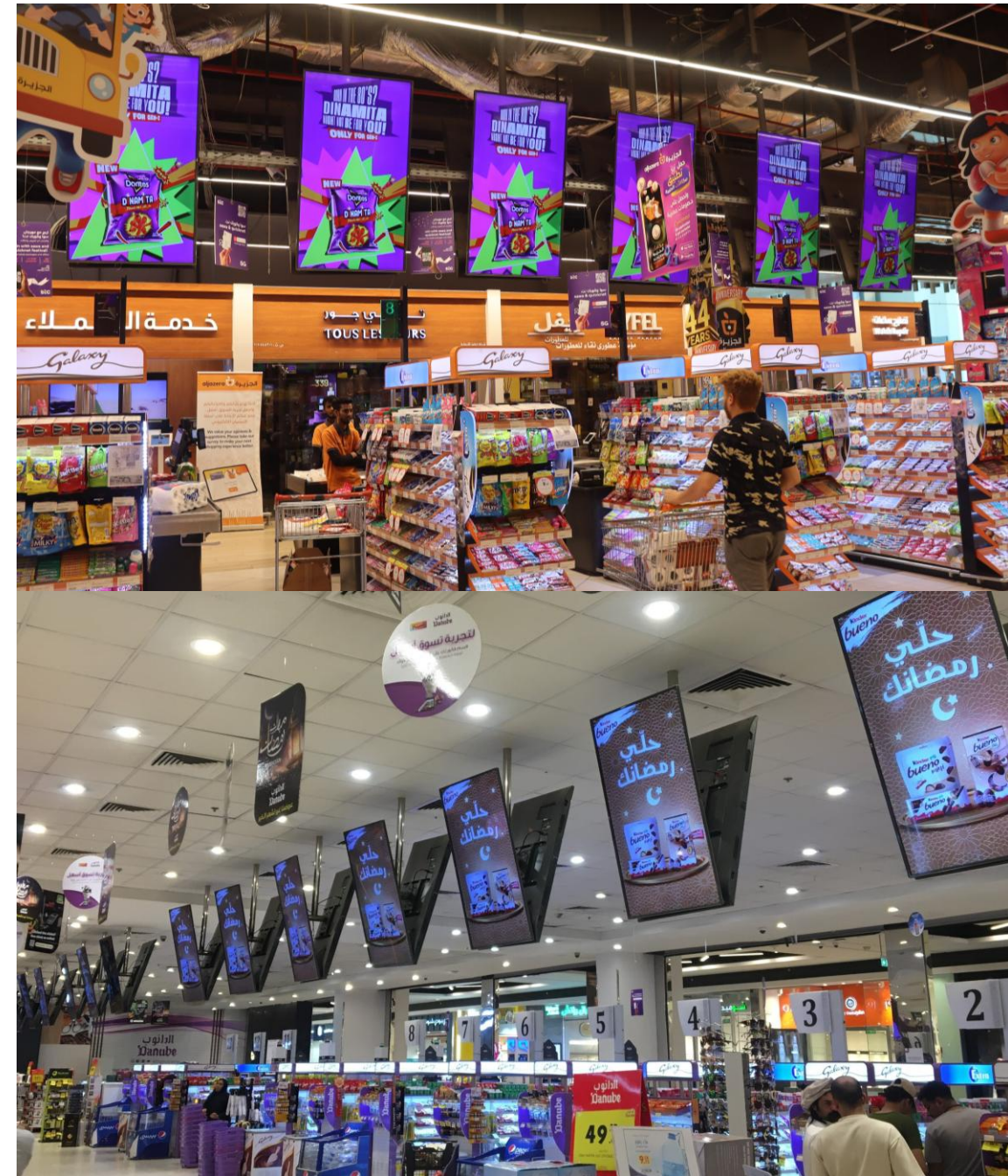
About

Hyper Digital Solutions (HDS) is a high-impact digital advertising format designed to engage shoppers as they roam through the aisles and at checkout. Installed above cashier counters the format ensures unmissable brand exposure when consumers are most receptive to purchasing decisions.

By leveraging sequentially placed portrait screens, brands can deliver synchronized, high-frequency messaging to a purchase ready audience, reinforcing impulse-driven purchases, product reminders, and promotional offers in real-time.

Attributes include:

- Captures shopper attention while they browse aisles and queue at checkout.
- Sequential Messaging for Maximum Impact
- Dayparting & Localized Targeting helping deliver dynamic content
- Supports both static and animated artwork
- Dual-Sided Panels accommodating two ad faces (A+B) for extended exposure



Resources & References



Artwork Specifications & Video Reference

Feel free to explore and reach out to our sales team for more information



Artwork Specifications

Ensure your campaign makes the greatest impact!

Click on the below to download the Artwork Specification Document and prepare your visuals for optimal display across Rotana Signs' premium formats

Artwork Specifications



Video References

Discover a selection of videos highlighting the power and impact of our formats.

Rotana Signs

- [Kingdom Tower](#)
- [Burj Rafal](#)
- [Al Abdulkarim Tower](#)
- [Riyadh Metro](#)
- [Stars Avenue & Tahlia Mall](#)
- [Hajj Terminal](#)

Brands

- [Vision 2030](#)
- [Samsung S25](#)
- [Mobily](#)
- [Rotana Studios](#)
- [Al Majdiah](#)
- [Piaget](#)
- [SNB](#)
- [Alinma Bank](#)
- [National Housing Company](#)
- [Extra Electronics](#)
- [Faisal Al Dayel](#)
- [Nintendo](#)

Rotana Signs journey has only just commenced and on behalf of the entire team, we look forward to the promise of tomorrow alongside one another.

Thank you

