

Rotana Signs

Company Overview 2025



About Rotana Signs

Redefining the urban landscape & product offering

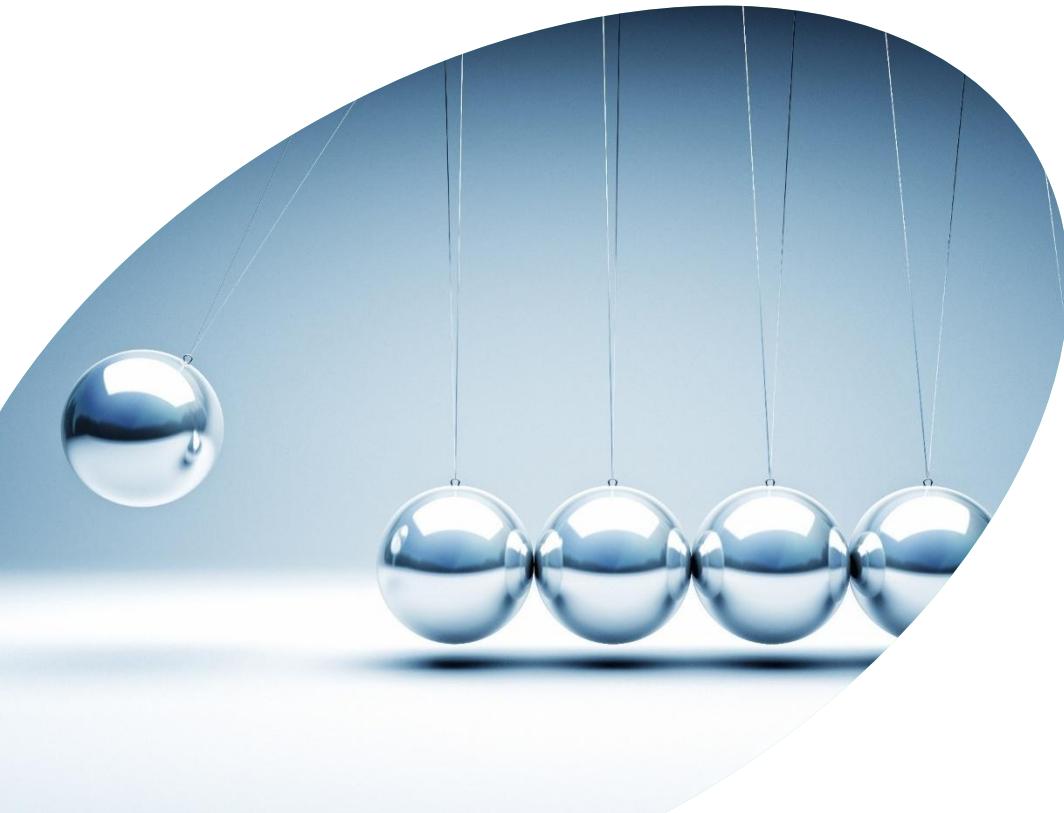
Rotana Signs stands as the most recent entrant in the Kingdom's out-of-home media landscape, introducing a pioneering array of innovative advertising platforms poised to redefine the urban visual environment.

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.



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



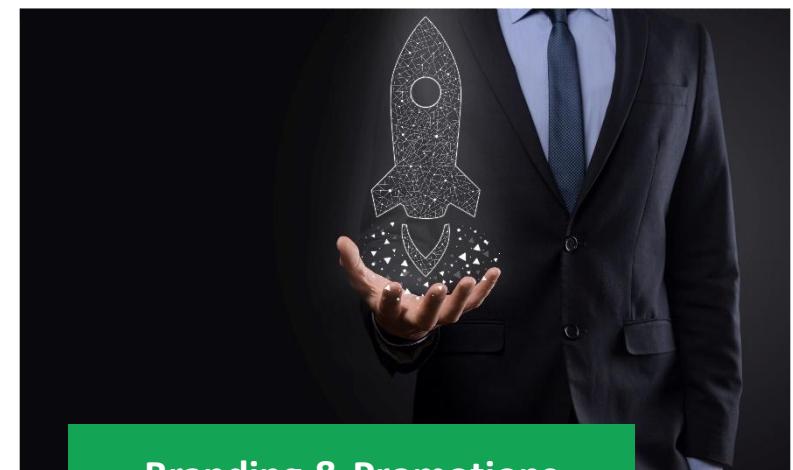
Cultural Seasons

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

The Pulse of Regional Transformation and Progress

Kingdom Tower

King Fahad Road, Al Olaya District, Riyadh



Series:

Legacy Series

Orientation:

Portrait

Market:

Riyadh

Total Dimension:

82.65 meters x 253 meters

Facades:

2

Total Façade Space:

15,462m² per façade

Installation:

North & South Façade

Location Map:

[Click Here](#)

Overview

Rising 300 meters above Riyadh, Kingdom Tower is a defining symbol of ambition and achievement in the city's heart.

Nestled between King Fahad Road and Olaya Street in the Al Olaya District, it's surrounded by leading business and residential hubs.

Visible from nearly every part of Riyadh, it stands as one of Saudi Arabia's most recognizable landmarks.





Burj Rafal

King Fahad Road, As Sahafah District, Riyadh



Series:

Legacy Series

Market:

Riyadh

Facades:

2

Installation:

North & South Façade

Orientation:

Portrait

Total Dimension:

62.716 meters x 135 meters

Total Façade Space:

8,466.6m² per façade

Location Map:

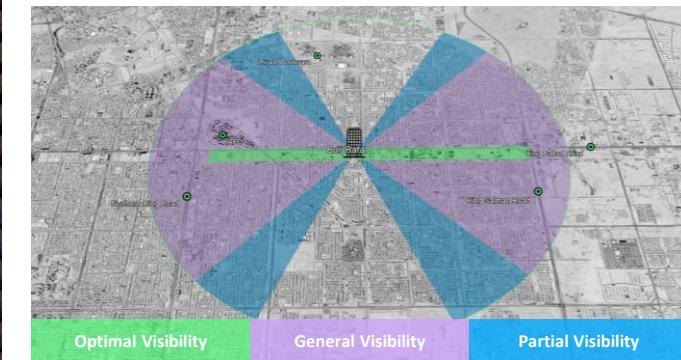
[Click Here](#)

Overview

Since opening in 2014, Burj Rafal has become one of Riyadh's most iconic landmarks, rising 70 floors with 440 luxury residences and the JW Marriott Hotel.

Located in the As Sahafah district, it's admired for its architecture and prominence in the city's skyline.

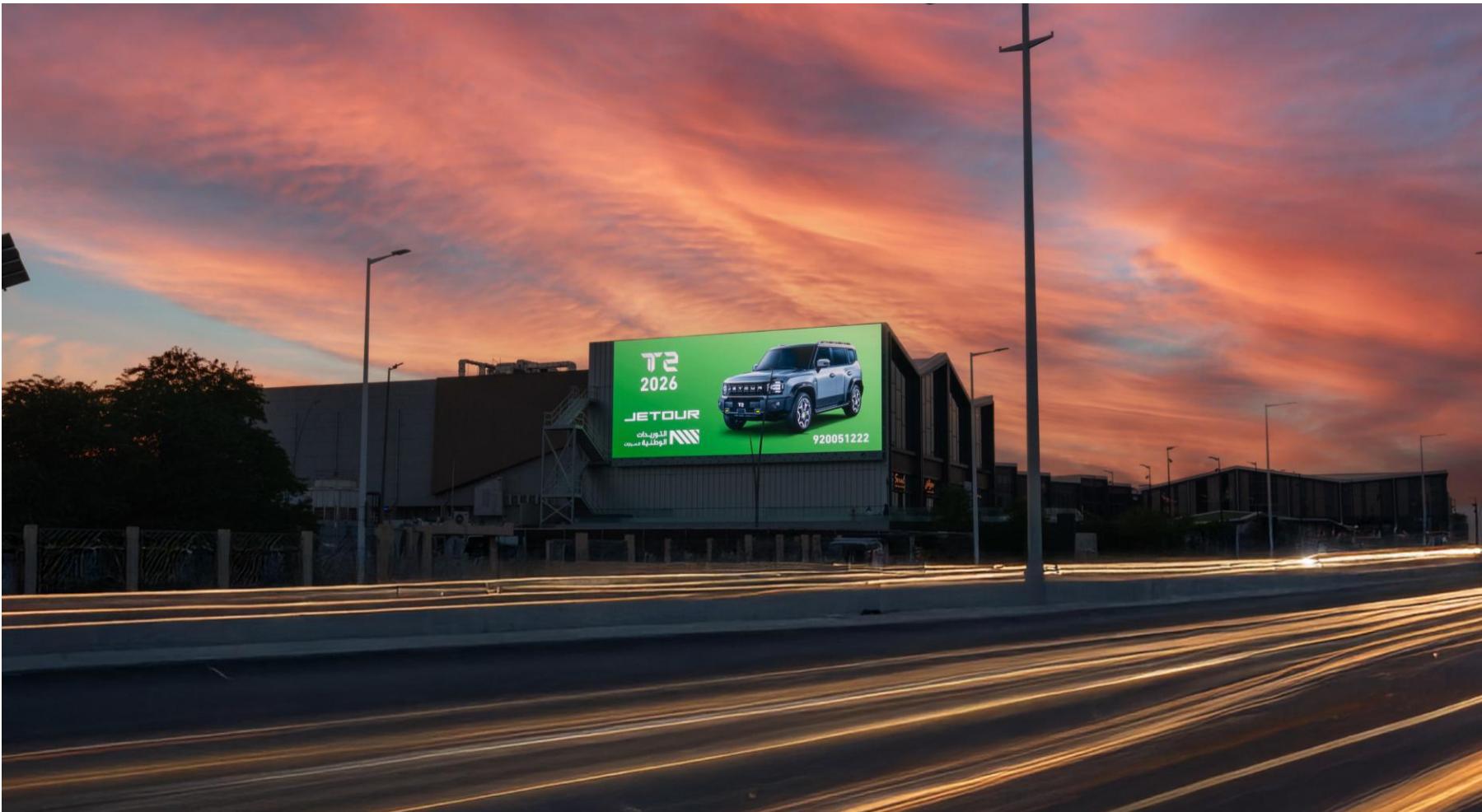
Positioned about 2.5 kilometers north of the King Abdullah Financial District on King Fahd Road, it offers prime accessibility between the Northern Ring Road and King Salman Road.





Esplanade (Vox)

Prince Turki Road, King Saud University District, Riyadh



Series:

Legacy Series

Market:

Riyadh

Facades:

1

Installation:

South Façade

Orientation:

Landscape

Total Dimension:

24 meters x 10 meters

Total Façade Space:

240m² per facade

Location Map:

[Click Here](#)

Overview

Positioned along Prince Turki Road on The Esplanade Mall's southern wall, this Digital Building Façade commands attention from motorists heading north [toward Digital City, U-Walk, and King Saud University](#).

Visible even from the nearby overpass, it offers powerful exposure in one of Riyadh's most vibrant commercial and lifestyle areas.



Cenomi Nakheel Mall

Imam Saud Bin Abdulaziz Road, An Mughrizat District, Riyadh

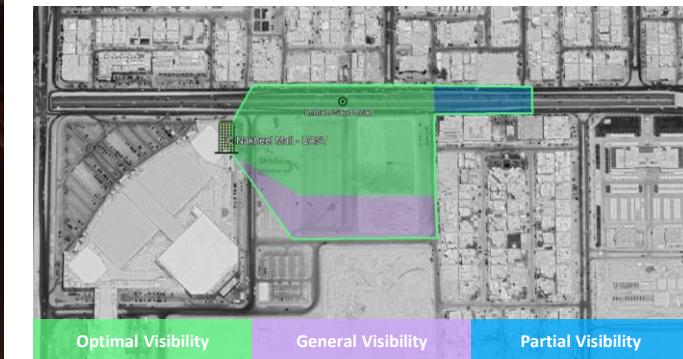
Series:	Legacy Series	Orientation:	Landscape
Market:	Riyadh	Total Dimension:	40 meters x 12 meters
Facades:	1	Total Façade Space:	480 m ²
Installation:	East Façade	Location Map:	Click Here

Overview

Set in a prime, high-traffic hub, the new Digital Building Façade installation is the first of its size and prominence in such a strategic position against the vibrant backdrop of Cenomi Nakheel Mall.

Eastern Façade

With direct exposure to motorists travelling westwards (from exit 9) along [Imam Saud Bin Abdulaziz Road](#) (towards Digital City).



Cenomi Nakheel Mall

Uthman Ibn Affan Road, An Mughrizat District, Riyadh

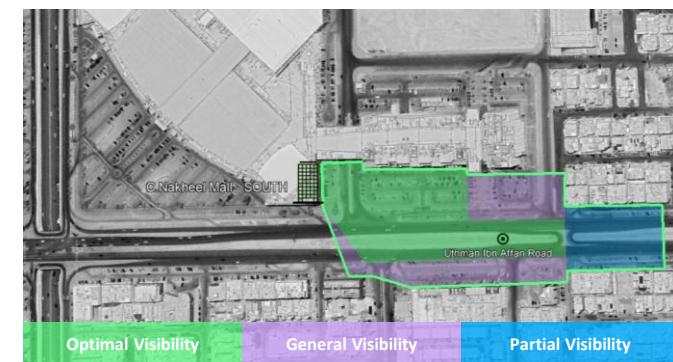
Series:	Legacy Series	Orientation:	Landscape
Market:	Riyadh	Total Dimension:	40 meters x 12 meters
Facades:	1	Total Façade Space:	480 m ²
Installation:	South Façade	Location Map:	Click Here



Overview

Installed on the opposite side of the Cenomi Nakheel Mall – East facade, this new Digital Building Façade is fixed on the southern wall of the mall.

Due to its positioning, this façade supports advertiser campaigns driving northwards along [Uthman Bin Affan Road](#) capturing all traffic originating from Al Mughrizat and An Nuzhah districts.



Zain Building

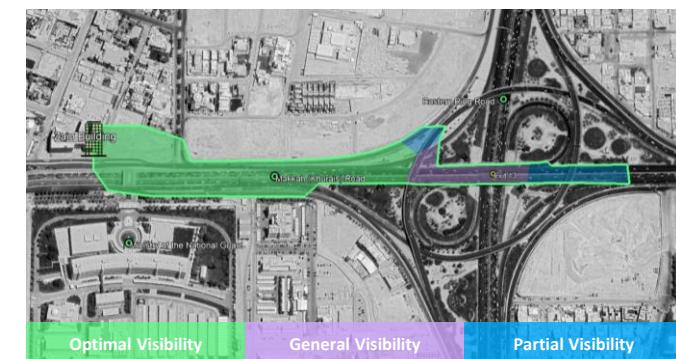
Makkah Road, King Abdullah District, Riyadh (opp. Ministry of National Guard)

Series:	Legacy Series	Orientation:	Landscape
Market:	Riyadh	Total Dimension:	42 meters x 11 meters (W x H)
Facades:	1	Total Façade Space:	462 m ²
Installation:	East Façade	Location Map:	Click Here

Overview

Positioned on the high-traffic Khurais Road, just after Exit 13 and [before the King Abdulaziz Public Library](#), the Zain Digital Building Façade offers prime visibility along one of Riyadh's most vital east-west corridors.

Facing westbound traffic, this expansive screen captures the daily attention of thousands of commuters, making it a commanding landmark for advertisers seeking consistent, high-frequency exposure in a zone that is a gateway into the heart of Riyadh City.



Solitaire

King Abdulaziz Road, As Sahafah District, Riyadh



Series:

Market:

Facades:

Installation:

Legacy Series

Riyadh

1 | L-Shape

South & East Façade

Orientation:

Landscape

Total Dimension:

77 meters x 18 meters (W x H)

Total Façade Space:

1,386 m²

Location Map:

[Click Here](#)

Overview

Installed on the south-east side of Riyadh's newest high luxury mall, this Digital Building Façade comprised of 2 sides will act as a [singular touchpoint](#).

Eastern Façade

With direct exposure to motorists on [Al Thoumamah Road](#) heading west and those on King Abdulaziz Road heading south.

Southern Façade

With direct exposure to motorists on [King Abdulaziz Road](#) heading north and those on Al Thoumamah Road heading east.



Metro Carriage Screens

Carriage Cars, Riyadh Metro



Series:

Transit Series

Orientation:

Landscape

Market:

Riyadh

18" and 19"

Trains / Screens:

183 Trains / 2,688 Screens

Screens per Carriage:

6

Installation:

Carriage Interior

Location Map:

N/A

Overview

Engage thousands of daily commuters through high-impact digital advertising inside Riyadh Metro Carriages.

Each carriage features up to six strategically placed screens, ensuring full visibility for seated and standing passengers.

With long dwell times in a distraction-free environment, brands benefit from high exposure, strong recall, and repeated impressions.

This [exclusive platform](#) offers direct access to a diverse, captive audience within one of the region's fastest-growing transport networks.



Rotana Signs



Stadium Dominance

Kingdom Arena | Souwaid Ibn Harithah, Hittin, Riyadh



Series:

Entertainment Series

Orientation:

Arch

Market:

Riyadh

Dimension:

34 meters x 27 meters

Screens / Sides:

4 Screens / 2 Sides

Screens per Carriage:

1,512m²

Installation:

Goal Lines

Location Map:

[Click Here](#)

Overview

Experience the future of stadium advertising with Rotana Signs' groundbreaking digital façade inside the Kingdom's largest indoor football stadium, [home to Al Hilal FC](#).

Featuring four high-definition LED facades positioned at each corner and [converging toward the central scoreboard along the goal lines](#), the 1,512m² display offers unmatched visibility and immersion.

For over 90 minutes, brands command the arena's visual space, achieving maximum exposure in one of the region's most dynamic sporting environments.





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
	Game #8	Al Hilal	x	Al Nasr
	Game #10	Al Hilal	x	Al Ahli
	Game #12	Al Hilal	x	Al Ittihad

Match Type	Kingdom Arena Home Game	Football Match		Date
OTHER MATCHES	Game #1	Al Hilal	x	Al Riyadh
	Game #2	Al Hilal	x	Al Qadisiya
	Game #3	Al Hilal	x	Al Okhdud
	Game #5	Al Hilal	x	Al Fateh
	Game #6	Al Hilal	x	Al Khaleej
	Game #7	Al Hilal	x	Al Hazem
	Game #9	Al Hilal	x	Al Fayhaa
	Game #11	Al Hilal	x	Al Ittifaq
	Game #13	Al Hilal	x	Al Najmah
	Game #14	Al Hilal	x	Al Taawun
	Game #15	Al Hilal	x	Al Kholoood
	Game #16	Al Hilal	x	Damac
	Game #17	Al Hilal	x	Neom
				Wed, 03-May-2026



Jeddah

Where Tradition Inspires Modern Expression Along the Western Coast

Digital Steel Bridge

City Wide Distribution, Jeddah



Series:

Digital Series

Market:

Jeddah

Location / Faces:

12 Locations / 24 Faces

Installation:

City Wide

Orientation:

Landscape

Av. Dimension:

≈77 meters x 9 meters (W x H)

Av. Space:

≈500m² per facade

Location Map:

[Click Here](#)

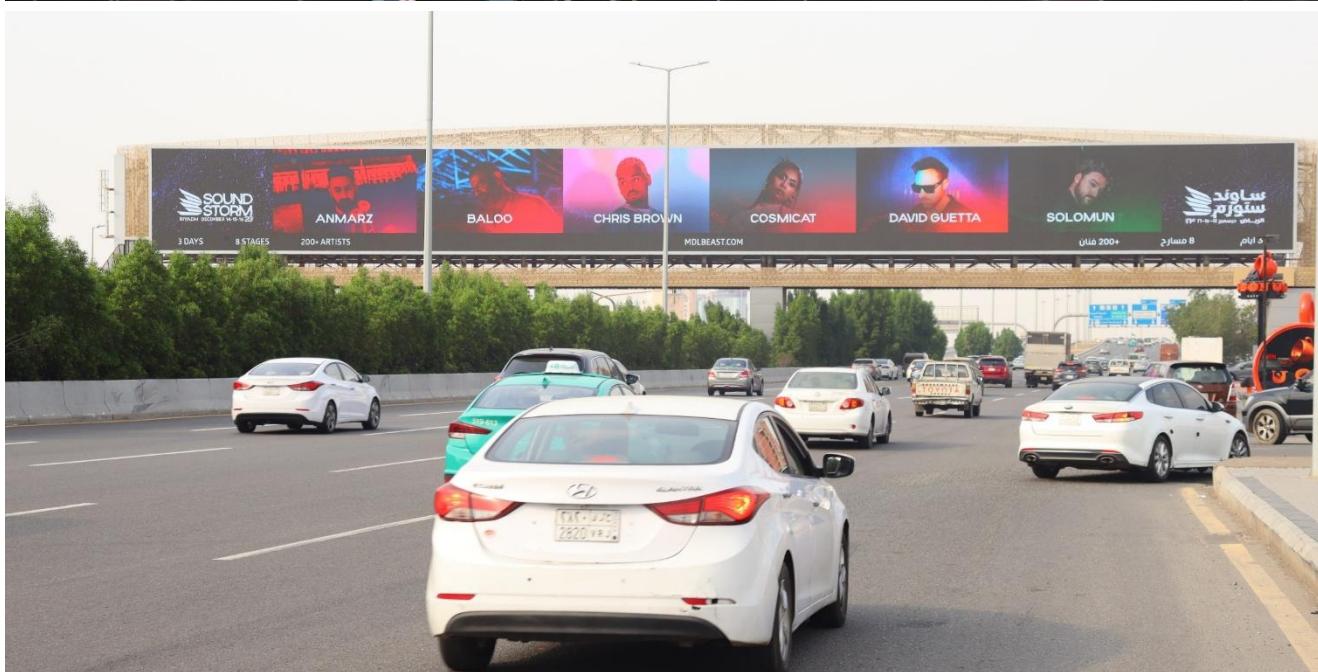
Overview

A true innovation in Jeddah's OOH landscape, the Digital Steel Bridges span major highways as iconic, full-width LED structures.

With over 500m² of premium display space, they deliver unmatched visibility, brand impact, and dual-sided exposure while serving as safe pedestrian crossings.

Each bridge supports static, animated, and day-part messaging on high-profile routes.





Digital Bridge

City Wide Distribution, Jeddah



Series:

Digital Series

Market:

Jeddah

Faces:

18

Installation:

Tunnels and Overpasses

Orientation:

Landscape

Total Dimension:

14 meters x 3 meters

Total Façade Space:

42 m²

Location Map:

[Click Here](#)

Overview

A network of 20 new **Digital Bridges** are being installed across the vibrant west coast city of Jeddah, extending high-impact visibility along key east–west and north–south corridors.

Designed as the dynamic counterpart to the Digital Steel Bridges, this new series captures the attention of thousands of residents and commuters daily, reinforcing brand presence across connected neighborhoods and communities.

Placement will be included across:

- East/West Roads x Madina Road (Overpass / Tunnels)
- King Abdullah Road
- Al Andalus Road
- Sari Road
- King Fahed Street (Sitteen)



Stars Avenue

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



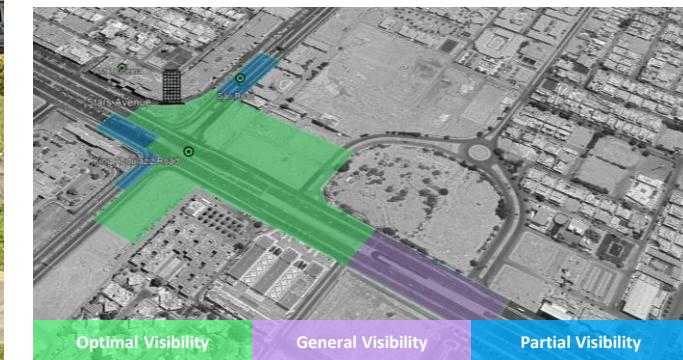
Series: Legacy Series
Market: Jeddah
Facades: 1
Installation: South Façade

Orientation: Landscape
Total Dimension: 77.6 meters x 12.6 meters
Total Façade Space: 977.8 m²
Location Map: [Click Here](#)

Overview

The Stars Avenue Digital Building Façade is a high-definition display along Jeddah's busy [King Abdulaziz Road](#).

A well-known city landmark crossing Sari Road, its curved, low-level design maximizes visibility and captures attention from motorists in every direction



Tahlia Mall

Tahlia Mall, Tahlia Road, Ar Rawdah District, Jeddah



Series:

Legacy Series

Market:

Jeddah

Facades:

1 | L-Shape

Installation:

South & East Façades

Orientation:

Landscape

Total Dimension:

23.2 meters x 16.2 meters

Total Façade Space:

375.84 m²

Location Map:

[Click Here](#)

Overview

Installed in 2025, the Tahlia Mall Digital Building Façade spans two sides of the mall along Jeddah's prime Tahlia Road.

Positioned at **eye level and 3D-capable**, it offers clear visibility to westbound motorists near Al Nawah Roundabout, ensuring extended exposure as traffic slows at this busy junction.



Sari Road

Sari Road, As Salamah District, Jeddah



Series: Legacy Series
Market: Jeddah
Facades: 1
Installation: East Facade

Orientation: Portrait
Total Dimension: 9.76 meters x 15.36 meters
Total Façade Space: 149.9 m²
Location Map: [Click Here](#)

Overview

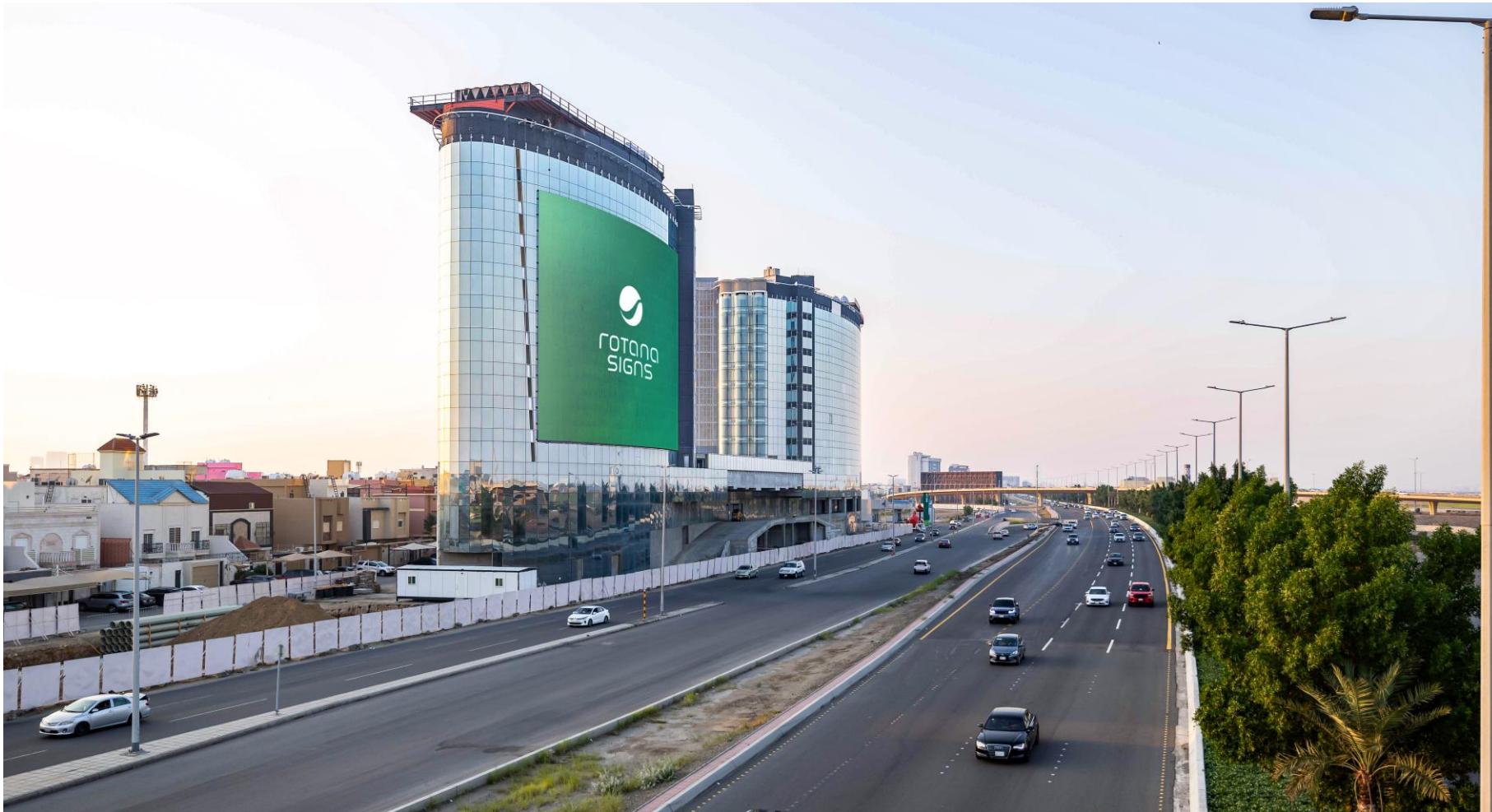
Located at the junction of Sari Road and Al Yamamah Street in central Jeddah, this Digital Building Façade offers prime visibility amid heavy traffic.

As one of the city's [key east–west routes](#), Sari Road ensures repeated exposure, making it a major advertising landmark for daily commuters.



Madina Road

Madina Road, Al Naeem District, Jeddah



Series:

Legacy Series

Orientation:

Portrait

Market:

Jeddah

Total Dimension:

35.1 meters x 25.6 meters

Facades:

1

Total Façade Space:

898.5 m²

Installation:

East Facade

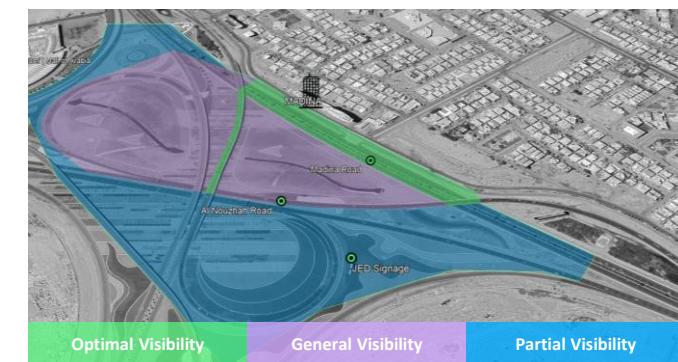
Location Map:

[Click Here](#)

Overview

Located in Al Naeem district along Madina Road, this Digital Building Façade captures attention from both directions and eastbound traffic on Al Nouzhah Road.

Strategically placed near the city's northern junction, it greets arriving travelers and remains a familiar landmark for daily commuters across Jeddah.



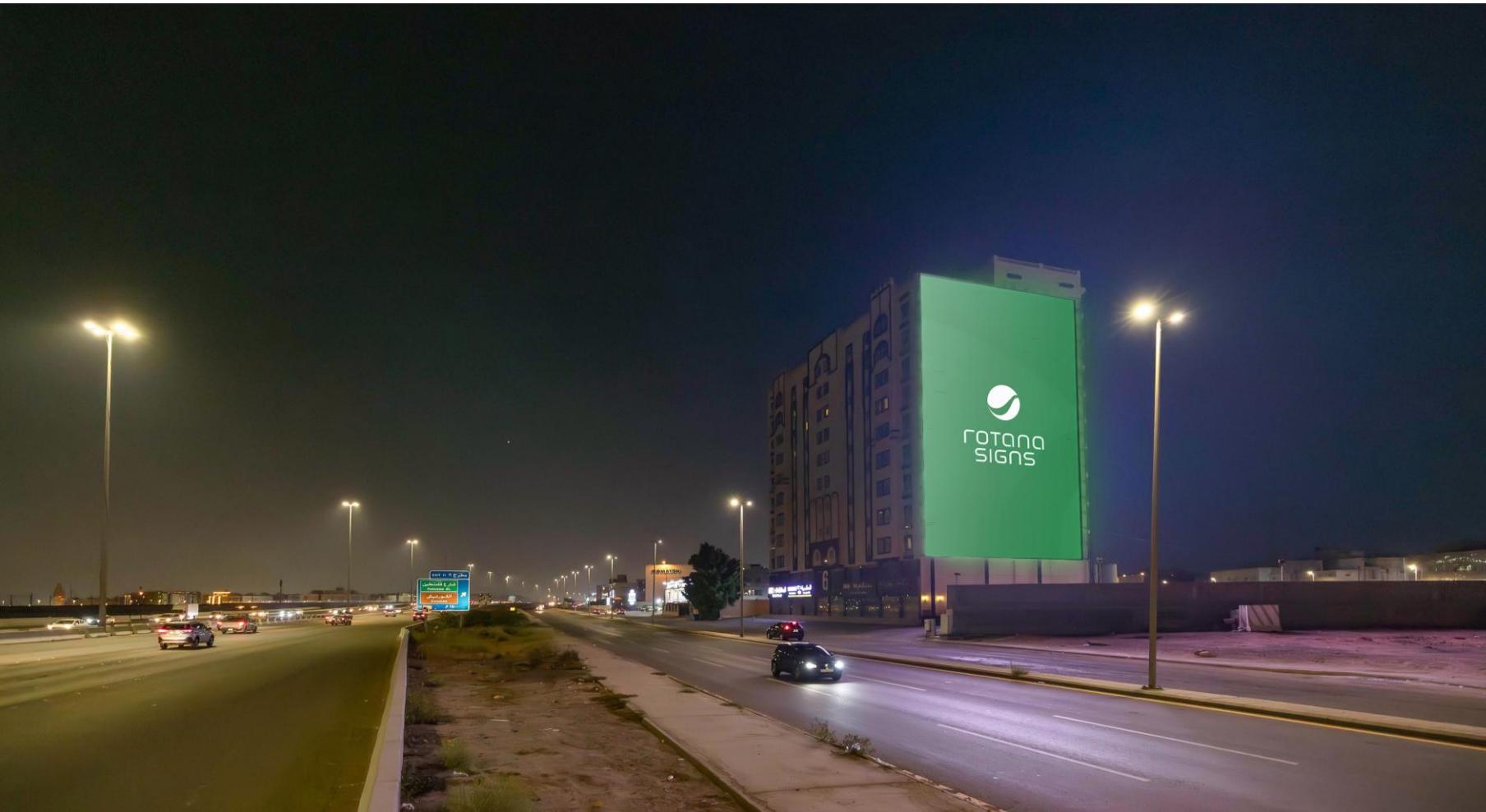
Optimal Visibility

General Visibility

Partial Visibility

Haramain Road

Haramain Road (RING ROAD), Al Naeem District, Jeddah



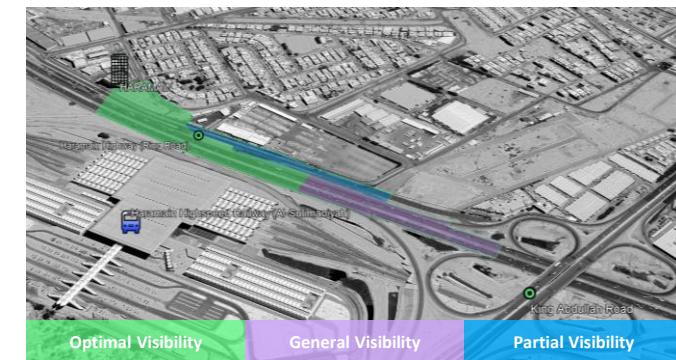
Series: Legacy Series
Market: Jeddah
Facades: 1
Installation: South Facade

Orientation: Portrait
Total Dimension: 20.8 meters x 33.1 meters
Total Façade Space: 688.4 m²
Location Map: [Click Here](#)

Overview

Located along the Ring Road (Haramain Highway) on Jeddah's eastern edge, this Digital Building Façade serves a key north/south corridor linking nearby districts and Makkah.

With heavy daily traffic across four lanes and service roads, it offers strong visibility, further enhanced by its [proximity to Al-Sulimaniyah Train Station](#).



Prestige Billboard

City Wide Distribution, Jeddah



Series:

Digital Series

Market:

Jeddah

Faces:

10 Faces

Installation:

Roadside

Orientation:

Landscape / Portrait

Av. Dimension:

7m x 11m / 6m x 9m

Av. Space:

77 m² / 54 m²

Location Map:

[Click Here](#)

Overview

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

With strategically chosen locations in high profile areas, the **Prestige Billboard** installations are designed to keep the community informed while delivering exceptional exposure for local, regional, and international brands.

Orientated in a portrait nature, the Prestige Billboards are positioned in well-established neighborhoods and key roads such as:

- Tahlia Street
- Prince Sultan
- King Abdulaziz Road



Maxi Billboard

City Wide Distribution, Jeddah



Series: Digital Series
Market: Jeddah
Faces: 45 Faces
Installation: Roadside

Orientation: Landscape
Av. Dimension: 10m x 5m / 14.7m x 4.3m
Av. Space: 50 m²
Location Map: [Click Here](#)

Overview

Maxi Billboards redefine high-impact digital out-of-home across Jeddah's established and fast-growing districts, expanding brand visibility into previously untapped areas of the city.

These structures deliver powerful, dominant exposure across Jeddah's key road networks, including King Abdulaziz Road, King Fahd Road (Sitteen), Madinah Road, Prince Mohammad Road (Tahlia), Ring Road (Haramain Road) and more.

Maxi Billboards offer **city-wide coverage, high frequency**, and consistent visibility, creating exceptional exposure opportunities across Jeddah's most vibrant urban zones.



Static Maxi Billboard

City Wide Distribution, Jeddah



Series:

Classical Series

Orientation:

Landscape

Market:

Jeddah

≈14.7 meters x 4.3 meters

Location / Faces:

11 Locations / 21 Faces

≈63m² per facade

Installation:

Roadside

Av. Space:

[Click Here](#)

Location Map:

Overview

Static Maxi Billboards in Jeddah are strategically positioned along Medina Road and the Jeddah–Makkah Highway, key routes connecting daily commuters, pilgrims, and industrial zones.

Prominent and unobstructed, they deliver strong visibility and impact, making them ideal for large-scale campaigns with clear calls to action.

Located near major commercial and industrial areas, these Static offer clear long-distance communication, high exposure, and flexibility for special advertising executions



Static Steel Bridge

Al Makarunah Street, An Nuzhah District, Jeddah



Series:

Classical Series

Orientation:

Landscape

Market:

Jeddah

≈66 meters x 8.7 meters

Location / Faces:

1 Location / 2 Faces

≈410m² per facade

Installation:

Pedestrian Bridge

Location Map:

[Click Here](#)

Overview

Located in Jeddah's northern An Nuzhah district along Al Makarunah Street, the Static Steel Bridge offers brands exclusive 24/7 visibility and complete share of voice.

Installed on a prominent route, it provides clear dual-sided exposure to both motorists and pedestrians while serving as a safe crossing.

Designed for impactful static displays, it stands as a powerful landmark for sustained brand presence in a prime city location.



Hajj Terminal

King Abdulaziz International Airport, Jeddah

Series:	Transit Series	Orientation:	Landscape & Portrait
Market:	Jeddah	Av. Dimension:	Various
Faces:	744 Faces	Av. Space:	Various
Installation:	Interior & Exterior	Location Map:	Click Here

7 Million PAX '24

30,000+ Flights

40+ Countries of Origin

80+ Airlines



Duty Free



Luggage Area Wall Screens



Luggage Area Belt Screens



Passport Control Screens



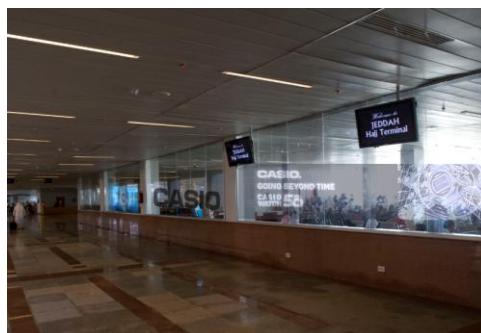
Exit Screens



Plaza Screens



Jet Bridges



Stickers



Square Pillars



Luggage Belt Wall Screens

Hajj Terminal

King Abdulaziz International Airport, Jeddah

7 Million PAX '24

30,000+ Flights

40+ Countries of Origin

80+ Airlines

Series:

Transit Series

Orientation:

Landscape & Portrait

Market:

Jeddah

Av. Dimension:

Various

Faces:

744 Faces

Av. Space:

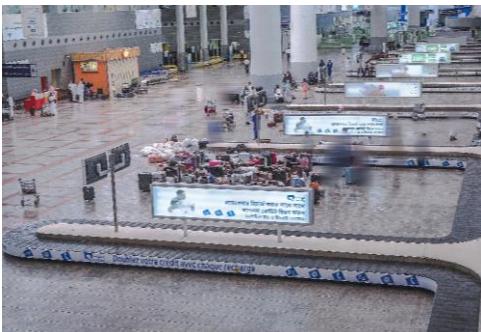
Various

Installation:

Interior & Exterior

Location Map:

[Click Here](#)



Light-Box's & Baggage Stickers

Columns

Promotional Stand

Waiting Area Light Boxes

Totems





Haramain Highspeed Railway

9.1 Million PAX '24

5 Stations

35 Operating Trains

450 KM of Track

Series: **Transit Series**

**Stations
Covered
By Train:**

- Makkah
- Jeddah
- King Abdulaziz Int'l Airport
- KAEC
- Madinah

Faces:

Installation:
Orientation:
Location Map:

1,770 Faces

Interior & Exterior
Landscape & Portrait

[Click Here](#)



Overhead LED Screen



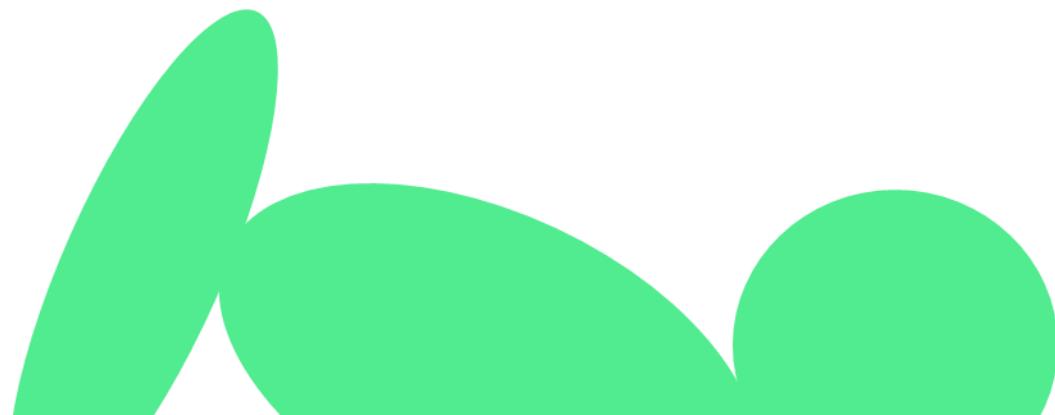
Interior Sliding Doors



Overhead Luggage Rack



Train Wrapping



9.1m Passengers Utilized HHR in 2024

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



Dammam / Al-Khobar

Where Industry, Energy, and Vision Converge

Greater Dammam | Upcoming Formats

Expected Installation: January 2026
10x Unipoles
30x Megacoms

10 Year Exclusive Contract

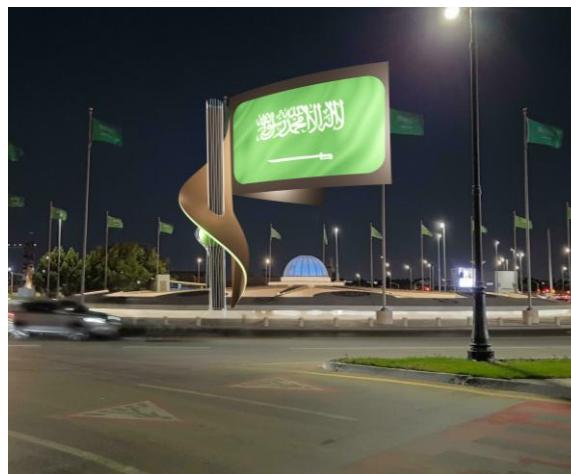
Dammam/Khobar/Dhahran Coverage

Digital Megacoms

Digital Unipoles

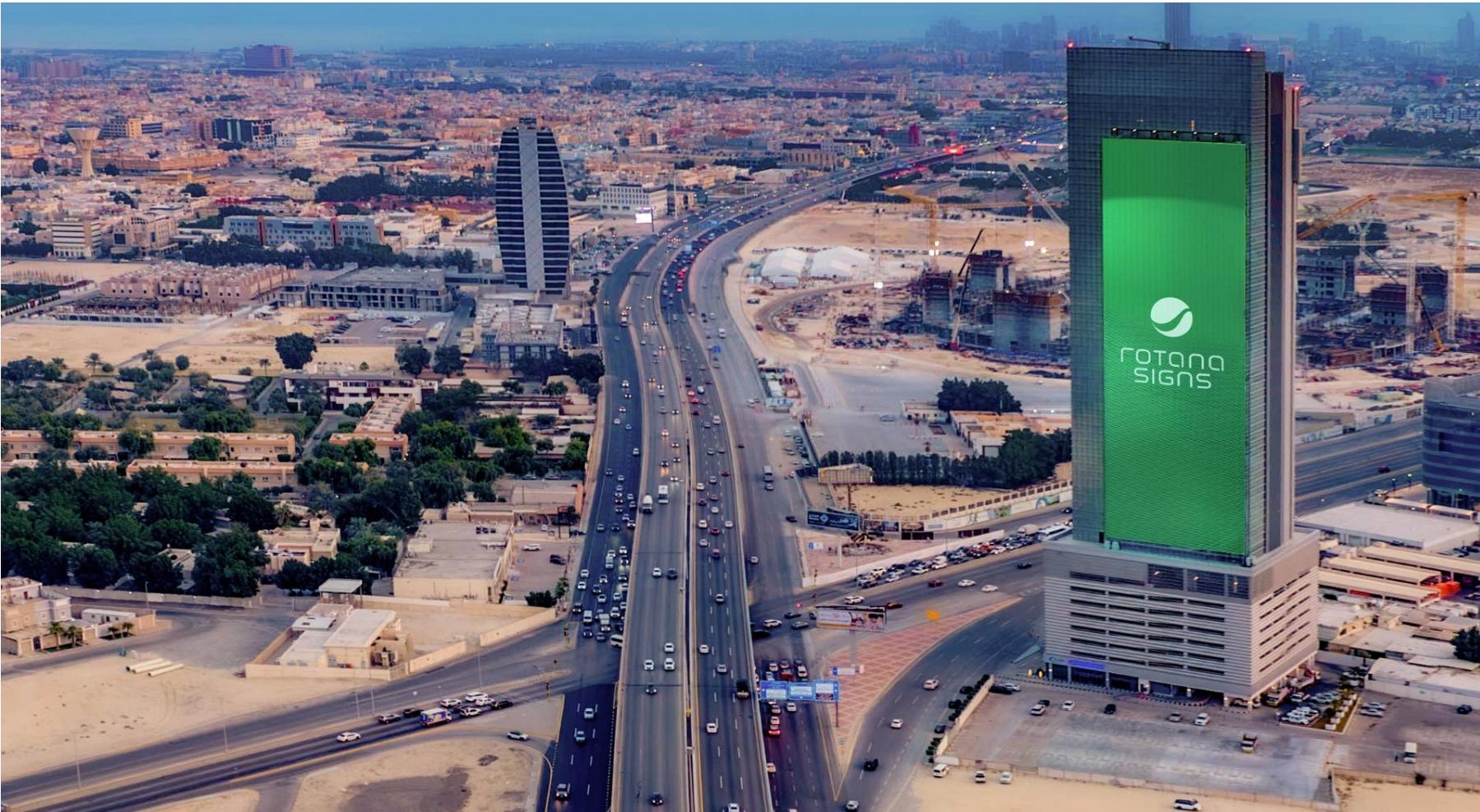
Super Megacoms

Digital Bridges



Al Abdulkarim Tower

King Fahad Road, Al Qashlah, Dhahran



Series:

Legacy Series

Market:

Dhahran

Facades:

1

Installation:

North Facade

Orientation:

Portrait

Total Dimension:

30 meters x 90 meters

Total Façade Space:

2,700 m²

Location Map:

[Click Here](#)

Overview

Rising 150 meters with 41 floors, Al Abdulkarim Tower is the tallest commercial building in the Eastern Province, located at the King Fahad and King Saud Roads intersection in Dhahran.

Its northern façade hosts one of the province's largest digital screens, offering strong visibility to motorists traveling between Dammam, Khobar, and Dhahran.



Optimal Visibility

General Visibility

Partial Visibility



Al Khaldi Tower

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



Series: Legacy Series
Market: Dhahran
Facades: 1
Installation: South Facade

Orientation: Portrait
Total Dimension: 20 meters x 25 meters
Total Façade Space: 500 m²
Location Map: [Click Here](#)

Overview

Strategically located in Dhahran along the bustling Custodian of The Two Holy Mosques Road, Al Khaldi Tower stands opposite the iconic Ithra and near the Saudi Aramco vicinity.

Its state-of-the-art digital screen commands visibility along one of the Eastern Province's key arteries, connecting Dhahran, Dammam, and Al Khobar, and engaging motorists traveling toward major destinations including Al Qatif, Al Jubail, and Bahrain.



Gulf Center

Prince Turkey Street, Al Corniche, Al Khobar



Series:

Market:

Facades:

Installation:

Legacy Series

Al Khobar

1 | L-Shape

North & West Façade

Orientation:

Total Dimension:

Total Façade Space:

Location Map: [Click Here](#)

Landscape

95 meters x 9 meters

855 m²

Overview

Located on Al Khobar's Corniche along Prince Turkey Street, the Gulf Center features an L-shaped digital façade with north and west exposure for maximum visibility.

Positioned at a key T-junction connecting Dammam, Dhahran, and Al Khobar, it offers unobstructed views and continuous exposure to high daily traffic to motorists [entering and leaving the Al Khobar Corniche area](#).



Mousa Tower

King Fahad Road, Al Khalidiyah Al Janubiyyah, Dammam



Series: Legacy Series
Market: Dammam
Facades: 1
Installation: South Facade

Orientation: Portrait
Total Dimension: 40 meters x 60 meters
Total Façade Space: 2,400 m²
Location Map: [Click Here](#)

Overview

Mousa Tower, located along King Fahad Road in East Dammam, features a prominent southern façade digital screen visible from over 1 km away.

It targets northbound traffic from Al Khobar and nearby areas, offering prime exposure to motorists heading toward Dammam's key residential, commercial, and port districts.



Street LED

City Wide Distribution, Dammam/Al-Khobar



Series:

Digital Series

Orientation:

Square

Market:

Dammam/Al-Khobar

Av. Dimension:

8 meters x 8 meters

Location / Faces:

6 Locations / 6 Faces

Av. Space:

64m² per façade

Installation:

Traffic Intersections

Location Map:

[Click Here](#)

Overview

Street LEDs have become a key feature of urban advertising, delivering dynamic, high-impact content at busy intersections.

These versatile 8m x 8m displays suit all campaign types and engage motorists during standstill traffic in community hotspots.



Madinah & Makkah

Driving hospitality, infrastructure, and transformative urban growth

*Makkah | Upcoming Formats

Expected Installation: January 2026
10x Unipoles
30x Megacoms

10 Year Contract

600+ Points

City-Wide Coverage

Megacoms

Unipoles

Landmark Formats

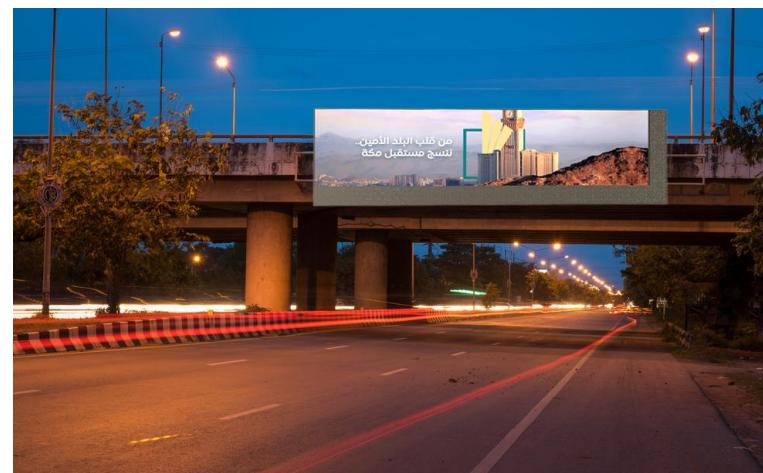
Street Mupis

Concrete Bridges

Pedestrian Bridges

Street LEDs

Bus Shelter Mupis



Digital Hoarding

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



Series:

Market:

Facades:

Installation:

Legacy Series

Madinah

2

East & West Façade

Orientation:

Landscape

Total Dimension:

40 meters x 8 meters

Total Façade Space:

320 m² per facade

Location Map:

[Click Here](#)

Overview

As Saudi Arabia's [first Digital Hoarding installation](#), these two 40 x 8 meter structures mark a milestone in the Kingdom's OOH evolution.

Positioned [on Al Imam Al Muslim Road southwest of the Holy Mosque](#), they command heavy traffic flow connecting major city routes.

The project reflects Madinah's urban growth and rising demand for dynamic advertising platforms.



*Digital Hoarding

King Abdallah Road (Second Ring Road) after Al-Faleh Sport Center, Madinah

Series:	Legacy Series	Orientation:	Landscape
Market:	Madinah	Total Dimension:	50 meters x 8 meters
Facades:	1	Total Façade Space:	400 m ²
Installation:	East Façade	Location Map:	Click Here



Overview

As part of the continued development of Madinah's out-of-home media landscape, a third premium **Digital Hoarding** has been strategically installed along **King Abdallah Road (Second Ring Road)**, reinforcing the city's high-impact advertising network.

Located just 1.1 km south of the King Abdulaziz x King Abdallah Junction, this prime digital site sits on the **eastern stretch of the Second Ring Road** a key artery connecting motorists to and from Prince Mohammad bin Abdulaziz International Airport and the Haramain High-Speed Railway Station.

The location delivers strong reach, consistent frequency, and impactful brand exposure across one of Madinah's most vital transit corridor.



Jood Tower

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

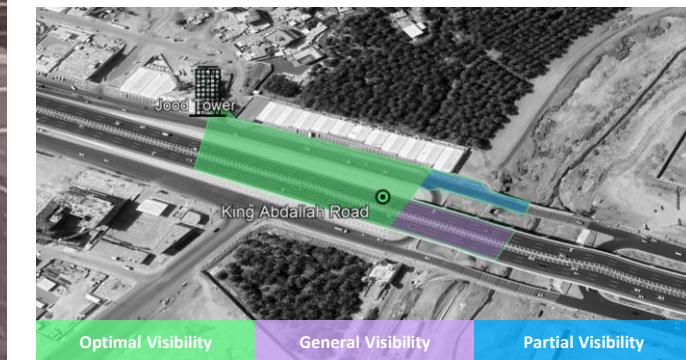
Series: Legacy Series
Market: Madinah
Facades: 1
Installation: North Façade

Orientation: Portrait
Total Dimension: 13 meters x 19 meters
Total Façade Space: 247 m²
Location Map: [Click Here](#)

Overview

Installed on the northeast section of Madinah's Second Ring Road (King Abdullah Road), this Digital Building Façade faces southbound traffic near Al Rashid Mall.

Just 400 meters away, the site experiences heavy flow toward King Abdulaziz Junction and is surrounded by hotels and commercial venues serving both residents and visiting pilgrims.



Digital Megacom

City Wide, Makkah



Series:

Digital Series

Orientation:

Square

Market:

Makkah

Total Dimension:

4 meters x 3 meters

Faces:

TBC

Total Façade Space:

12 m²

Installation:

Inner-City/Roadside

Location Map:

[Click Here](#)

Overview

This mid-sized tactical format within the city of Makkah is **being installed** and is a wonderful medium designed for broad reach, high frequency and a tool for immediate awareness.

With congested and smaller streets found in Makkah, the Digital Megacom's result in clearer exposure from either side of the road.

Structurally attractive, the Digital Megacom is 4x3 in size and will be situated along:

- All major city roads
- Inner-city streets
- Traffic intersections
- Key residential and business vicinities

Other Cities

Where Innovation Shapes Urban Identity

Digital Bridge

City Wide Distribution, Buraydah, Al Qassim



Series:

Digital Series

Market:

Buraydah, Al Qassim

Location / Faces:

12 Locations / 24 Faces

Installation:

Tunnels & Overpass

Orientation:

Landscape

Av. Dimension:

15.83 meters x 2.88 meters

Av. Space:

≈45.6m² per facade

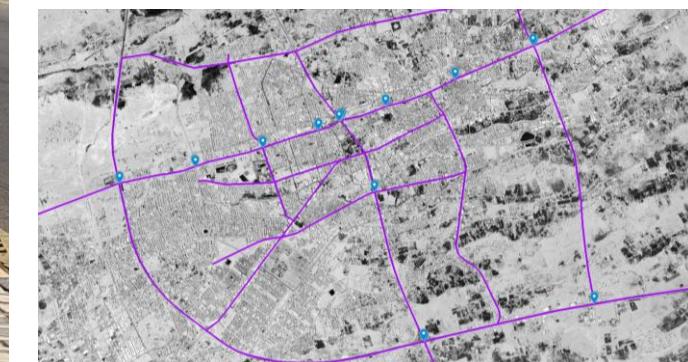
Location Map:

[Click Here](#)

Overview

Buraydah, the capital of Al Qassim province and known as Saudi Arabia's "food basket" for its rich agricultural output, is home to [24 Digital Bridges](#) across major roads and intersections.

Spanning entire lanes, these premium landscape-format screens offer unobstructed, long-distance visibility and direct line-of-sight exposure to all motorists, providing brands with exceptional reach throughout the city.



Digital Bridge

City Centric Distribution, Arar



Series:

Digital Series

Market:

Arar

Location / Faces:

3 Locations / 6 Faces

Installation:

Tunnels & Overpass

Orientation:

Landscape

Av. Dimension:

12.28 meters x 2.88 meters

Av. Space:

≈35.4m² per facade

Location Map:

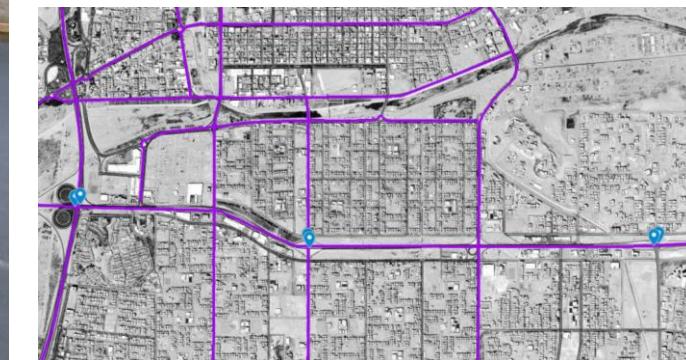
[Click Here](#)

Overview

Located near the Iraqi border, Arar serves as the capital of the Northern Borders Province and plays a vital role as a growing trade and logistics hub.

Along its key city roads, Al Nabaq Road and Prince Abdulaziz Bin Musa Road, **6 Digital Bridges** offer powerful visibility in every direction of travel.

Each premium, landscape-oriented screen provides clear, unobstructed exposure and exceptional reach, allowing advertisers to deliver dynamic, time-specific messaging that connects with motorists across the city's expanding network.



Digital LED

City Central Distribution, Arar and Al Qurayyat



Series:

Digital Series

Market:

Arar & Al Qurayyat

Location / Faces:

1x Arar + 2x Al Qurayyat

Installation:

Traffic Intersections

Orientation:

Square

Av. Dimension:

5/6 meters x 4 meters

Av. Space:

≈21m² per facade

Location Map:

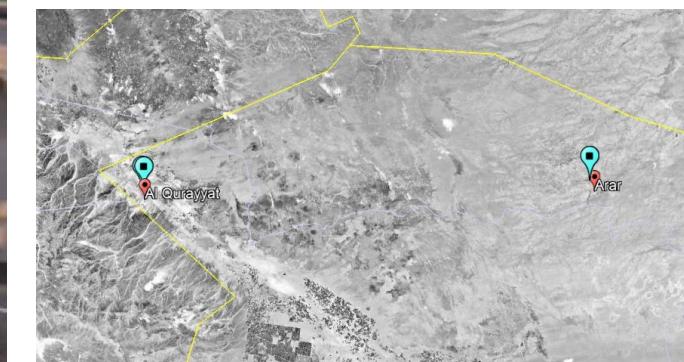
[Click Here](#)

Overview

Out-of-home media in rural cities has long relied on static formats, but in Arar and Al Qurayyat, this has evolved with the introduction of Street LED.

Strategically positioned at the busiest intersections, these elevated displays offer dynamic visibility for motorists and pedestrians alike.

Installed at key traffic points, they maximize exposure, reinforce brand recall during prolonged waits, and support both static and animated campaigns for engaging storytelling.



Aziz Building

Al Mutalla Street, Al Jabal District, Jazan



Series:

Legacy Series

Market:

Jazan

Facades:

1

Installation:

South Façade

Orientation:

Portrait

Total Dimension:

5 meters x 15 meters

Total Façade Space:

75 m²

Location Map:

[Click Here](#)

Overview

Located in central Jazan, the Aziz Building Screen stands along a major roadway surrounded by busy commercial and residential areas, including Al Jabal and Ar Rawdah districts.

Just south of Al Mutalla Street and near key city junctions, it offers strong visibility and continuous traffic exposure.



Optimal Visibility

General Visibility

Saraya Building

Prince Mohammad Bin Nasser Road, Ash Shati, Jazan



Series: Legacy Series
Market: Jazan
Facades: 1
Installation: South Façade

Orientation: Portrait
Total Dimension: 9 meters x 15 meters
Total Façade Space: 135 m²
Location Map: [Click Here](#)

Overview

Located at a major crossroad in northern Jazan, this Digital Building Façade links central Jazan to Jazan University and nearby residential areas.

Along Prince Mohammad Bin Nasser Road, near AlSadfa Roundabout and Prince Metib Road, it offers strong visibility amid hotels, parks, and growing commercial zones.



*SNB Building

King Abdulaziz Road - 350m before King Faisal Road Roundabout, Jazan



Series:

Legacy Series

Market:

Jazan

Facades:

1

Installation:

West Façade

Orientation:

Portrait

Total Dimension:

9 meters x 17 meters

Total Façade Space:

153 m²

Location Map:

[Click Here](#)

Overview

Located along King Abdulaziz Road on the outer façade of the SNB Building in Al Safa District, this 9 x 17 meter digital portrait façade captures all eastbound traffic toward the King Faisal Junction, delivering strong, uninterrupted exposure.

Positioned on a key central corridor, just 200 meters before the Airport Road southern entrance and along the main route to Abu Areesh, the site benefits from consistent urban and intercity traffic.

Surrounded by local businesses, hotels, and serviced apartments, the location enjoys continuous activity, making it a powerful touchpoint for reaching high-frequency local audiences with impactful brand messaging.



Static Maxi Billboard

Key Central Locations, Hail



Series:

Classical Series

Orientation:

Landscape

Market:

Hail

Av. Dimension:

14.65 meters x 4.27 meters

Location / Faces:

3 Locations / 6 Faces

Av. Space:

63m² per façade

Installation:

Roadside

Location Map:

[Click Here](#)

Overview

Located in northwestern Saudi Arabia, Hail City is a growing agricultural and commercial hub where Static Maxi Billboards offer brands powerful visibility across key roadways.

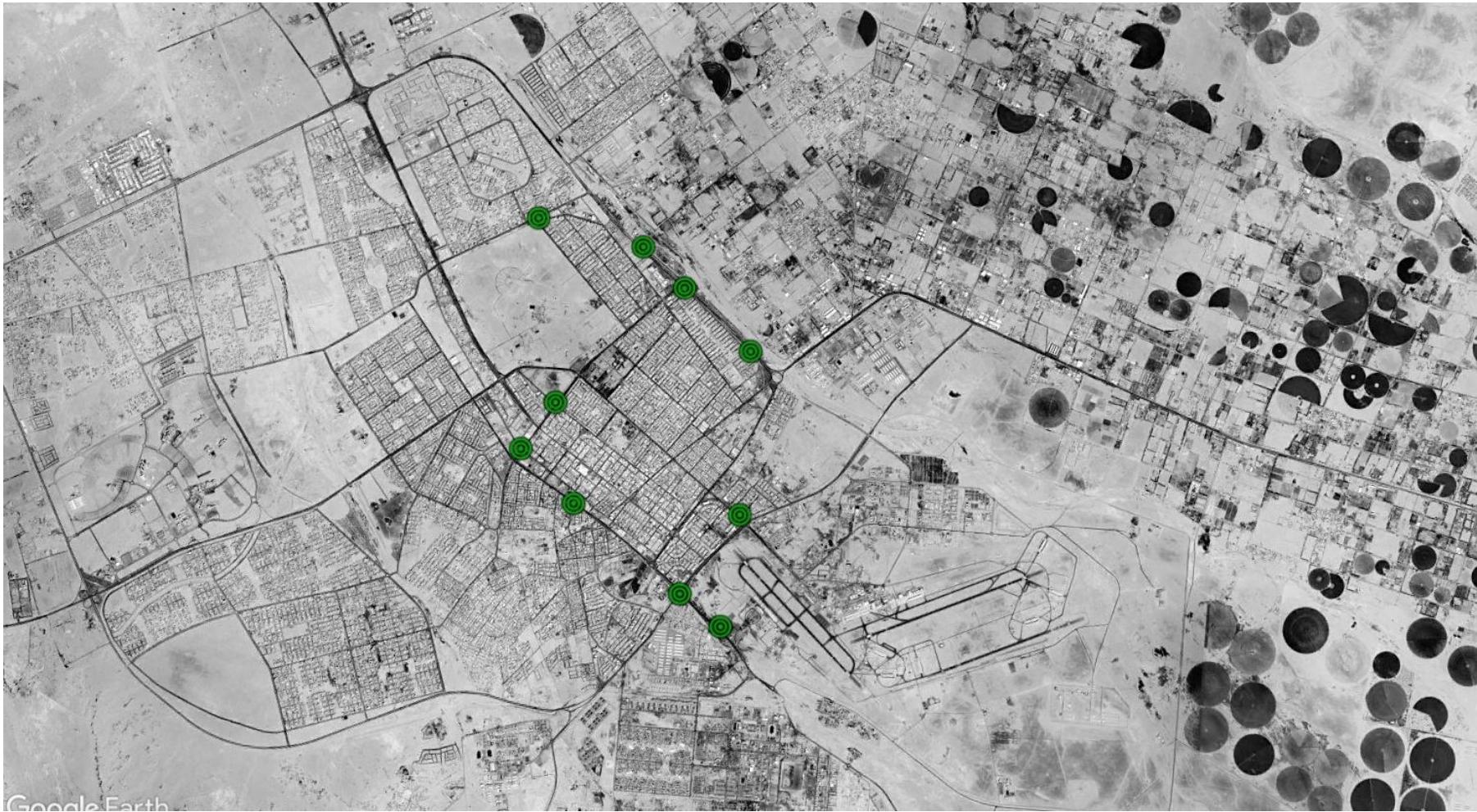
With a population of nearly 500,000, these elevated formats provide uninterrupted 24/7 exposure, ideal for bold messaging and long-term awareness campaigns.

Their commanding presence ensures lasting impact and consistent engagement with residents, commuters, and visitors.



*Maxi Billboard

City Wide Distribution, Tabuk



Google Earth

Series:

Digital and Classic Series

Orientation:

Landscape

Market:

Tabuk

Av. Dimension:

10m x 5m

Faces:

TBC

Av. Space:

50 m²

Installation:

Roadside

Location Map:

[Click Here](#)

Installation: Jan/Feb 2026

Maxi Billboards will soon also have presence across the city of Tabuk, helping elevate the OOH landscape in the northern gateway city.

Retail Series

Conversion-Driven Environment | Impulse Engagement

Digital Gate

Major Supermarket Chains, Riyadh, Jeddah and Dammam/Khobar



Series:

Retail Series

Market:

Riyadh, Jeddah, Dam/Kho

Units:

41

Installation:

Supermarket Entrances

Chains:

2 Supermarket Chains

Orientation:

Arch

Dimension:

≈4.3 meters x 3.5 meters

Location Map:

[Click Here](#)

Overview

Digital Gates serve as powerful shopper engagement touchpoints, positioned at supermarket entrances to capture attention at the very start of the shopping journey.

As one of the Kingdom's newest in-store digital formats, they deliver unmissable visibility in high-traffic retail spaces, ideal for promotions, seasonal campaigns, and brand awareness.

By engaging consumers at entry, Digital Gates strengthen recall and influence purchase decisions from the outset.



Hyper Digital Solution

Major Supermarket Chains, Riyadh, Jeddah and Dammam/Khobar



Series:

Retail Series

Market:

Riyadh, Jeddah, Dam/Kho

Faces:

874

Installation:

Above Cashier Desk

Chains:

7 Supermarket Chains

Orientation:

Portrait

Dimension:

90 cm x 160 cm

Location Map:

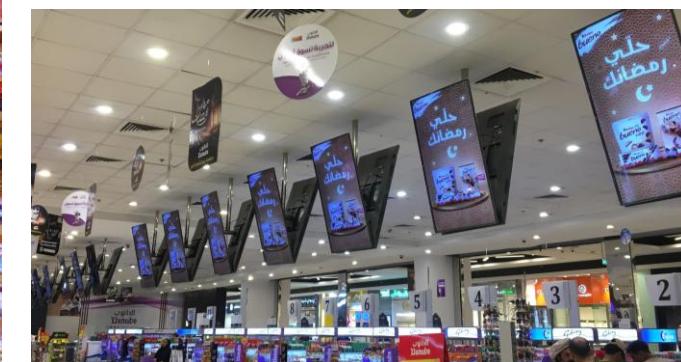
[Click Here](#)

Overview

Hyper Digital Solutions (HDS) is a dynamic in-store advertising format that engages shoppers while browsing and at checkout.

Positioned above cashier counters, it delivers high-impact visibility at the point of purchase through sequential portrait screens displaying synchronized, time-targeted messages.

Supporting both static and animated content, HDS reinforces impulse buying and promotions, ensuring brands reach consumers when they're most ready to act.



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 [Piaget](#)

[SNB](#)

[Alinma Bank](#)

[National Housing Company](#)

[Extra Electronics](#)

[Faisal Al Dayel](#)

[Nintendo](#)

[Jetour](#)

[Rua Al-Haram](#)

[Riyadh Fashion Week](#)

[VOX – Tron Movie](#)

[BYD](#)

Brands [Vision 2030](#)

[Samsung S25](#)

[Mobily](#)

[Rotana Studios](#)

[Al Majdiah](#)

**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