

# Rotana Signs

*Rate Card 2026*



# Digital Building Facades & Hoardings

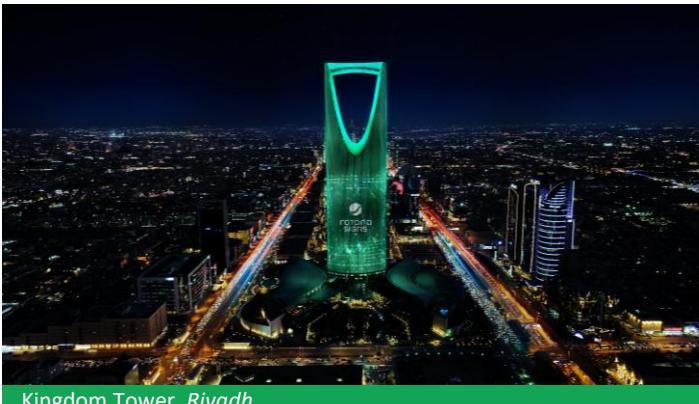
Rate Card

# Digital Building Facades

2026 Rate Card

| CITY<br>مدينة | FORMAT TYPE<br>نوع الميديا                          | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACADES<br>واجهات | BOOKING PERIOD<br>فترة الحجز  | AD DURATION<br>مدة الإعلان              | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---------------|---|-------------------------------------|------------------|-------------------|---|---|------------------------------|--|----------------------------|
| Riyadh        | Digital Building Facade<br><i>Network Package 1</i> | Kingdom Tower                       | 83 x 253         | 2                 | <b>18 Days Combined</b><br>Distribution of exposure days by number of facades per location. | <b>Exclusive</b><br>100% Share of Voice | 2,000,000                    | 100,000                                | <a href="#">Click Here</a> |
|               |   | Burj Rafal                          | 63 x 135         | 5                 |   |   |                              |  | <a href="#">Click Here</a> |
|               |   | Solitaire                           | 77 x 18          | 2                 |   |   |                              |  | <a href="#">Click Here</a> |
|               |   | Cenomi Nakheel Mall                 | 40 x 12          | 5                 |   |   |                              |  | <a href="#">Click Here</a> |
|               |   | Zain Building                       | 42 x 11          | 2                 |   |   |                              |  | <a href="#">Click Here</a> |
|               |   | Esplanade Mall (Vox)                | 24 x 10          | 2                 |   |   |                              |  | <a href="#">Click Here</a> |
| Riyadh        | Digital Building Facade<br><i>Network Package 2</i> | Burj Rafal (1 façade)               | 63 x 135         | 1                 | <b>5 Days Combined</b><br>Distribution of exposure days by number of facades per location.  | <b>Exclusive</b><br>100% Share of Voice | 750,000                      | 50,000                                 | <a href="#">Click Here</a> |
|               |   | Cenomi Nakheel Mall                 | 40 x 12          | 2                 |   |   |                              |  | <a href="#">Click Here</a> |
|               |   | Zain Building                       | 42 x 11          | 1                 |   |   |                              |  | <a href="#">Click Here</a> |
|               |   | Esplanade Mall (Vox)                | 24 x 10          | 1                 |   |   |                              |  | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference



Kingdom Tower, Riyadh



Burj Rafal, Riyadh



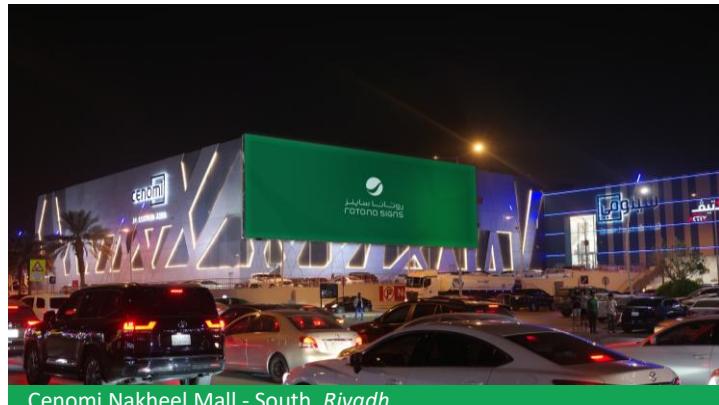
Solitaire, Riyadh

# Digital Building Facades

2026 Rate Card

| CITY<br>مدينة | FORMAT TYPE<br>نوع الميديا | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACADES<br>واجهات | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان          | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---------------|----------------------------|-------------------------------------|------------------|-------------------|------------------------------|-------------------------------------|------------------------------|--|----------------------------|
| Riyadh        | Digital Building Facade    | Kingdom Tower (1 façade)            | 83 x 253         | 1                 | 1 Day                        | Exclusive<br>100% Share<br>of Voice | 750,000                      | 50,000                                 | <a href="#">Click Here</a> |
|               |                            | Solitaire                           | 77 x 18          | 1                 | 1 Day                        |                                     | 400,000                      | 30,000                                 | <a href="#">Click Here</a> |
|               |                            | Burj Rafal (1 façade)               | 63 x 135         | 1                 | 1 Day                        |                                     | 300,000                      | 50,000                                 | <a href="#">Click Here</a> |
|               |                            | Cenomi Nakheel Mall (1 façade)      | 40 x 12          | 1                 | 1 Day                        |                                     | 200,000                      | 25,000                                 | <a href="#">Click Here</a> |
|               |                            | Zain Building                       | 42 x 11          | 1                 | 1 Day                        |                                     | 200,000                      | 25,000                                 | <a href="#">Click Here</a> |
|               |                            | Esplanade Mall (Vox)                | 24 x 10          | 1                 | 1 Day                        |                                     | 150,000                      | 20,000                                 | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference

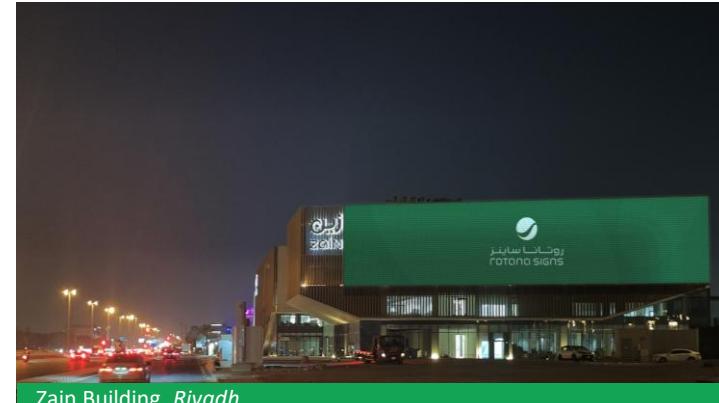
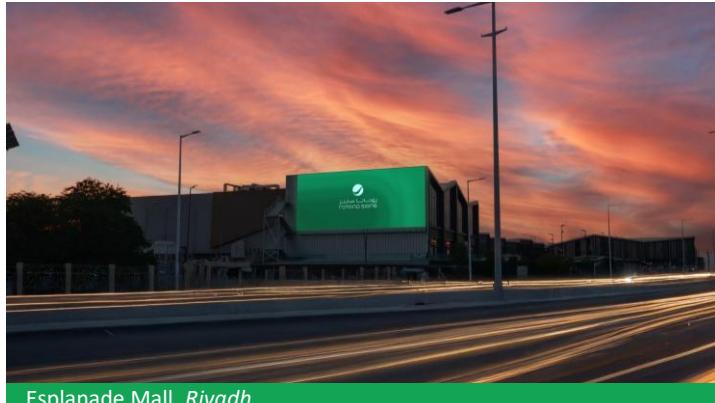


# Digital Building Facades

2026 Rate Card

| CITY<br>مدينة | FORMAT TYPE<br>نوع الميديا | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACADES<br>واجهات | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان          | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---------------|----------------------------|-------------------------------------|------------------|-------------------|------------------------------|-------------------------------------|------------------------------|--|----------------------------|
| Riyadh        | Digital Building Facade    | Kingdom Tower (1 façade)            | 83 x 253         | 1                 | 1 Week                       | Exclusive<br>100% Share<br>of Voice | 3,000,000                    | 150,000                                | <a href="#">Click Here</a> |
|               |                            | Solitaire                           | 77 x 18          | 1                 | 1 Week                       |                                     | 1,600,000                    | 100,000                                | <a href="#">Click Here</a> |
|               |                            | Burj Rafal (1 façade)               | 63 x 135         | 1                 | 1 Week                       |                                     | 1,200,000                    | 150,000                                | <a href="#">Click Here</a> |
|               |                            | Cenomi Nakheel Mall (1 façade)      | 40 x 12          | 1                 | 1 Week                       |                                     | 800,000                      | 70,000                                 | <a href="#">Click Here</a> |
|               |                            | Zain Building                       | 42 x 11          | 1                 | 1 Week                       |                                     | 800,000                      | 70,000                                 | <a href="#">Click Here</a> |
|               |                            | Esplanade Mall (Vox)                | 24 x 10          | 1                 | 1 Week                       |                                     | 600,000                      | 70,000                                 | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference

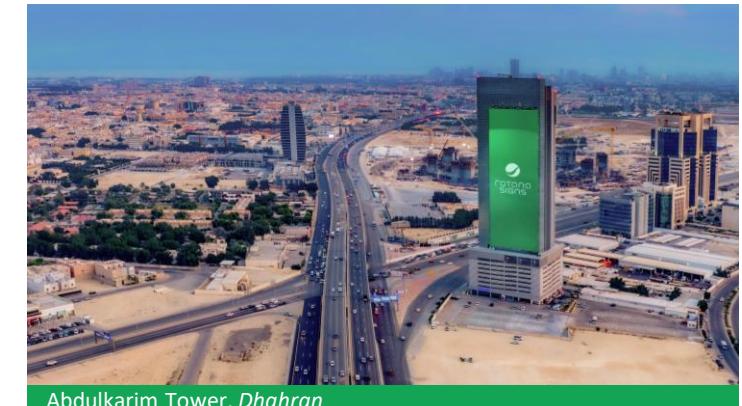
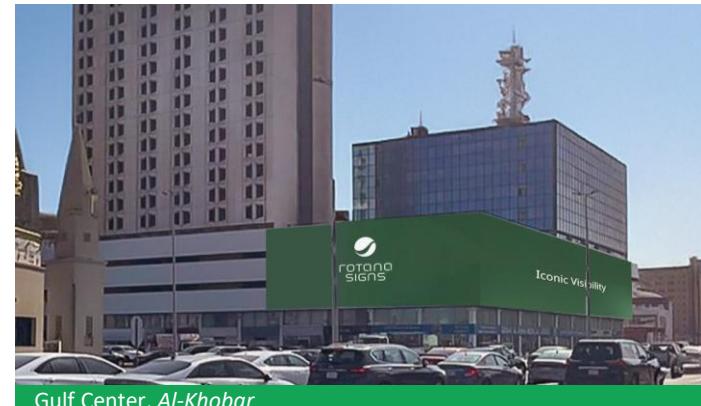


# Digital Building Facades

2026 Rate Card

| CITY<br>مدينة | FORMAT TYPE<br>نوع الميديا | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACADES<br>واجهات | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---------------|----------------------------|-------------------------------------|------------------|-------------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Jeddah        | Digital Building Facade    | Stars Avenue                        | 78 x 13          | 1                 | 2 Weeks                      | 10 seconds                 | 300,000                      | 20,000                                 | <a href="#">Click Here</a> |
|               |                            | Tahlia Mall                         | 23 x 16          | 1                 | 2 Weeks                      | 10 seconds                 | 250,000                      | 20,000                                 | <a href="#">Click Here</a> |
|               |                            | Sari Road                           | 10 x 15          | 3                 | 2 Weeks                      | 10 seconds                 | 200,000                      | 30,000                                 | <a href="#">Click Here</a> |
|               |                            | Madinah Road                        | 35 x 26          |                   |                              |                            |                              |  | <a href="#">Click Here</a> |
|               |                            | Haramain Road                       | 21 x 33          |                   |                              |                            |                              |  | <a href="#">Click Here</a> |
| Dhahran       | Digital Building Façade    | Al Abdulkarim Tower                 | 30 x 90          | 1                 | 2 Weeks                      | 10 seconds                 | 200,000                      | 15,000                                 | <a href="#">Click Here</a> |
| Dhahran       |                            | Al Khaldi Tower                     | 20 x 25          | 1                 | 2 Weeks                      | 10 seconds                 | 200,000                      | 15,000                                 | <a href="#">Click Here</a> |
| Al-Khobar     |                            | Gulf Center                         | 95 x 9           | 1                 | 2 Weeks                      | 10 seconds                 | 200,000                      | 15,000                                 | <a href="#">Click Here</a> |
| Dammam        |                            | Mousa Tower                         | 40 x 60          | 1                 | 2 Weeks                      | 10 seconds                 | 200,000                      | 15,000                                 | <a href="#">Click Here</a> |

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# Digital Building Facades & Hoardings

2026 Rate Card

| CITY<br>مدينة | FORMAT TYPE<br>نوع الميديا                                      | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACADES<br>واجهات | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---------------|---|-------------------------------------|------------------|-------------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Jazan         | Digital Building Facade<br><i>Network Package</i>               | Aziz Building                       | 5 x 15           | 3                 | 2 Weeks                      | 10 seconds                 | 120,000                      | 15,000                                 | <a href="#">Click Here</a> |
|               |   | Saraya Building                     | 9 x 15           |                   |                              |                            |                              |  | <a href="#">Click Here</a> |
|               |   | SNB Building                        | 9 x 17           |                   |                              |                            |                              |  | <a href="#">Click Here</a> |
| Madinah       | Digital Hoarding &<br>Building Facade<br><i>Network Package</i> | Digital Hoarding (01-E)             | 40 x 8           | 1                 | 2 Weeks                      | 10 seconds                 | 240,000                      | 30,000                                 | <a href="#">Click Here</a> |
|               |   | Digital Hoarding (02-W)             | 40 x 8           | 1                 |                              |                            |                              |  | <a href="#">Click Here</a> |
|               |   | Digital Hoarding (03-E)             | 50 x 8           | 1                 |                              |                            |                              |  | <a href="#">Click Here</a> |
|               |   | Jood Tower                          | 13 x 19          | 1                 |                              |                            |                              |  | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference



# Commercial Notes

## Rates and Taxes

- All stated rates are in Saudi Riyal (SAR)
- All stated rates exclude VAT

## Booking Orders

- **Riyadh Digital Building Facades** are booked on a façade direction basis per tower/building.
- **Riyadh Digital Building Facades**; special event pricing applies to Saudi Founding Day, Ramadan, Eid al-Fitr, Hajj, Eid al-Adha, and Saudi National Day. Rates and share of voice details for these periods will be provided separately by the sales team
- Media space, tower selection, and façade direction of formats are based on a first-come, first-serve basis
- Cancellation, amendment, and force majeure policies are outlined in the Rotana Signs general terms and conditions document provided by the sales representative

## Kingdom Tower and Burj Rafal Operating Times

- Kingdom Tower and Burj Rafal Facades operate for 8 hours per day starting after sunset
- Starting hours are subject to seasonal adjustments

## Kingdom Tower and Burj Rafal Artwork Submission and Approval

To ensure optimal execution and avoid operational or creative issues:

- Initial artwork submission is recommended at least **six (6) working days** (Sunday – Thursday) before the launch to allow for necessary revisions
- Final artwork must be submitted no later than **four (4) working days** (Sunday – Thursday) before launch
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid lost days of booking

## Other Digital Building Facades and Digital Hoardings Operating Times

- 6:00am till 2:00am (20 hours)
- Timings are subject to seasonal change

## Other Digital Building Facades and Digital Hoardings Artwork Submission and Approval

- Artwork to be submitted **four (4) working days** (Sunday – Thursday) prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid lost days of booking

## Inventory Status

- Number of faces and/or locations of all formats are subject to change without prior notice
- Format sizes listed are subject to rounding. Kindly refer to artwork specification document for exact dimensions

## Artwork Guidelines

- For general advertising guidelines, please refer to the artwork specification document

# Street Furniture

Rate Card

# Digital Bridges

2026 Rate Card

| CITY<br>مدينة        | FORMAT TYPE<br>نوع الميديا  | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|----------------------|-----------------------------|-------------------------------------|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Jeddah               | <b>Digital Steel Bridge</b> | Circuit                             | ≈77 x 9          | <b>10</b>    | 2 Weeks                      | 10 seconds                 | 1,000,000                    | 75,000                                 | <a href="#">Click Here</a> |
| Jeddah               | <b>Digital Steel Bridge</b> | Circuit                             | ≈77 x 9          | <b>5</b>     | 2 Weeks                      | 10 seconds                 | 750,000                      | 37,500                                 | <a href="#">Click Here</a> |
| Jeddah               | <b>Digital Bridge</b>       | Circuit                             | 14 x 3           | <b>15</b>    | 2 Weeks                      | 10 seconds                 | 375,000                      | 37,500                                 | <a href="#">Click Here</a> |
| Al Qassim (Buraydah) | <b>Digital Bridge</b>       | Circuit                             | ≈16 x 3          | <b>10</b>    | 2 Weeks                      | 10 seconds                 | 150,000                      | 20,000                                 | <a href="#">Click Here</a> |
| Arar                 | <b>Digital Bridge</b>       | Circuit                             | ≈12 x 3          | <b>6</b>     | 2 Weeks                      | 10 seconds                 | 60,000                       | 12,000                                 | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference



# Digital Megacom and Billboards

2026 Rate Card

| CITY<br>مدينة    | FORMAT TYPE<br>نوع الميديا | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|------------------|----------------------------|-------------------------------------|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Dammam/Al-Khobar | <b>Digital Megacom</b>     | Circuit                             | 4 x 3            | <b>60</b>    | 2 Weeks                      | 10 seconds                 | 500,000                      | 21,000                                 | <a href="#">Click Here</a> |
| Makkah           | <b>Digital Megacom</b>     | Circuit                             | 4 x 3            | <b>60</b>    | 2 Weeks                      | 10 seconds                 | 400,000                      | 21,000                                 | <a href="#">Click Here</a> |
| Jeddah           | <b>Maxi Billboard</b>      | Circuit                             | 10 x 5           | <b>30</b>    | 2 Weeks                      | 10 seconds                 | 500,000                      | 60,000                                 | <a href="#">Click Here</a> |
| Jeddah           | <b>Maxi Billboard</b>      | Circuit                             | 10 x 5           | <b>10</b>    | 2 Weeks                      | 10 seconds                 | 300,000                      | 25,000                                 | <a href="#">Click Here</a> |
| Dammam/Al-Khobar | <b>Maxi Billboard</b>      | Circuit                             | 10 x 5           | <b>16</b>    | 2 Weeks                      | 10 seconds                 | 400,000                      | 40,000                                 | <a href="#">Click Here</a> |
| Makkah           | <b>Maxi Billboard</b>      | Circuit                             | 10 x 5           | <b>16</b>    | 2 Weeks                      | 10 seconds                 | 300,000                      | 40,000                                 | <a href="#">Click Here</a> |
| Tabuk            | <b>Maxi Billboard</b>      | Circuit                             | 10 x 5           | <b>10</b>    | 2 Weeks                      | 10 seconds                 | 175,000                      | 20,000                                 | <a href="#">Click Here</a> |
| Jeddah           | <b>Prestige Billboard</b>  | Circuit                             | 6 x 9<br>7 x 11  | <b>10</b>    | 2 Weeks                      | 10 seconds                 | 375,000                      | 25,000                                 | <a href="#">Click Here</a> |
| Dammam/Al-Khobar | <b>Prestige Billboard</b>  | Circuit                             |                  | <b>10</b>    | 2 Weeks                      | 10 seconds                 | 300,000                      | 25,000                                 | <a href="#">Click Here</a> |
| Makkah           | <b>Prestige Billboard</b>  | Circuit                             |                  | <b>10</b>    | 2 Weeks                      | 10 seconds                 | 275,000                      | 25,000                                 | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference



# Street LED and Static Billboards

2026 Rate Card

| CITY<br>مدينة    | FORMAT TYPE<br>نوع الميديا    | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|------------------|-------------------------------|-------------------------------------|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Dammam/Al-Khobar | <b>Street LED</b>             | Circuit                             | 8 x 8            | <b>3</b>     | 2 Weeks                      | 10 seconds                 | 90,000                       | 13,500                                 | <a href="#">Click Here</a> |
| Makkah           | <b>Street LED (Upcoming)</b>  | Circuit                             | TBC              | <b>4</b>     | 2 Weeks                      | 10 seconds                 | 120,000                      | 10,000                                 | <a href="#">Click Here</a> |
| Al Qurayyat      | <b>Street LED</b>             | Per Face                            | 5 x 4            | <b>1</b>     | 2 Weeks                      | 10 seconds                 | 12,500                       | 2,000                                  | <a href="#">Click Here</a> |
| Arar             | <b>Street LED</b>             | Per Face                            | 6 x 4            | <b>1</b>     | 2 Weeks                      | 10 seconds                 | 10,000                       | 2,000                                  | <a href="#">Click Here</a> |
| Jeddah           | <b>Static Maxi Billboards</b> | Per Face                            | ≈15 x 4          | <b>1</b>     | 2 Weeks                      | 100% SOV                   | 45,000                       | 6,500                                  | <a href="#">Click Here</a> |
| Tabuk            | <b>Static Maxi Billboards</b> | Per Face                            | 10 x 5           | <b>1</b>     | 2 Weeks                      | 100% SOV                   | 20,000                       | 10,000                                 | <a href="#">Click Here</a> |
| Hail             | <b>Static Maxi Billboards</b> | Per Face (A)                        | ≈15 x 4          | <b>1</b>     | 2 Weeks                      | 100% SOV                   | 30,000                       | 10,000                                 | <a href="#">Click Here</a> |
| Hail             | <b>Static Maxi Billboards</b> | Per Face (B)                        | ≈15 x 4          | <b>1</b>     | 2 Weeks                      | 100% SOV                   | 20,000                       | 10,000                                 | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference



# Commercial Notes

## Rates and Taxes

- All stated rates are in Saudi Riyal (SAR)
- All stated rates exclude VAT

## Booking Orders

- Media space and location/circuit selection is sold on a first come, first serve basis
- Cancellations, amendments and force majeure details are stated in the client terms and conditions policy document shared by our sales representative

## Digital Billboards, Jeddah

- **PRESTIGE Billboards Network:** No FMCG or QSR brands are to be allocated on the Prestige Network.

## Digital Formats Operating Times

Operation times are as per the below:

- 6:00am till 2:00am (20 hours)
- Timings are subject to seasonal change

## Artwork Submission and Approval

To avoid any delays, kindly submit:

- Artwork to be submitted **four (4) working days** (Sunday – Thursday) prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid lost days of booking

## Artwork Submission and Approval

To avoid any delays, kindly submit:

- **Static Steel Bridge** artwork to be submitted **seven-ten (7-10) working days** (Sunday – Thursday) prior launch
- **Other Static Formats** artwork to be submitted **five (5) working days** (Sunday – Thursday) prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid lost days of booking

## Inventory Status

- Number of faces and/or locations of all formats are subject to change without prior notice
- Format sizes listed are subject to rounding. Kindly refer to artwork specification document for exact dimensions

## Artwork Guidelines

- For general advertising guidelines, please refer to the artwork specification document

# Retail Media

Rate Card

# Digital Gates

2026 Rate Card

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|-----------------------------------|----------------------------|-------------------------------------|--------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Riyadh, Jeddah & Dammam/Al-Khobar | Digital Gates              | Circuit                             | 4 x 3.5<br>5 x 3.5 | 10           | 2 Weeks                      | 10 seconds                 | 160,000                      | 10,000                                 | <a href="#">Click Here</a> |
|                                   | Digital Gates              | Circuit                             |                    | 20           | 2 Weeks                      | 10 seconds                 | 280,000                      | 15,000                                 |                            |
|                                   | Digital Gates              | Circuit                             |                    | 30           | 2 Weeks                      | 10 seconds                 | 360,000                      | 20,000                                 |                            |
|                                   | Digital Gates              | Circuit                             |                    | 40           | 2 Weeks                      | 10 seconds                 | 400,000                      | 25,000                                 |                            |
| Riyadh, Jeddah & Dammam/Al-Khobar | Digital Gates              | Circuit                             | 4 x 3.5<br>5 x 3.5 | 10           | 4 Weeks                      | 10 seconds                 | 240,000                      | 10,000                                 | <a href="#">Click Here</a> |
|                                   | Digital Gates              | Circuit                             |                    | 20           | 4 Weeks                      | 10 seconds                 | 400,000                      | 15,000                                 |                            |
|                                   | Digital Gates              | Circuit                             |                    | 30           | 4 Weeks                      | 10 seconds                 | 480,000                      | 20,000                                 |                            |
|                                   | Digital Gates              | Circuit                             |                    | 40           | 4 Weeks                      | 10 seconds                 | 520,000                      | 25,000                                 |                            |

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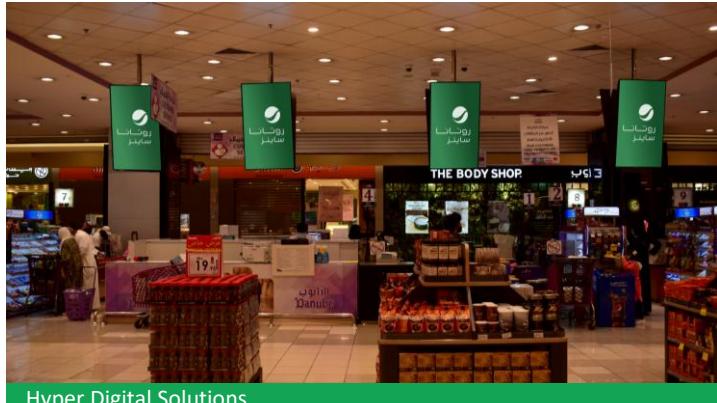


# Hyper Digital Solutions

2026 Rate Card

| CITY<br>مدينة                     | FORMAT TYPE<br>نوع الميديا | LOCATION / CIRCUIT<br>الشبكة / موقع | SIZE<br>المساحات | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|-----------------------------------|----------------------------|-------------------------------------|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Riyadh, Jeddah & Dammam/Al-Khobar | Hyper Digital Solutions    | Circuit                             | 0.90 x 1.60      | 500          | 2 Weeks                      | 10 seconds                 | 250,000                      | 10,000                                 | <a href="#">Click Here</a> |
|                                   | Hyper Digital Solutions    | Circuit                             |                  | 850          | 2 Weeks                      | 10 seconds                 | 400,000                      | 10,000                                 |                            |
| Riyadh, Jeddah & Dammam/Al-Khobar | Hyper Digital Solutions    | Circuit                             | 0.90 x 1.60      | 500          | 4 Weeks                      | 10 seconds                 | 375,000                      | 10,000                                 | <a href="#">Click Here</a> |
|                                   | Hyper Digital Solutions    | Circuit                             |                  | 850          | 4 Weeks                      | 10 seconds                 | 550,000                      | 10,000                                 |                            |

\*Kindly refer to the respected commercial notes for reference



# Commercial Notes

## Rates and Taxes

- All stated rates are in Saudi Riyal (SAR)
- All stated rates exclude VAT

## Booking Orders

- Media space and circuits are sold on a first come, first serve basis
- Cancellations, amendments and force majeure details are stated in the client terms and conditions policy document shared by our sales representative

## Operating Times

Operation times are subject to supermarket stores opening and closing times

## Artwork Submission and Approval

To avoid any delays, kindly submit:

- Artwork to be submitted **two (2) working days** (Sunday – Thursday) prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid lost days of booking

## Inventory Status

- Number of faces and/or locations of all formats are subject to change without prior notice
- Format sizes listed are subject to rounding. Kindly refer to artwork specification document for exact dimensions

## Artwork Guidelines

- For general advertising guidelines, please refer to the artwork specification document

# Transit Media

Rate Card

# Riyadh Metro Digital Screens

2026 Rate Card

| CITY<br>مدينة | FORMAT TYPE<br>نوع الميديا                 | LOCATION<br>موقع | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---------------|--|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Riyadh        | Digital Screens<br>Metro Carriage Interior | Circuit 1        | 800          | 2 Weeks                      | 10 seconds                 | 300,000                      | 25,000                                 | <a href="#">Click Here</a> |
|               |  | Circuit 2        | 1,600        | 2 Weeks                      | 10 seconds                 | 450,000                      | 30,000                                 |                            |
|               |  | Takeover Circuit | 2,400        | 2 Weeks                      | 10 seconds                 | 600,000                      | 35,000                                 |                            |

\*Kindly refer to the respected commercial notes for reference



# Haramain Highspeed Railway (HHR)

2026 Rate Card

| CITY<br>مدينة                             | FORMAT TYPE<br>نوع الميديا       | LOCATION<br>موقع     | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---|----------------------------------|----------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Haramain Highspeed Railway (HHR) – Trains | Overhead LED Screen              | Interior   5 Trains  | 910          | 4 Weeks                      | 10 seconds                 | 95,000                       | 910                                    | <a href="#">Click Here</a> |
|   | Interior Sliding Doors           | Interior   5 Trains  | 130          | 16 Weeks                     | 100% SOV                   | 400,000                      | 90,000                                 |                            |
|   | Overhead Luggage Rack            | Interior   5 Trains  | 600          | 16 Weeks                     | 100% SOV                   | 300,000                      | 25,000                                 |                            |
|   | Cafeteria Coach Panel Wall       | Interior   10 Trains | 10           | 52 Weeks                     | 100% SOV                   | 300,000                      | 20,000                                 |                            |
| Haramain Highspeed Railway (HHR) - Trains | Wrapping Front Side of Train     | Exterior   5 Trains  | 5            | 16 Weeks                     | 100% SOV                   | 3,000,000                    | 650,000                                | <a href="#">Click Here</a> |
|   | Entrance and Exit Doors of Train | Exterior   5 Trains  | 130          | 16 Weeks                     | 100% SOV                   |                              |  |                            |
| Haramain Highspeed Railway (HHR) - Trains | Wrapping Front Side of Train     | Exterior   5 Trains  | 5            | 16 Weeks                     | 100% SOV                   | 3,500,000                    | 750,000                                | <a href="#">Click Here</a> |
|   | Interior Sliding Doors           | Interior   5 Trains  | 130          | 16 Weeks                     | 100% SOV                   |                              |  |                            |
|   | Overhead Luggage Rack            | Interior   5 Trains  | 600          | 16 Weeks                     | 100% SOV                   |                              |  |                            |
|   | Entrance and Exit Doors of Train | Exterior   5 Trains  | 130          | 16 Weeks                     | 100% SOV                   |                              |  |                            |

\*Kindly refer to the respected commercial notes for reference



Wrapping Front Side, HHR



Interior Sliding Doors, HHR



Entrance and Exit Doors, HHR

# Hajj Terminal, King Abdulaziz International Airport

2026 Rate Card

| CITY<br>مدينة   | FORMAT TYPE<br>نوع الميديا | LOCATION<br>موقع | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|---|----------------------------|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| Hajj Terminal, Jeddah<br>King Abdulaziz International Airport | Passport Control Screen    | Interior         | 4            | 12 Weeks                     | 15 seconds                 | 100,000                      | 15,000                                 | <a href="#">Click Here</a> |
|   | Duty Free Screen           | Interior         | 1            | 12 Weeks                     | 15 seconds                 | 75,000                       | 15,000                                 |                            |
|   | Luggage Area Wall Screens  | Interior         | 5            | 12 Weeks                     | 15 seconds                 | 90,000                       | 15,000                                 |                            |
|   | Luggage Area Belt Screens  | Interior         | 10           | 12 Weeks                     | 15 seconds                 | 90,000                       | 15,000                                 |                            |
|   | Exit Doors Screens         | Interior         | 1            | 12 Weeks                     | 15 seconds                 | 120,000                      | 15,000                                 |                            |
|   | Plaza Screen               | Exterior         | 2            | 12 Weeks                     | 15 seconds                 | 120,000                      | 15,000                                 |                            |
|   | Full Digital Network       |                  | 23           | 12 Weeks                     | 15 seconds                 | 400,000                      | 30,000                                 |                            |
|   |                            |                  |              |                              |                            |                              |  |                            |

## TAWASUL PACKAGE | 3 AVAILABLE

|   |                          |          |    |          |          |            |         |                            |
|---|--------------------------|----------|----|----------|----------|------------|---------|----------------------------|
| Hajj Terminal, Jeddah<br>King Abdulaziz International Airport | Square Pillars           | Interior | 15 | 52 Weeks | 100% SOV | 14,625,000 | 225,000 | <a href="#">Click Here</a> |
|   | Baggage Sticker          | Interior | 3  | 52 Weeks | 100% SOV |            |         |                            |
|   | Wall Light Box           | Interior | 3  | 52 Weeks | 100% SOV |            |         |                            |
|   | Belt Light Box           | Interior | 12 | 52 Weeks | 100% SOV |            |         |                            |
|   | Waiting Area Light Boxes | Exterior | 20 | 52 Weeks | 100% SOV |            |         |                            |
|   | Round Pillars            | Exterior | 16 | 52 Weeks | 100% SOV |            |         |                            |
|   | Sales Stands             | Exterior | 8  | 52 Weeks | 100% SOV |            |         |                            |
|   | Totems                   | Exterior | 10 | 52 Weeks | 100% SOV |            |         |                            |

\*Kindly refer to the respected commercial notes for reference

# Hajj Terminal, King Abdulaziz International Airport

2026 Rate Card

| CITY<br>مدينة  | FORMAT TYPE<br>نوع الميديا | LOCATION<br>موقع | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خرطبة الموقع   |
|--|----------------------------|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| <b>AL BARAKA PACKAGE   1 AVAILABLE</b>                               |                            |                  |              |                              |                            |                              |  |                            |
| Hajj Terminal, Jeddah<br><br>King Abdulaziz<br>International Airport | Square Pillars             | Interior         | 5            | 52 Weeks                     | 100% SOV                   | 1,500,000                    | 50,000                                 | <a href="#">Click Here</a> |
|  | Baggage Sticker            | Interior         | 1            | 52 Weeks                     | 100% SOV                   |                              |  |                            |
|  | Wall Light Box             | Interior         | 1            | 52 Weeks                     | 100% SOV                   |                              |  |                            |
|  | Belt Light Box             | Interior         | 4            | 52 Weeks                     | 100% SOV                   |                              |  |                            |
|  | Waiting Area Light Boxes   | Exterior         | 5            | 52 Weeks                     | 100% SOV                   |                              |  |                            |
|  | Round Pillars              | Exterior         | 4            | 52 Weeks                     | 100% SOV                   |                              |  |                            |
| <b>HALA PACKAGE   4 AVAILABLE</b>                                    |                            |                  |              |                              |                            |                              |  |                            |
| Hajj Terminal, Jeddah  | Large Exit Signs           | Interior         | 1            | 52 Weeks                     | 100% SOV                   | 500,000                      | 30,000                                 | <a href="#">Click Here</a> |
| <b>MARHABA PACKAGE   6 AVAILABLE</b>                                 |                            |                  |              |                              |                            |                              |  |                            |
| Hajj Terminal, Jeddah  | Passport Control Signs     | Interior         | 2            | 52 Weeks                     | 100% SOV                   | 400,000                      | 20,000                                 | <a href="#">Click Here</a> |
| <b>AL NOOR PACKAGE   1 AVAILABLE</b>                                 |                            |                  |              |                              |                            |                              |  |                            |
| Hajj Terminal, Jeddah  | Jet Bridges                | Exterior         | 20           | 52 Weeks                     | 100% SOV                   | 1,900,000                    | 225,000                                | <a href="#">Click Here</a> |

\*Kindly refer to the respected commercial notes for reference

# Hajj Terminal, King Abdulaziz International Airport

2026 Rate Card

| CITY<br>مدينة                        | FORMAT TYPE<br>نوع الميديا | LOCATION<br>موقع | FACES<br>وجه | BOOKING PERIOD<br>فترة الحجز | AD DURATION<br>مدة الإعلان | RENTAL COST<br>تكلفة الإيجار | HANDLING FEES<br>رسوم التشغيل والبلدية | MAP LINK<br>خريطة الموقع   |
|--------------------------------------|----------------------------|------------------|--------------|------------------------------|----------------------------|------------------------------|--|----------------------------|
| <b>OASIS PACKAGE   5 AVAILABLE</b>   |                            |                  |              |                              |                            |                              |  |                            |
| Hajj Terminal, Jeddah                | Round Pillars              | Exterior         | 4            | 52 Weeks                     | 100% SOV                   | 350,000                      | 25,000                                 | <a href="#">Click Here</a> |
|                                      | Waiting Area Light Boxes   | Exterior         | 5            | 52 Weeks                     | 100% SOV                   |                              |  |                            |
| <b>TIZKAAR PACKAGE   4 AVAILABLE</b> |                            |                  |              |                              |                            |                              |  |                            |
| Hajj Terminal, Jeddah                | Round Pillars              | Exterior         | 5            | 52 Weeks                     | 100% SOV                   | 350,000                      | 20,000                                 | <a href="#">Click Here</a> |
|                                      | Promotional Stand          | Exterior         | 1            | 52 Weeks                     | 100% SOV                   |                              |  |                            |
| <b>OTHERS</b>                        |                            |                  |              |                              |                            |                              |  |                            |
| Hajj Terminal, Jeddah                | Round Pillars              | Exterior         | 5            | 52 Weeks                     | 100% SOV                   | 200,000                      | 20,000                                 | <a href="#">Click Here</a> |
| Hajj Terminal, Jeddah                | Escalators                 | Interior         | 2            | 52 Weeks                     | 100% SOV                   | 200,000                      | 15,000                                 |                            |

\*Kindly refer to the respected commercial notes for reference

# Hajj Terminal, King Abdulaziz International Airport

References



Square Pillars, Hajj Terminal



Luggage Area Belt Screens, Hajj Terminal



Passport Control Screens , Hajj Terminal



Luggage Area Wall Screens, Hajj Terminal



Plaza Screens, Hajj Terminal



Round Pillars, Hajj Terminal

# Commercial Notes

## Rates and Taxes

- All stated rates are in Saudi Riyal (SAR)
- All stated rates exclude VAT

## Booking Orders

- Media space, panel/network/package selection allocated under the [Transit Series](#) are based on a first-come, first-serve basis
- [Riyadh Metro Carriage Screens](#) bookings commence every Sunday
- [Haramain High Speed Railway Overhead LED screens](#) bookings commence at the start of every month
- Cancellation, amendment, and force majeure policies are outlined in the Rotana Signs general terms and conditions document provided by the sales representative

## Circuit Bookings

- Formats sold as a circuit must be booked in their entirety and cannot be split into smaller quantities

## Predefined Packages

- Packages for the Hajj Terminal and Haramain High-Speed Railway are predefined as per the rate card
- For custom requirements or alternative options, please contact your local sales representative

## Artwork Submission

To avoid any delays, kindly submit:

- [Riyadh Metro Carriage Screens](#)
  - Maximum **five (5) working days** (Sunday – Thursday) prior launch
- [Hajj Terminal](#)
  - Digital Formats - Maximum **one (1) week** prior launch
  - Static Formats - Maximum **two to three (2-3) weeks** prior launch
- [Haramain Highspeed Railway](#)
  - Overhead LED Screen – Maximum the **third (3<sup>rd</sup>) week** of each month prior launch
  - Static Formats – Maximum **two to three (2-3) weeks** prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid lost days of booking

## Annual Deals & Requests:

- For any special requests or annual deal discussions, kindly contact your local sales representative

## Inventory Status

- Number of faces and/or locations of all formats are subject to change without prior notice

## Artwork Guidelines

- For general advertising guidelines, please refer to the artwork specification document

# Entertainment Media

Rate Card

# Kingdom Arena | Stadium Dominance

2026 Rate Card

| PACKAGE TYPE<br>نوع الحزمة | MATCH TYPE<br>تصنيف المباريات | FOOTBALL MATCHES<br>عدد المباريات | FAADES<br>واجهات | AD DURATION<br>مدة الإعلان | FREQUENCY PER MATCH<br>عدد الإعلانات لكل مباراة | TOTAL SECONDS PER MATCH<br>مدة الإعلان لكل مباراة | RENTAL COST<br>تكلفة الإيجار | MAP LINK<br>خريطة الموقع   |
|----------------------------|-------------------------------|-----------------------------------|------------------|----------------------------|---|---|------------------------------|----------------------------|
| Per Match Package          | Key Matches                   | <b>1 Match Only</b>               | <b>4</b>         | 10 Seconds                 | 10 Spots  | 100 Seconds                                       | 240,000                      | <a href="#">Click Here</a> |
|                            | Other Matches                 | <b>1 Match Only</b>               | <b>4</b>         | 10 Seconds                 | 10 Spots  | 100 Seconds                                       | 180,000                      |                            |
| 4 Match Package            | Key Matches                   | <b>1 Match Only</b>               | <b>4</b>         | 10 Seconds                 | 10 Spots  | 100 Seconds                                       | 700,000                      | <a href="#">Click Here</a> |
|                            | Other Matches                 | <b>3 Matches Only</b>             | <b>4</b>         | 10 Seconds                 | 10 Spots  | 100 Seconds                                       |                              |                            |
| 15 Match Package           | Key Matches                   | <b>3 Matches Only</b>             | <b>4</b>         | 10 Seconds                 | 10 Spots  | 100 Seconds                                       | 2,000,000                    | <a href="#">Click Here</a> |
|                            | Other Matches                 | <b>12 Matches Only</b>            | <b>4</b>         | 10 Seconds                 | 10 Spots  | 100 Seconds                                       |                              |                            |



# Kingdom Arena | Stadium Dominance

2026 Rate Card

| 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  |

| About           | Per Match Package  | 4 Match Package  | 15 Match Package   |
|-----------------|--|--|--|
| Total Exposure: | <b>1 Match</b><br>*1x Key Match, or<br>*1x Other Match   | <b>4 Matches</b><br>*1x Key Match +<br>*3x Other Matches | <b>15 Matches</b><br>*3x Key Matches +<br>*12x Other Matches |
| Total Spots     | 10   | Total Spots<br>40 (10 + 30)                              | Total Spots<br>150 (30 + 120)                                |
| Total Seconds   | 100  | Total Seconds<br>400 (100 + 300)                         | Total Seconds<br>1,500 (300 + 1,200)                         |
| Scheduling:     | All listed football match dates are subject to change at the league's discretion and/or due to unforeseen circumstances.<br><br>Respected clients will be informed of any date change. |  |  |

# Commercial Note

## Rates and Taxes

- All stated rates are in Saudi Riyal (SAR)
- All stated rates exclude VAT

## Booking Orders

- Media space in Kingdom Arena is sold on a first come, first serve basis
- Cancellations, amendments and force majeure details are stated in the client terms and conditions policy document shared by our sales representative

## New Season Schedule

- Upon release of the 2025/2026 season, the respected Al Hilal FC match dates and schedules will be updated and communicated accordingly.

## Stadium Dominance (Kingdom Arena)

- All listed football match dates are subject to change at the league's discretion and/or due to unforeseen circumstances
- Respected clients will be informed of any date change

## Artwork Submission and Approval

To avoid any delays, kindly submit:

- Artwork to be submitted **four (4) working days** (Sunday – Thursday) prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid lost days of booking

## Artwork Guidelines

- For general advertising guidelines, please refer to the artwork specification document

# 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](#)

**Brands** [Piaget](#)

[SNB](#)

[Alinma Bank](#)

[National Housing Company](#)

[Extra Electronics](#)

[Faisal Al Dayel](#)

[Nintendo](#)

[Jetour](#)

[Rua Al-Haram](#)

[Riyadh Fashion Week](#)

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# Thank you



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