

Rotana Signs

Rate Card 2026



Digital Building Facades & Hoardings

Rate Card

Digital Building Facades

2026 Rate Card

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

*Kindly refer to the respected commercial notes for reference



Digital Building Facades

2026 Rate Card

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Riyadh	Digital Building Facade	Kingdom Tower (1 façade)	83 x 253	1	1 Day	Exclusive 100% Share of Voice	750,000	50,000	Click Here
		Solitaire	77 x 18	1	1 Day		400,000	30,000	Click Here
		Burj Rafal (1 façade)	63 x 135	1	1 Day		300,000	50,000	Click Here
		Cenomi Nakheel Mall (1 façade)	40 x 12	1	1 Day		200,000	25,000	Click Here
		Zain Building	42 x 11	1	1 Day		200,000	25,000	Click Here
		Esplanade Mall (Vox)	24 x 10	1	1 Day		150,000	20,000	Click Here

*Kindly refer to the respected commercial notes for reference

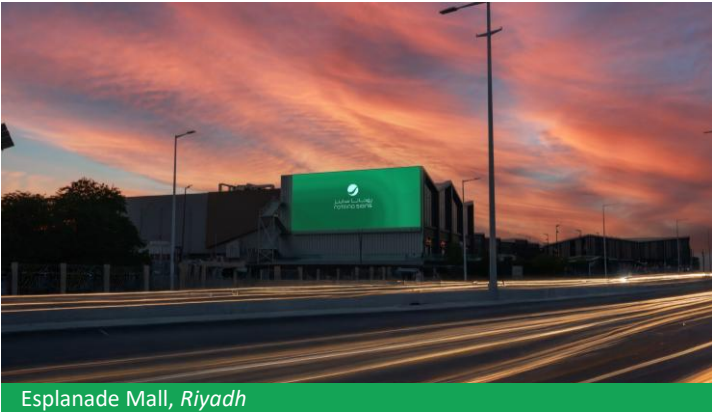


Digital Building Facades

2026 Rate Card

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

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Digital Building Facades

2026 Rate Card

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

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Digital Building Facades & Hoardings

2026 Rate Card

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

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

*Kindly refer to the respected commercial notes for reference



Digital Megacoms and Billboards

2026 Rate Card

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

*Kindly refer to the respected commercial notes for reference



Street LED and Static Billboards

2026 Rate Card

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

*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:

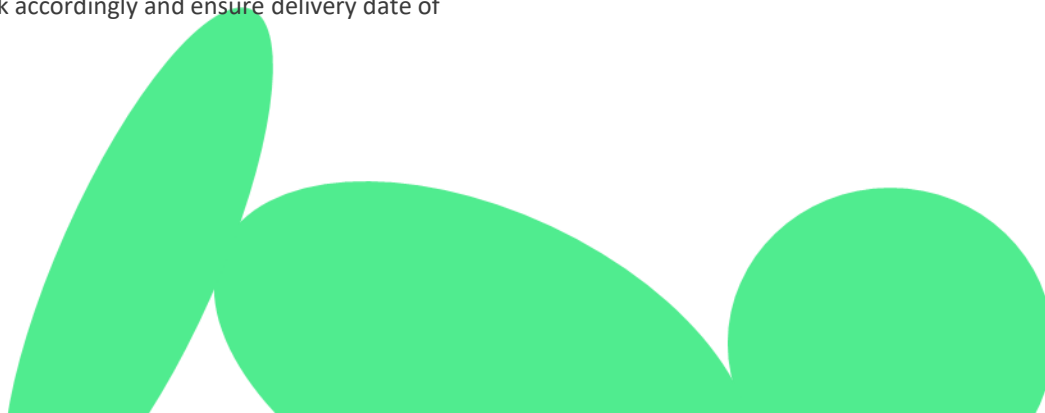
- **Static Steel Bridge** artwork to be submitted **seven-ten (7-10) working days** (Sunday – Thursday) prior launch
- **Other Static Formats** artwork to be submitted **five (5) working days** (Sunday – Thursday) prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- 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

CITY مدينة	FORMAT TYPE نوع الميديا	LOCATION / CIRCUIT الشبكة / موقع	SIZE المساحات	FACES وجه	BOOKING PERIOD فترة الحجز	AD DURATION مدة الإعلان	RENTAL COST تكلفة الإيجار	HANDLING FEES رسوم التشغيل والبلدية	MAP LINK خريطة الموقع
Riyadh, Jeddah & Dammam/Al-Khobar	Digital Gates	Circuit	4 x 3.5 5 x 3.5	10	2 Weeks	10 seconds	160,000	10,000	Click Here
	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 5 x 3.5	10	4 Weeks	10 seconds	240,000	10,000	Click Here
	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 مدينة	FORMAT TYPE نوع الميديا	LOCATION / CIRCUIT الشبكة / موقع	SIZE المساحات	FACES وجه	BOOKING PERIOD فترة الحجز	AD DURATION مدة الإعلان	RENTAL COST تكلفة الإيجار	HANDLING FEES رسوم التشغيل والبلدية	MAP LINK 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	Click Here
	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	Click Here
	Hyper Digital Solutions	Circuit		850	4 Weeks	10 seconds	550,000	10,000	

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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:

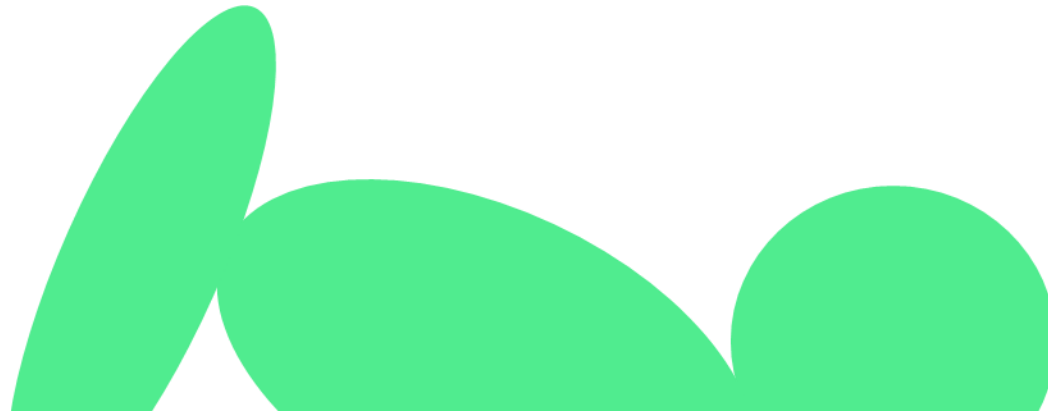
- Artwork to be submitted **two (2) working days** (Sunday – Thursday) prior launch
- All submitted artwork will be reviewed and is subject to approval or rejection
- In the case of rejection, the client must amend the artwork accordingly and ensure delivery date of which is prior launch so to avoid 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 مدينة	FORMAT TYPE نوع الميديا	LOCATION موقع	FACES وجه	BOOKING PERIOD فترة الحجز	AD DURATION مدة الإعلان	RENTAL COST تكلفة الإيجار	HANDLING FEES رسوم التشغيل البلدية	MAP LINK خريطة الموقع
Riyadh	Digital Screens Metro Carriage Interior	Circuit 1	800	2 Weeks	10 seconds	300,000	25,000	Click Here
		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



Digital Screens, Metro Carriage Interior



Digital Screens, Metro Carriage Interior



Digital Screens, Metro Carriage Interior

Haramain Highspeed Railway (HHR)

2026 Rate Card

CITY مدينة	FORMAT TYPE نوع الميديا	LOCATION موقع	FACES وجه	BOOKING PERIOD فترة الحجز	AD DURATION مدة الإعلان	RENTAL COST تكلفة الإيجار	HANDLING FEES رسوم التشغيل والبلدية	MAP LINK خريطة الموقع
Haramain Highspeed Railway (HHR) – Trains	Overhead LED Screen	Interior 5 Trains	910	4 Weeks	10 seconds	95,000	910	Click Here
	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	Click Here
	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	Click Here
	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			

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Wrapping Front Side, HHR



Interior Sliding Doors, HHR



Entrance and Exit Doors, HHR

Hajj Terminal, King Abdulaziz International Airport

2026 Rate Card

CITY مدينة	FORMAT TYPE نوع الميديا	LOCATION موقع	FACES وجه	BOOKING PERIOD فترة الحجز	AD DURATION مدة الإعلان	RENTAL COST تكلفة الإيجار	HANDLING FEES رسوم التشغيل والبلدية	MAP LINK خريطة الموقع
Hajj Terminal, Jeddah King Abdulaziz International Airport	Passport Control Screen	Interior	4	12 Weeks	15 seconds	100,000	15,000	Click Here
	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	Interior & Exterior	23	12 Weeks	15 seconds	400,000	30,000	
TAWASUL PACKAGE / 3 AVAILABLE								
Hajj Terminal, Jeddah King Abdulaziz International Airport	Square Pillars	Interior	15	52 Weeks	100% SOV	14,625,000	225,000	Click Here
	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			

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Hajj Terminal, King Abdulaziz International Airport

2026 Rate Card

CITY مدينة	FORMAT TYPE نوع الميديا	LOCATION موقع	FACES وجه	BOOKING PERIOD فترة الحجز	AD DURATION مدة الإعلان	RENTAL COST تكلفة الإيجار	HANDLING FEES رسوم التشغيل والبلدية	MAP LINK خريطة الموقع
AL BARAKA PACKAGE / 1 AVAILABLE								
Hajj Terminal, Jeddah King Abdulaziz International Airport	Square Pillars	Interior	5	52 Weeks	100% SOV	1,500,000	50,000	Click Here
	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			
HALA PACKAGE / 4 AVAILABLE								
Hajj Terminal, Jeddah	Large Exit Signs	Interior	1	52 Weeks	100% SOV	500,000	30,000	Click Here
MARHABA PACKAGE / 6 AVAILABLE								
Hajj Terminal, Jeddah	Passport Control Signs	Interior	2	52 Weeks	100% SOV	400,000	20,000	Click Here
AL NOOR PACKAGE / 1 AVAILABLE								
Hajj Terminal, Jeddah	Jet Bridges	Exterior	20	52 Weeks	100% SOV	1,900,000	225,000	Click Here

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Hajj Terminal, King Abdulaziz International Airport

2026 Rate Card

CITY مدينة	FORMAT TYPE نوع الميديا	LOCATION موقع	FACES وجه	BOOKING PERIOD فترة الحجز	AD DURATION مدة الإعلان	RENTAL COST تكلفة الإيجار	HANDLING FEES رسوم التشغيل والبلدية	MAP LINK خريطة الموقع
OASIS PACKAGE / 5 AVAILABLE								
Hajj Terminal, Jeddah	Round Pillars	Exterior	4	52 Weeks	100% SOV	350,000	25,000	Click Here
	Waiting Area Light Boxes	Exterior	5	52 Weeks	100% SOV			
TIZKAAR PACKAGE / 4 AVAILABLE								
Hajj Terminal, Jeddah	Round Pillars	Exterior	5	52 Weeks	100% SOV	350,000	20,000	Click Here
	Promotional Stand	Exterior	1	52 Weeks	100% SOV			
OTHERS								
Hajj Terminal, Jeddah	Round Pillars	Exterior	5	52 Weeks	100% SOV	200,000	20,000	Click Here
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 (3rd) 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:

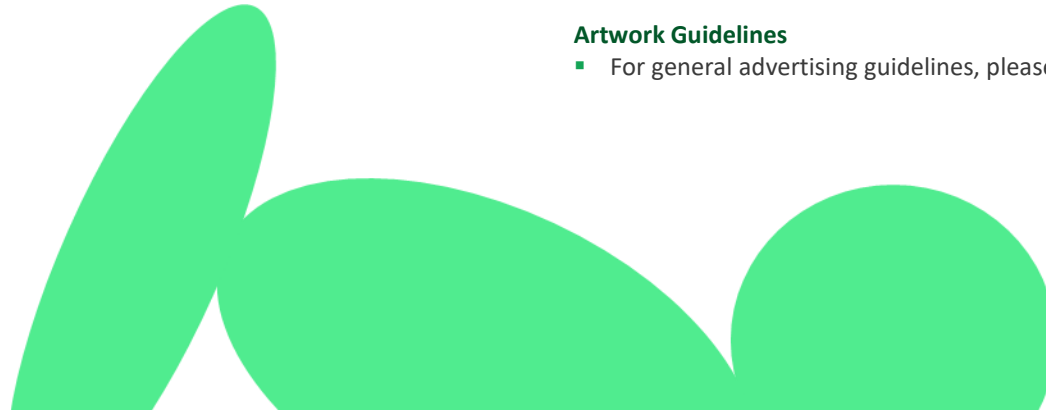
- For any special requests or annual deal discussions, kindly contact your local sales representative

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 نوع الحزمة	MATCH TYPE تصنيف المباريات	FOOTBALL MATCHES عدد المباريات	FACADES واجهات	AD DURATION مدة الإعلان	FREQUENCY PER MATCH عدد الإعلانات لكل مباراة	TOTAL SECONDS PER MATCH مدة الإعلان لكل مباراة	RENTAL COST تكلفة الإيجار	MAP LINK خريطة الموقع
Per Match Package	Key Matches	1 Match Only	4	10 Seconds	10 Spots	100 Seconds	240,000	Click Here
	Other Matches	1 Match Only	4	10 Seconds	10 Spots	100 Seconds	180,000	
4 Match Package	Key Matches	1 Match Only	4	10 Seconds	10 Spots	100 Seconds	700,000	
	Other Matches	3 Matches Only	4	10 Seconds	10 Spots	100 Seconds		
15 Match Package	Key Matches	3 Matches Only	4	10 Seconds	10 Spots	100 Seconds	2,000,000	
	Other Matches	12 Matches Only	4	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:	1 Match *1x Key Match, or *1x Other Match Total Spots 10 Total Seconds 100	4 Matches *1x Key Match + *3x Other Matches Total Spots 40 (10 + 30) Total Seconds 400 (100 + 300)	15 Matches *3x Key Matches + *12x Other Matches Total Spots 150 (30 + 120) Total Seconds 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. Respected clients will be informed of any date change.		

*Kindly refer to the respected commercial notes for reference

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

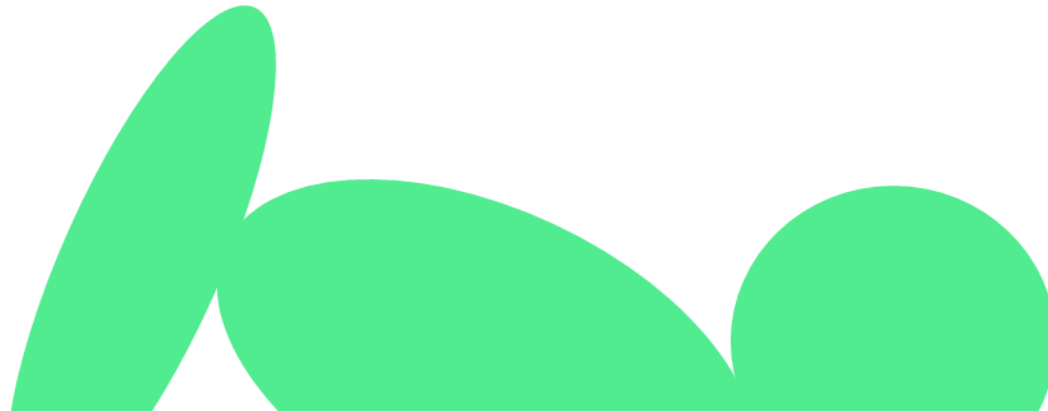
Artwork Submission and Approval

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](#)
- [VOX – Tron Movie](#)
- [BYD](#)

Thank you



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