al arabia

OUTDOOR
RATE CARD

2026





WHO ARE WE ?

Founded to provide seamless groundbreaking solutions that make an impact on the lives of those it touches.

We are the leading outdoor solutions providers, offering clients expertise across a multitude of platforms and mediums.

We have invested in companies across the entire media funnel to ensure quality from inception to delivery.



MISSION

To provide our clients with premium solutions and services utilizing the latest technologies to meet the advertising needs of their business and maintaining our status as a trusted partner in the market.

VISION

To become the “go-to” agency for outdoor advertising in the Kingdom of Saudi Arabia and the MENA region.

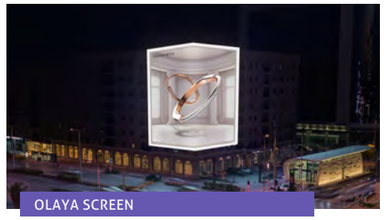
A GLIMPSE OF OUR PRODUCTS

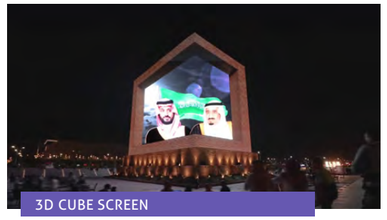


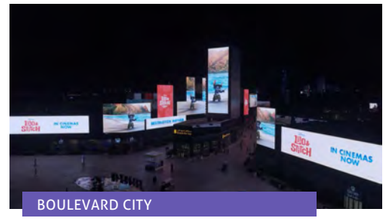
THE ARCH



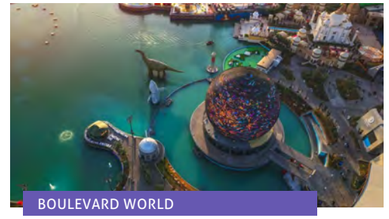
DIGITAL SUPER GIANT

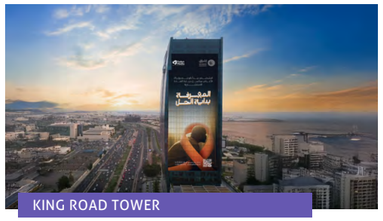

OLAYA SCREEN


3D CUBE SCREEN



BOULEVARD CITY

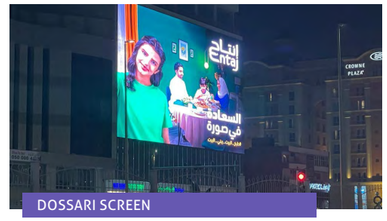

BOULEVARD WORLD


KING ROAD TOWER


TAHLIA SCREEN


ADEER SCREEN

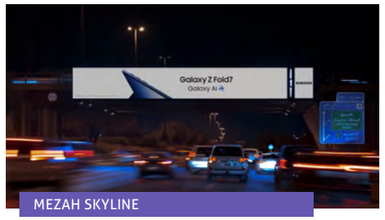

TUWAIRQI TOWER


DOSSARI SCREEN

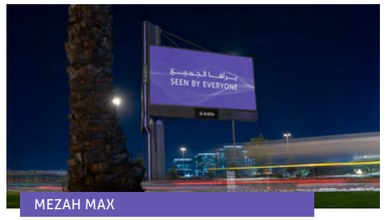

FADEN HOARDING - STATIC



CROWN SCREEN



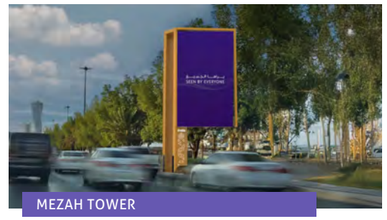
MEZAH SKYLINE

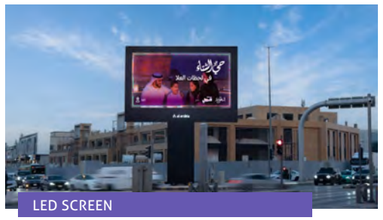


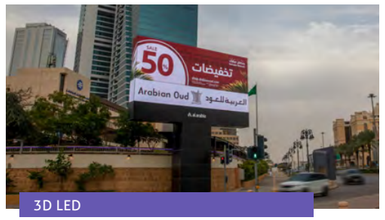
MEZAH MAX


DIGITAL MEZAHPOLE


MEZAHPOLE STATIC


MEZAH TOWER


LED SCREEN



3D LED


DKHOUN


THE GUIDE


MEZAH

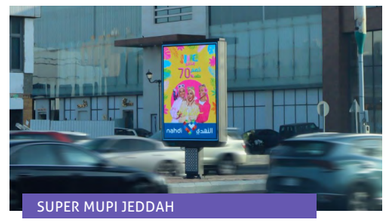

MEGACOM

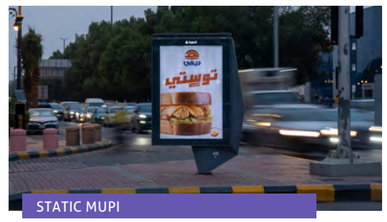

BACKLIT MEGACOM


WAVE MEZAH


DIGITAL MUPI


WAVE DIGITAL MUPI


SUPER MUPI JEDDAH


STATIC MUPI

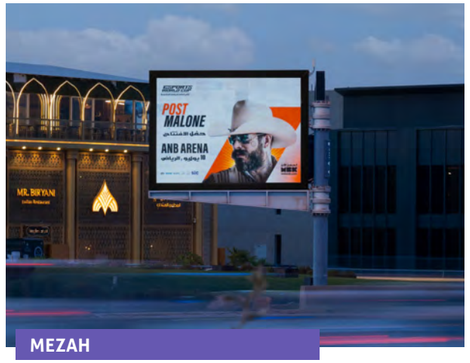


BUNDLE
OFFERS

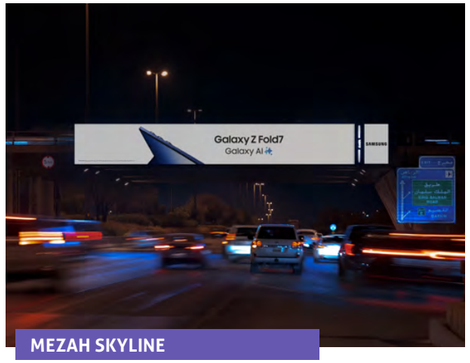
RIYADH & JEDDAH

RIYADH & JEDDAH

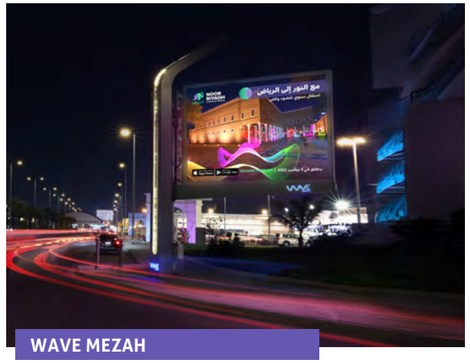
BUNDLE 1



MEZAH



MEZAH SKYLINE


WAVE MEZAH

A comprehensive packages designed to maximize reach and frequency across key urban hubs, busy areas, ideal for brands targeting diverse audiences with dynamic and engaging content

These bundles offer unparalleled visibility in prime locations. Perfect for reaching an elite, mass and all types of audience with impactful visuals and premium placements

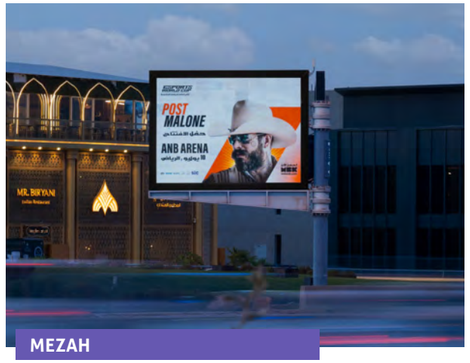
Mezah & Wave Mezah: Comprehensive Coverage Across Riyadh
They serve as a backbone to the campaign's objective ensuring broad visibility while allowing creative flexibility to adopt messaging to different times of the day

Mezah Skyline Bridges: Premium Highway Advertising
Their elevated placement guarantees impactful messaging to a diverse audience, reinforcing campaign's objective and goals

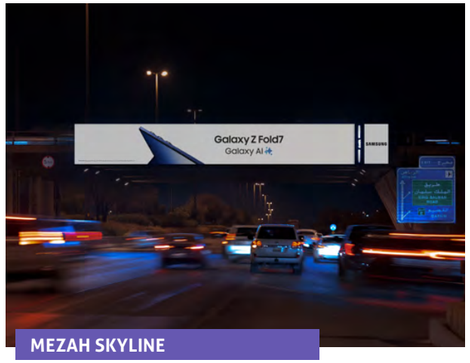
City	Media	No. of Faces	Impressios	Reach %	Frequency	2 Week Gross Rate	2 Week Net Rate	Discount
Riyadh	Mezah	80	40,201,378	47.81%	22.56	3,135,000 SAR	2,900,000 SAR	7.5%
	Mezah Skyline	15						
Jeddah	Wave Mezah	80	15,631,476	52.40%	12.28			

*Operational fees for this Package to be added on top: SAR 111,600

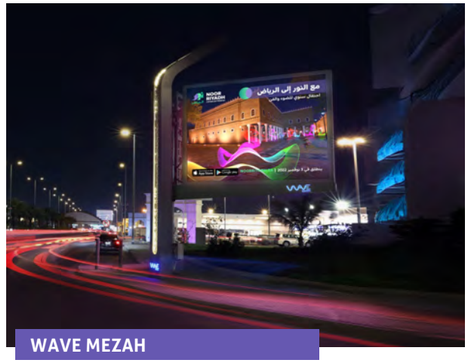
RIYADH & JEDDAH
BUNDLE 2



MEZAH



MEZAH SKYLINE


WAVE MEZAH

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Their elevated placement guarantees impactful messaging to a diverse audience, reinforcing campaign's objective and goals

City	Media	No. of Faces	Impressios	Reach %	Frequency	2 Week Gross Rate	2 Week Net Rate	Discount
Riyadh	Mezah	160	63,958,001	61.49%	27.91	5,770,000 SAR	5,100,000 SAR	11.6%
	Mezah Skyline	30						
Jeddah	Wave Mezah	120	25,778,369	59.65%	17.78			

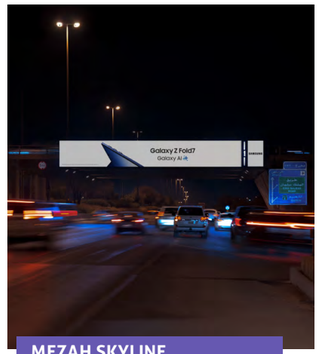
*Operational fees for this Package to be added on top: SAR 208,800

RIYADH & JEDDAH

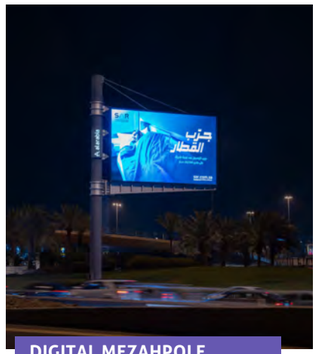
BUNDLE 3

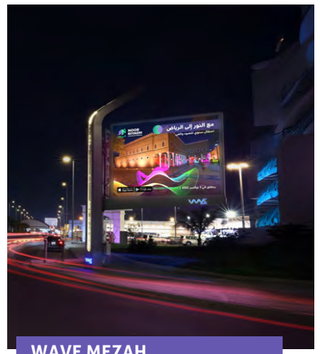


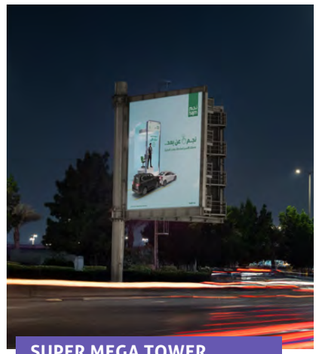
MEZAH



MEZAH SKYLINE


DIGITAL MEZAHPOLE


WAVE MEZAH


SUPER MEGA TOWER

A comprehensive packages designed to maximize reach and frequency across key urban hubs, busy areas, ideal for brands targeting diverse audiences with dynamic and engaging content

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Digital Mezahpoles: Commanding Attention on Highways
These locations capture a high volume of commuters, maximizing exposure to campaign's messaging while creating a strong brand recall

Super Mega Tower
A high-visibility, single-sided digital LED billboard in Jeddah, offering dynamic day-and-night exposure for impactful roadside advertising

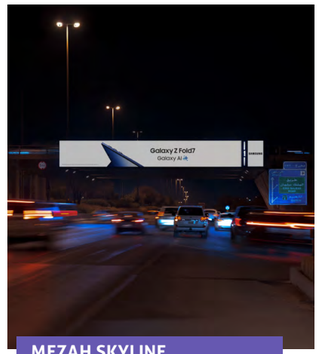
City	Media	No. of Faces	Impressios	Reach %	Frequency	2 Week Gross Rate	2 Week Net Rate	Discount
Riyadh	Mezah	80	56,623,821	52.86%	28.75	4,185,000 SAR	3,750,000 SAR	10.4%
	Mezah Skyline	15						
	Digital Mezahpole	20						
Jeddah	Wave Mezah	80	17,976,029	53.59%	13.80			
	Super Mega Tower	10						

*Operational fees for this Package to be added on top: SAR 171,600

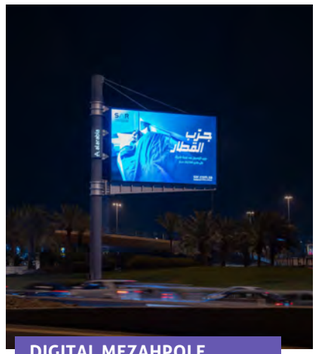
RIYADH & JEDDAH
BUNDLE 4

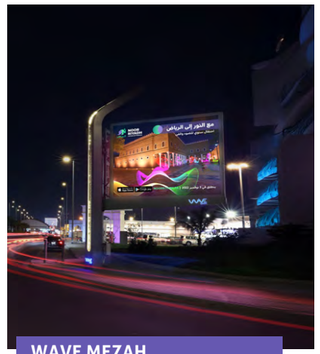


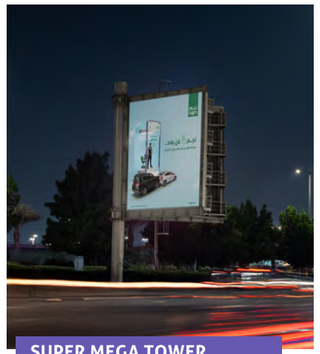
MEZAH



MEZAH SKYLINE


DIGITAL MEZAHPOLE


WAVE MEZAH


SUPER MEGA TOWER

A comprehensive packages designed to maximize reach and frequency across key urban hubs, busy areas, ideal for brands targeting diverse audiences with dynamic and engaging content

These bundles offer unparalleled visibility in prime locations. Perfect for reaching an elite, mass and all types of audience with impactful visuals and premium placements

Mezah & Wave Mezah: Comprehensive Coverage Across Riyadh
They serve as a backbone to the campaign's objective ensuring broad visibility while allowing creative flexibility to adopt messaging to different times of the day

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Super Mega Tower
A high-visibility, single-sided digital LED billboard in Jeddah, offering dynamic day-and-night exposure for impactful roadside advertising

City	Media	No. of Faces	Impressios	Reach %	Frequency	2 Week Gross Rate	2 Week Net Rate	Discount
Riyadh	Mezah	160	92,643,187	57.21%	43.46	6,820,000 SAR	5,900,000 SAR	13.5%
	Mezah Skyline	30						
	Digital Mezahpole	20						
Jeddah	Wave Mezah	120	28,122,922	60.48%	19.13			
	Super Mega Tower	10						

*Operational fees for this Package to be added on top: SAR 268,800



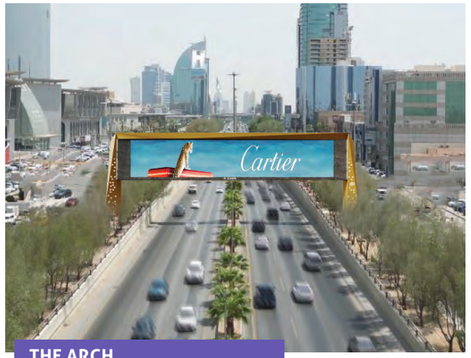
CATEGORY BUNDLES

- ELITE PRESTIGE
- PLATINUM REACH
- PREMIUM IMPACT
- FULL TAKEOVER

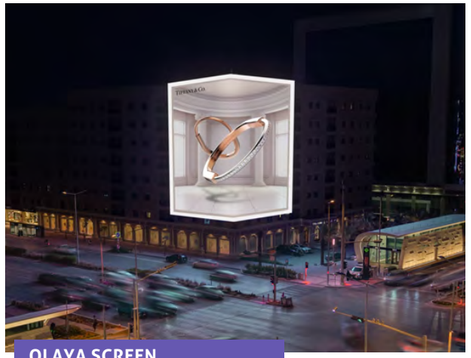
CATEGORY BUNDLE

ELITE PRESTIGE

Tailored for luxury brands and high-end campaigns, this bundle offers unparalleled visibility in prime locations. Perfect for reaching an elite audience with impactful visuals and premium placements.

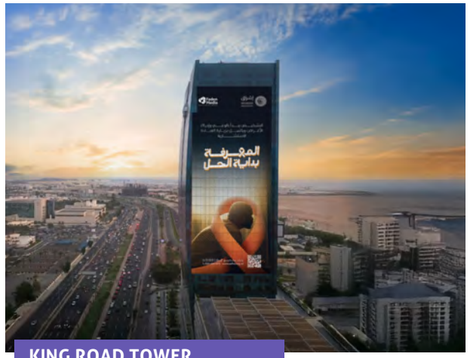


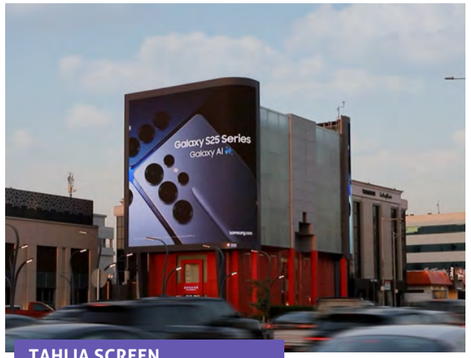
THE ARCH


OLAYA SCREEN



DKHOUN


KING ROAD TOWER



TAHLIA SCREEN

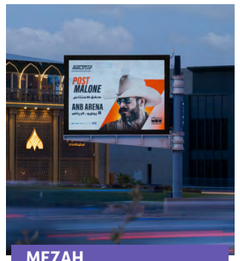
City	Media	No. of Faces	Duration	Impressions	Reach %	Frequency	Gross Rate	Net Rate	Discount
Riyadh	The Arch	2	2 Weeks	4,835,929	15.93	8.15	2,365,000 SAR	2,128,500 SAR	10%
	Dkhoun (DQ)	36	2 Weeks						
	Olaya Screen	2	1 Day						
Jeddah	King Road Tower	2	2 Weeks	3,798,510	16.29	9.60			
	Tahlia Screen	2	2 Weeks						

*Operational fees for this Package to be added on top: SAR 144,400

CATEGORY BUNDLE

PLATINUM REACH

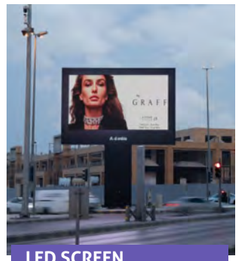
A comprehensive package designed to maximize reach and frequency across key urban hubs. Ideal for brand launching campaigns.


MEZAH


DIGITAL MEZAHPOLE

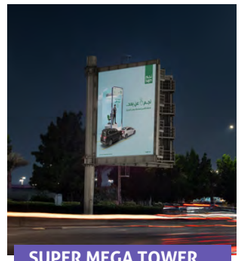

DIGITAL MUPI


THE GUIDE

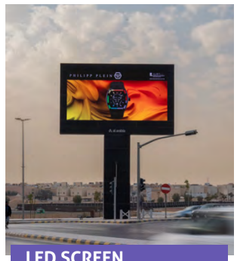

LED SCREEN


MEZAH SKYLINE


WAVE MEZAH


SUPER MEGA TOWER


WAVE DIGITAL MUPI


LED SCREEN

City	Media	No. of Faces	Duration	Impressions	Reach %	Frequency	Gross Rate	Net Rate	Discount
Riyadh	Mezah	80	2 Weeks	77,470,209	56.19	37	5,676,658 SAR	4,825,000 SAR	15%
	Digital Mezahpole	20							
	Digital Mupi	100							
	The Guide	40							
	Mezah Skyline	15							
	LED Screens (10 Sec / 2 Min)	9							
Jeddah	Wave Mezah	80		26,947,691	59.02	18.79			
	Super Mega Tower	10							
	Wave Digital Mupi	100							
	LED Screens (10 Sec / 2 Min)	6							

*Operational fees for this Package to be added on top: SAR 211,600

CATEGORY BUNDLE

PREMIUM IMPACT

A comprehensive package designed to maximize reach and frequency across key urban hubs. Ideal for brand launching campaigns.

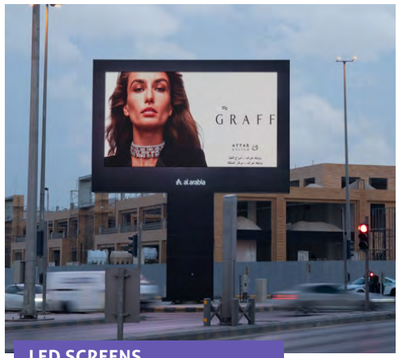


DKHOUN



THE GUIDE

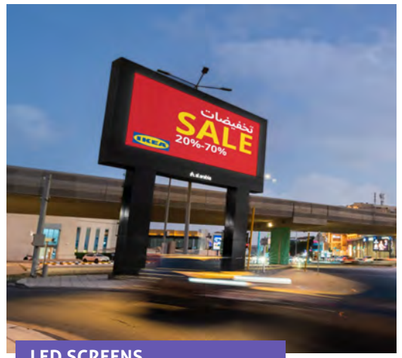

DIGITAL MUPI



LED SCREENS



WAVE DIGITAL MUPI



LED SCREENS

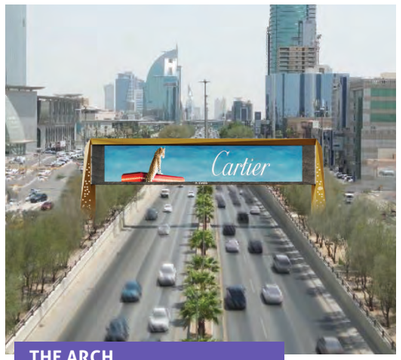
City	Media	No. of Faces	Duration	Impressions	Reach %	Frequency	Gross Rate	Net Rate	Discount
Riyadh	Dkhoun (DQ)	36	2 Weeks	67,597,851	55.06	32.95	1,631,658 SAR	1,331,433 SAR	18.4%
	The Guide	40							
	Digital Mupi	80							
	LED Screens (10 Sec / 2 Min)	9							
Jeddah	Wave Digital Mupi	80		7,406,046	37.96	8.03			
	LED Screens (10 Sec / 2 Min)	6							

*Operational fees for this Package to be added on top: SAR 49,600

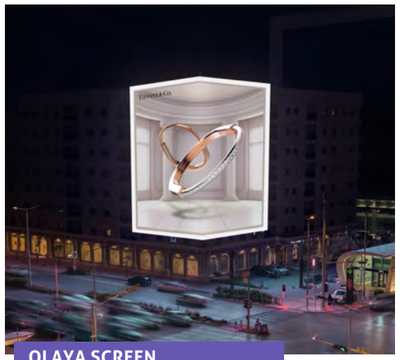
CATEGORY BUNDLE

FULL TAKEOVER

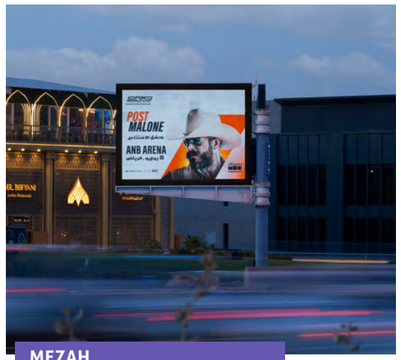
For brands looking to dominate the market – this bundle ensures unmatched exposure and presence. With comprehensive coverage across the most prominent locations, it's designed for maximum brand impact and saturation.



THE ARCH



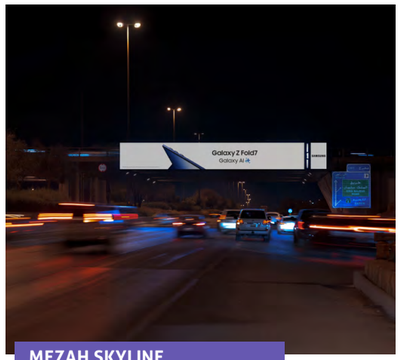
OLAYA SCREEN



MEZAH



DIGITAL MEZAHPOLE



MEZAH SKYLINE



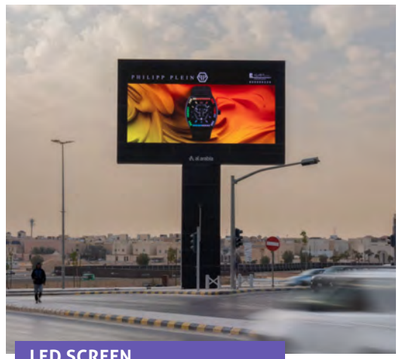
DIGITAL MUPI



WAVE MEZAH



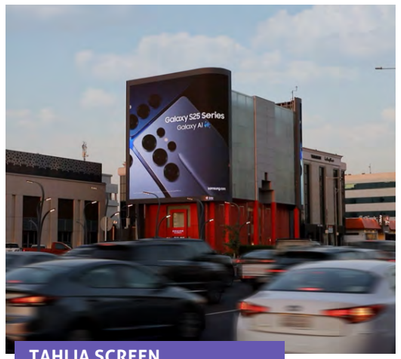
WAVE DIGITAL MUPI



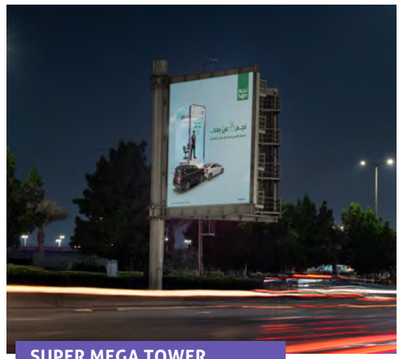
LED SCREEN



KING ROAD TOWER



TAHLIA SCREEN



SUPER MEGA TOWER

CATEGORY BUNDLE

FULL TAKEOVER

For brands looking to dominate the market – this bundle ensures unmatched exposure and presence. With comprehensive coverage across the most prominent locations, it's designed for maximum brand impact and saturation.

City	Media	No. of Faces	Duration	Impressions	Reach %	Frequency	Gross Rate	Net Rate	Discount
Riyadh	The Arch	3	2 weeks	159,018,202	67.69	63.05	16,281,658 SAR	12,504,313 SAR	23.2%
	Olaya Screen	2	1 Day						
	Mezah	320	2 weeks						
	Digital Mezahpole	20							
	Mezah Skyline	40							
	Digital Mupi	110							
	LED Screens (10 Sec / 2 Min)	9							
Jeddah	Wave Mezah	300	2 weeks	94,801,695	70.80	55.10			
	Super Mega Tower	10							
	Wave Digital Mupi	300							
	Tahlia Screen	2							
	King Road Tower	2							
	LED Screens (10 Sec / 2 Min)	6							

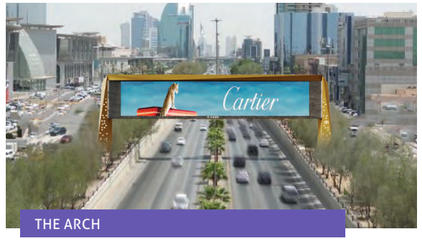
*Operational fees for this Package to be added on top: SAR 636,400



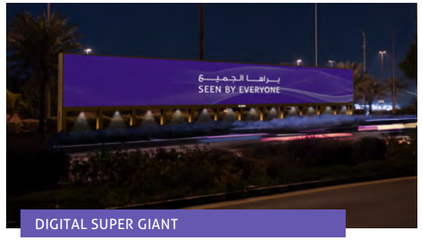
RIYADH
RATES

BOOKINGS FOR FORMATS OUTSIDE BUNDLE OFFERS ARE SUBJECT FOR AVAILABILITY & APPROVAL

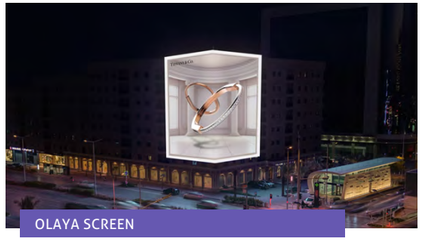
RIYADH PRODUCTS

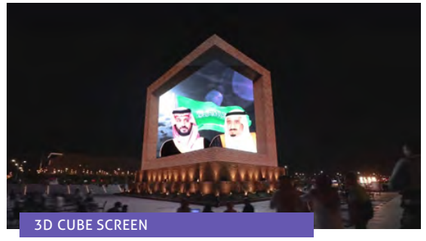


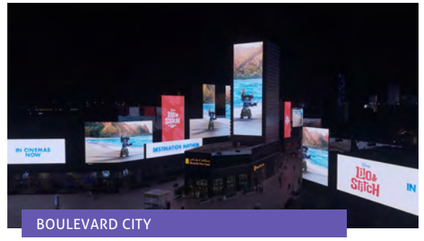
THE ARCH



DIGITAL SUPER GIANT

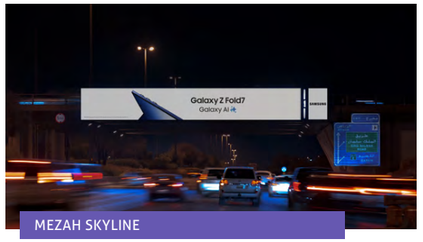

OLAYA SCREEN


3D CUBE SCREEN

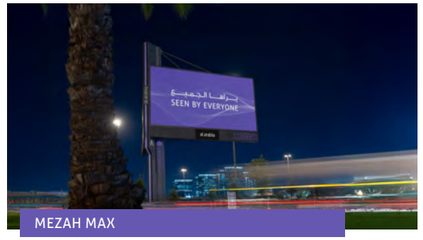


BOULEVARD CITY


BOULEVARD WORLD



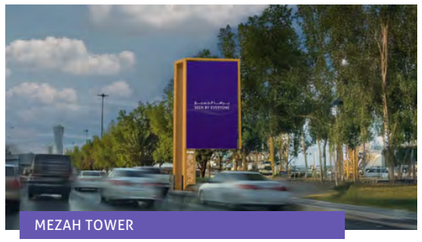
MEZAH SKYLINE

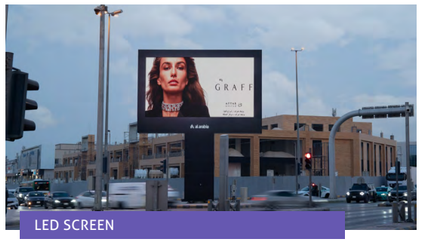


MEZAH MAX

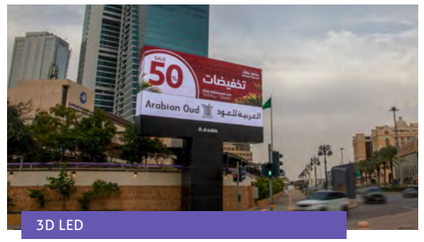

DIGITAL MEZAHPOLE


MEZAHPOLE STATIC


MEZAH TOWER



LED SCREEN

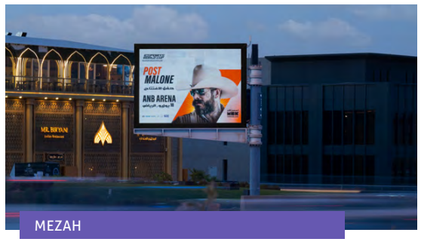


3D LED



DKHOUN


THE GUIDE

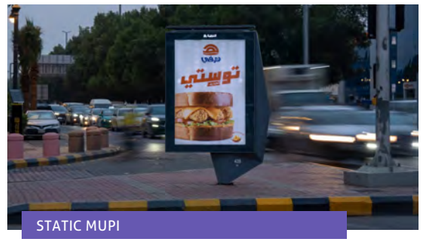


MEZAH


MEGACOM


BACKLIT MEGACOM


DIGITAL MUPI


STATIC MUPI

RATES

RIYADH

MEDIA FORMATS WITH STANDARD TWO-WEEK CAMPAIGN RATES

Media	No. of Faces	2 Weeks Rate	Operational Fees for Digital Media Printing & Handling Fees for Static Media	Total Inventory (No. of faces)
Mezah Skyline	15	1,035,000 SAR	3,600 SAR per face	110
Mezah Tower	10	500,000 SAR	2,000 SAR per face	40
Mezahpole	10	350,000 SAR	2,000 SAR per face	50
Mezah	80	1,100,000 SAR	360 SAR per face	400
Digital & Static Megacom	60 FACES 20 Digital & 40 Static	760,000 SAR	360 SAR- digital format per face 1,000 SAR- static backlit per face	60 faces - digital 250 faces - static
Digital Mupis	40	100,000 SAR	120 SAR per face	100
Static Mupis	40	105,000 SAR	300 SAR per face	1100
The Guide	20	160,000 SAR	400 SAR per face	80
Dkhoun (DQ)	36	240,000 SAR	400 SAR per face	36
Digital Super Giants	1	500,000 SAR	30,000 SAR per face	10

The Arch

Media	No. of Faces	2 Weeks Rate	Operational Fees for Digital Media Printing & Handling Fees for Static Media
King Fahad Road (near AlRajhi Tower)	1	500,000 SAR	30,000 SAR
King Fahad Bridge (near Souq Taibah)	1	500,000 SAR	30,000 SAR
King Fahad Road (near Kingdom Tower)	1	500,000 SAR	30,000 SAR

LED SCREENS

Duration	Spot Shown	9 Screens	7 Screens	4 Screens	1 Screen
10 seconds	4 Minutes	270,000 SAR	210,000 SAR	120,000 SAR	30,000 SAR
	3 Minutes	315,900 SAR	245,700 SAR	140,400 SAR	35,100 SAR
	2 Minutes	428,400 SAR	333,200 SAR	190,400 SAR	47,600 SAR
15 seconds	4 Minutes	348,570 SAR	271,110 SAR	154,920 SAR	38,730 SAR
	3 Minutes	423,000 SAR	329,000 SAR	188,000 SAR	47,000 SAR
	2 Minutes	589,500 SAR	458,500 SAR	262,000 SAR	65,500 SAR
20 seconds	6 Minutes	321,840 SAR	250,320 SAR	143,040 SAR	35,760 SAR
	4 Minutes	464,400 SAR	361,200 SAR	206,400 SAR	51,600 SAR

No Operational Fee for LED Screens

STATIC MEZAHPOLE

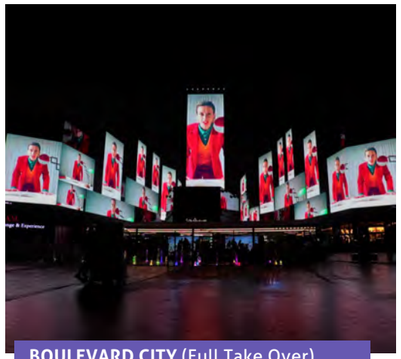
No. of Faces	2 Weeks Rate	1 Month Rate	6 Months Rate	Printing & Handling Fees per Face
1 LOCATION (2 FACES)	80,000 SAR	160,000 SAR	960,000 SAR	16,000 SAR
5 LOCATIONS (10 FACES)	400,000 SAR	800,000 SAR	4,800,000 SAR	
10 LOCATIONS (20 FACES)	800,000 SAR	1,600,000 SAR	9,600,000 SAR	

OLAYA SCREEN

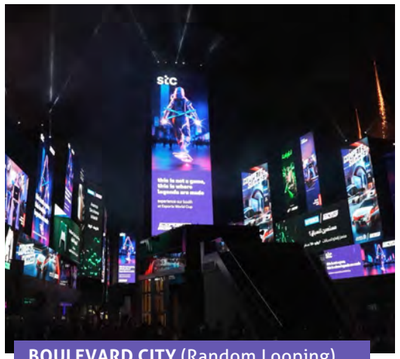
Media	No. of Faces	One Day Rate	Operational Fees for Digital Media Printing & Handling Fees for Static Media
Olaya Screen	2	350,000 SAR	30,000 SAR

RATES

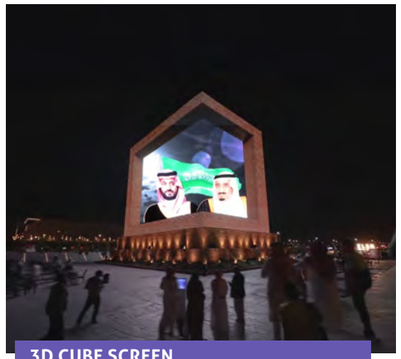
BLVD RUH



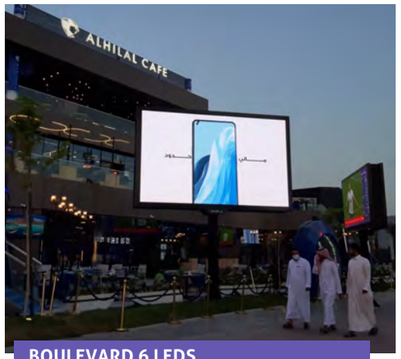
BOULEVARD CITY (Full Take Over)



BOULEVARD CITY (Random Looping)



3D CUBE SCREEN



BOULEVARD 6 LEDS

AlArabia is proud to be at the forefront of digital transformation in outdoor advertising through its landmark presence at Boulevard Riyadh City.

As part of Riyadh Season, we launched the largest 3D interactive digital screens in the Middle East, spanning over 8,000 square meters and equipped with cutting-edge 4K technology.

These 179 smart billboards offer wayfinding, touch features, real-time information, and free Wi-Fi access, enhancing the visitor experience across all zones. From broadcasting live sports matches to managing all screens from a single control center, AlArabia continues to set new standards in smart advertising and digital city infrastructure. Our work at the Boulevard reflects our broader mission to build vibrant, connected environments aligned with Vision 2030.

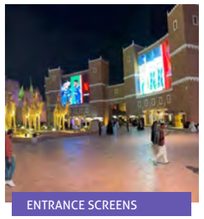
MEDIA FORMATS WITH STANDARD CAMPAIGN RATES

Media	No. of Faces	Duration	Rentel Cost
BLVD Square Screens (Full Take Over)	82	3 mins / 1 Day	450,000 SAR
BLVD Square Screens (Random Looping)	82	4 Weeks	1,300,000 SAR
BLVD Square Screens (Random Looping)	82	2 Weeks	780,000 SAR
3D Cube Screen	4	4 Weeks	750,000 SAR
Boulevard 6 LEDs	6	2 Weeks	150,00 SAR

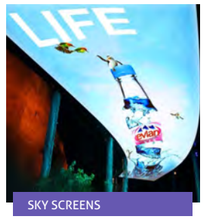
*Number of faces per format mentioned in this rate card is only the minimum required number of faces per booking. Full inventory and its corresponding rates are available upon request

RATES

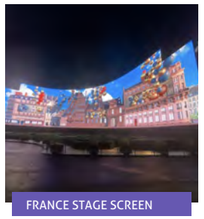
BLVD WORLD

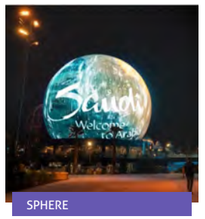

ENTRANCE SCREENS


STANDING PILLAR SCREENS

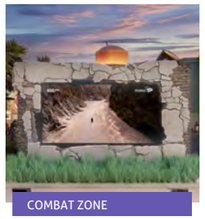


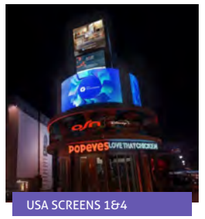
SKY SCREENS


FRANCE STAGE SCREEN

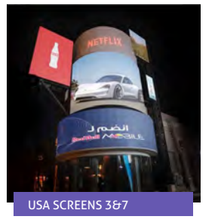


SPHERE

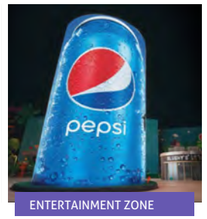

COMBAT ZONE



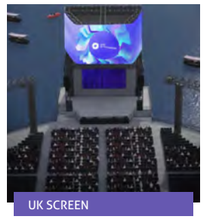
USA SCREENS 1&4

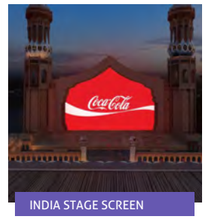


USA SCREENS 3&7

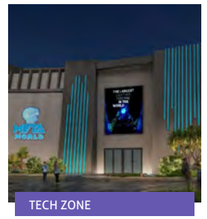


ENTERTAINMENT ZONE


UK SCREEN



INDIA STAGE SCREEN


TECH ZONE

MEDIA FORMATS WITH STANDARD CAMPAIGN RATES

Media	No. of Screens	Duration	2 Weeks Rate
Entrance Screens	6	10 Sec	300,000 SAR
Standing Pillar Screens	8	10 Sec	200,000 SAR
Sky Screens	2	10 Sec	250,000 SAR
France Stage Screen	1	10 Sec	400,000 SAR
Sphere	1	20 Sec	1,300,000 SAR
Combat Zone	1	10 Sec	100,000 SAR
Usa Screens 1&4	11	10 Sec	300,000 SAR
Usa Screens 3&7	11	10 Sec	300,000 SAR
Entertainment Zone	1	10 Sec	200,000 SAR
UK Screen	2	10 Sec	200,000 SAR
India Stage Screen	1	10 Sec	200,000 SAR
Tech Zone	1	10 Sec	100,000 SAR

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JEDDAH
RATES

BOOKINGS FOR FORMATS OUTSIDE BUNDLE OFFERS ARE SUBJECT FOR AVAILABILITY & APPROVAL

JEDDAH PRODUCTS



KING ROAD TOWER

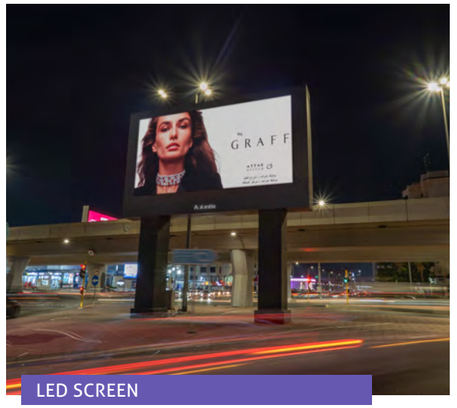


TAHLIA SCREEN

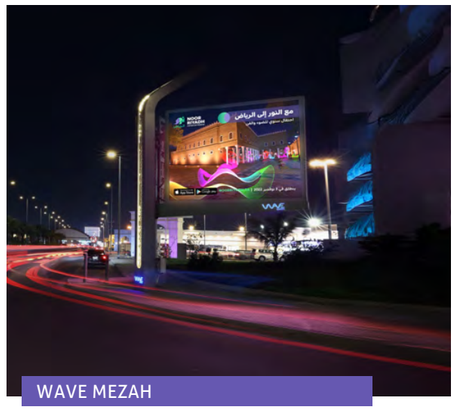

SUPER MEGA TOWER



FADEN HOARDING - STATIC

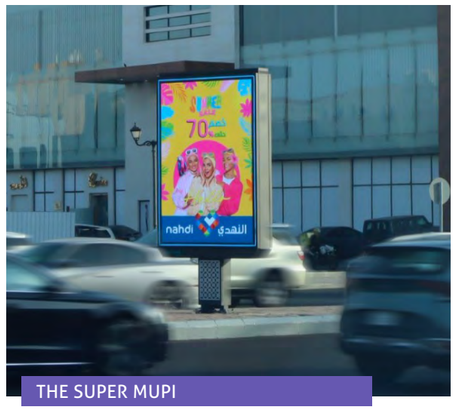


LED SCREEN

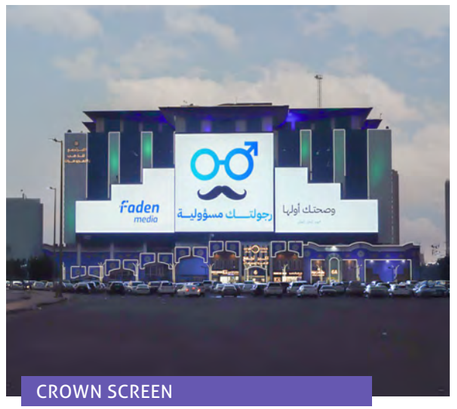

WAVE MEZAH



WAVE DIGITAL MUPI



THE SUPER MUPI



CROWN SCREEN

RATES

JEDDAH

MEDIA FORMATS WITH STANDARD TWO-WEEK CAMPAIGN RATES

Media	No. of Faces	2 Weeks Rate	Operational Fees	Total Inventory (No. of faces)
SUPER MEGA TOWER	10	350,000 SAR	2,000 SAR per face	40
Wave Mezah	80	1,000,000 SAR	360 SAR per face	350
Wave Digital Mupis	40	100,000 SAR	120 SAR per face	350

LARGE BUILDING FACADE DISPLAY

Media	No. of Faces	Duration	2 Weeks Rate	Operational Fees	Total Inventory (No. of faces)
King Road Tower	2	2 Weeks	480,000 SAR	25,000 SAR	2
Tahlia Screen	2	2 Weeks	295,000 SAR	15,000 SAR	2
Crown Screen	1	2 Weeks	250,000 SAR	15,000 SAR	1
Faden Hoarding - Static	1	1 Month	1,000,000 SAR	100,000 SAR	10

LED SCREENS

Duration	Spot Shown	6 Screens	3 Screens	1 Screen
10 seconds	4 Minutes	150,000 SAR	75,000 SAR	25,000 SAR
	3 Minutes	178,284 SAR	89,142 SAR	29,714 SAR
	2 Minutes	243,258 SAR	121,629 SAR	40,543 SAR
15 seconds	4 Minutes	196,284 SAR	98,142 SAR	32,714 SAR
	3 Minutes	238,590 SAR	119,295 SAR	39,765 SAR
	2 Minutes	336,600 SAR	168,300 SAR	56,100 SAR
20 seconds	6 Minutes	181,026 SAR	90,513 SAR	30,171 SAR
	4 Minutes	243,258 SAR	121,629 SAR	40,543 SAR

No Operational Fee for LED Screens

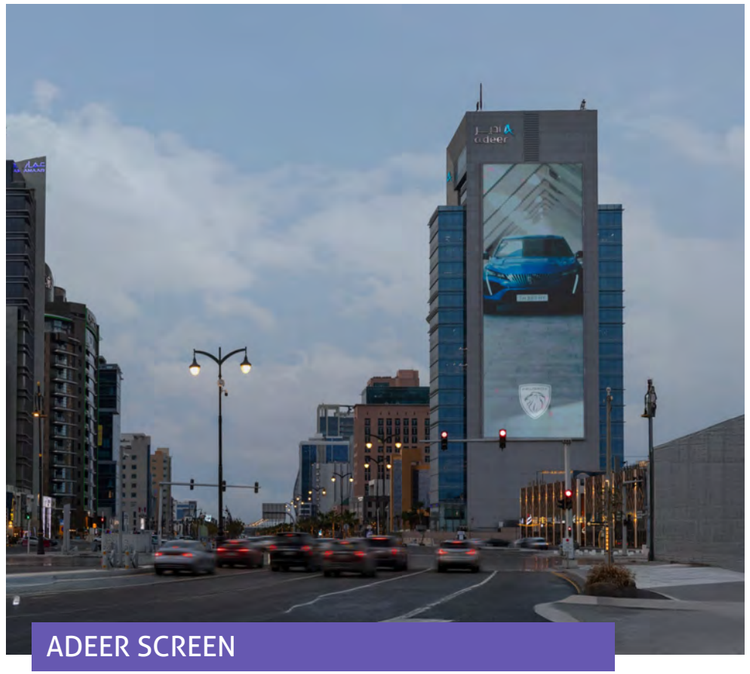


DAMMAM
KHOBAR
RATES

BOOKINGS FOR FORMATSS OUTSIDE BUNDLE OFFERS ARE SUBJECT FOR AVAILABILITY & APPROVAL

DAMMAM KHOBAR PRODUCTS

KHOBAR



ADEER SCREEN

DAMMAM



ALDOSSARI SCREEN

DAMMAM



DIGITAL MEZAHPOLE

RATES

DAMMAM KHOBAR

MEDIA FORMATS WITH STANDARD TWO-WEEK CAMPAIGN RATES

Media	No. of Faces	2 Weeks Rate	Operational Fees for Digital Media Printing & Handling Fees for Static Media
Digital Mezahpole	10	200,000 SAR	2,000 SAR per face

LARGE BUILDING FACADE DISPLAY

Media	Duration	Spot Shown	5 Screens	Operational Fees for Digital Media
Aldossari Screen	10 seconds	3 Minutes	135,000 SAR	20,000 SAR
		2 Minutes	180,000 SAR	
Adeer Screen	15 seconds	2.5 Minutes	265,000 SAR	25,000 SAR

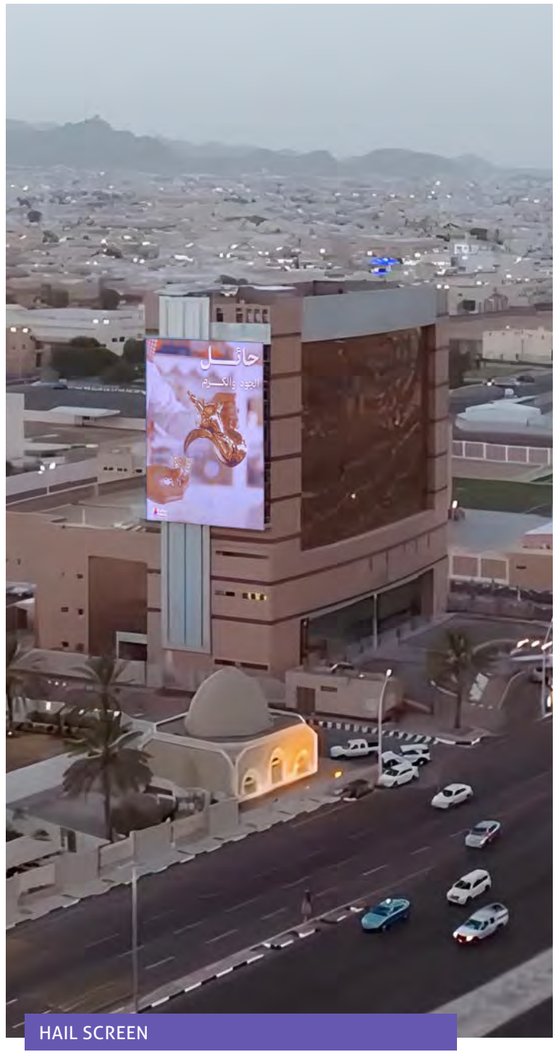
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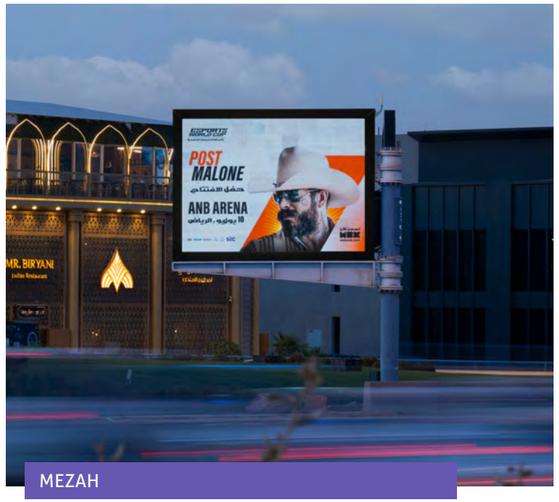
RURAL CITIES RATES

BOOKINGS FOR FORMATS OUTSIDE BUNDLE OFFERS ARE SUBJECT FOR AVAILABILITY & APPROVAL

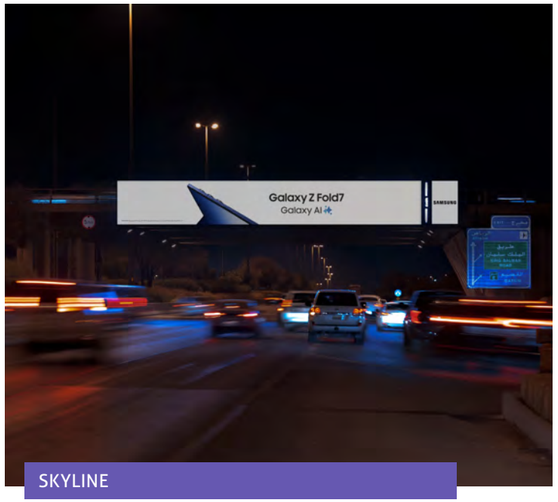
RURAL CITIES PRODUCTS



HAIL SCREEN



MEZAH



SKYLINE



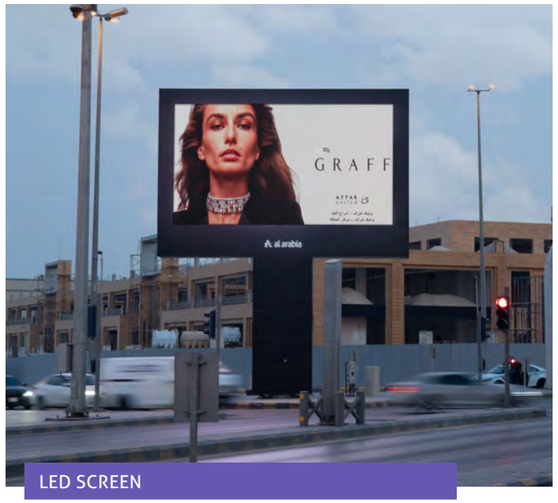
BACKLIT MEGACOM



DIGITAL MUPI



STATIC MUPI



LED SCREEN

RURAL CITIES

Number of faces per format mentioned in this rate card is only the minimum required number of faces per booking. Full inventory and its corresponding rates are available upon request

BACKLIT MEGACOM

Media Type	City		No. of Faces	2 Weeks Rate	Operational Fees for Printing & Handling Fees
Static	Khamis Mushait	Baha	20	60,000 SAR	750 SAR per face
	Jubail	Al Ahsa			
	Oniza	Rabigh			
	Hafr Albaten	Al Kharj			
	Yanbu				

MEZAH

Media Type	City	No. of Faces	2 Weeks Rate	Operational Fees for Digital Media
Digital 10 seconds	Al Madinah	20	100,000 SAR	320 SAR per face
	Al Ahsa	20	60,000 SAR	
	Hafr Albaten	10	30,000 SAR	
	Khamis Mushait	20	60,000 SAR	
	Jubail	10	30,000 SAR	
	Rass	20	60,000 SAR	
	Buraidah	10	30,000 SAR	
	Baha	10	30,000 SAR	
	Yanbu	10	30,000 SAR	

MEZAH SKYLINE

Media Type	City		No. of Faces	2 Weeks Rate	Operational Fees for Digital Media
Digital 10 seconds	Al Madinah		5	150,000 SAR	3,300 SAR per face
	Tabuk		5	100,000 SAR	
	Hafr Albaten		4	80,000 SAR	
	Abha	Hail	2	40,000 SAR	
	Aljouf	Oniza			
	Kharj	Buraidah			

LARGE BUILDING FACADE DISPLAY

Media Type	City	No. of Faces	2 Weeks Rate	Operational Fees for Digital Media
Digital	Hail	1	50,000 SAR	7,500 SAR per face

STATIC MUPI

City		No. of Faces	2 Weeks Rate	Operational Fees for Digital Media
Al Madinah		20	50,000 SAR	220 SAR per face
Oniza	Rabigh	20	30,000 SAR	
AlRass	Hafar Al Batin			
Al Ahsa	Zulfi			
Jizan	Hail			
Najran	Bkereya			

RURAL CITIES

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LED SCREENS

City	No. of Faces	Duration	Spot Shown	2 Weeks
Al Madinah	1	10 sec	4 Minutes	11,000 SAR
			3 Minutes	14,300 SAR
Al Ahsa	1		2 Minutes	22,000 SAR
Qassim (Oniza)	1	15 sec	4 Minutes	14,300 SAR
			3 Minutes	21,450 SAR
Hail	1		2 Minutes	28,600 SAR
Jubail	1	20 sec	6 Minutes	14,666 SAR
			4 Minutes	22,000 SAR

DIGITAL MUPI

Duration	City	No. of Faces	2 Weeks Rate	Operational Fees for Digital Media
10 sec	Al Madinah	20	50,000 SAR	110 SAR per face
	Al Ahsa	15	22,500 SAR	
	Hafr Albaten	15	22,500 SAR	
	Sakaka	20	30,000 SAR	
	Jazan	20	30,000 SAR	
	Al Kharj	10	15,000 SAR	
	Oniza	10	15,000 SAR	
	Hail	10	15,000 SAR	
	Yanbu	20	30,000 SAR	
	Rabigh	10	15,000 SAR	
	Jubail	20	30,000 SAR	
	Arar	20	30,000 SAR	

THE TOOL TO MEASURE YOUR CAMPAIGNS' REACH

MEASURING SOFTWARE

Streach is an independent, state-of-the-art, future proof OOH planning and measurement system.

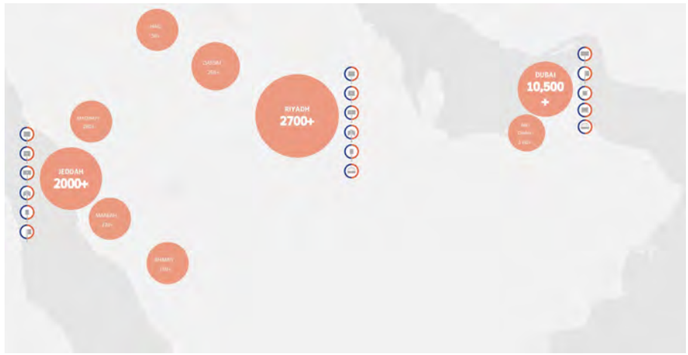
Streach provides advertisers with the capability to scientifically plan and measure exposure of their OOH campaigns, Streach provides richer analytics to the exposed audience, from a socio-demographics, socio-economic and behavioral aspect.

Streach provides the below OTS metrics on a campaign level or on circuits level:

- TOTAL PASS-BYS
- OVERALL CAMPAIGN FREQUENCY
- OVERALL REACH PERCENTAGE
- AUDIENCE COMPOSITION

Streach

More than 9,500 OOH faces across 24 ad formats have been surveyed, audited and imported. Streach is available today in the Kingdom of Saudi Arabia and the United Arab Emirates



Contacts

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www.seventhdecimal.com

GENERAL CONDITIONS

PAYMENT TERMS

50% upon confirmation

50% [Balance] 2 weeks prior to the installation date

The rate for one week will be 60% of the two weeks rate

BOOKINGS

4 weeks prior to the display date

MATERIAL DEADLINE

2 weeks prior to the display date

CANCELLATION & AMENDMENTS

12 weeks notice prior to the display date

TERMS

AL ARABIA shall not be liable for any interruption of power supply due to any circumstance.

AL ARABIA reserves the right to decline any campaign.

al arabia

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