Mousa Tower

King Fahad Road, Al Khalidiyyah Al Janubiyyah, Dammam

ARTWORK SPECIFICATIONS:

Artwork Delivery:	**1216 pixels x 1908 pixels (W x H)**
File Format:	MP4 or JPG (high resolution)
Resolution:	300 DPI
Ad Duration:	10 seconds
Video Frame Rate:	24-30 FPS
File Weight:	200 mb maximum
Visibility:	Click Here

MORE ABOUT THE TOWER:

Facades:	**1**
Installation:	Southern Facade
Orientation:	Portrait
Total Dimension:	**40 meters x 60 meters (W x H)**
Total Façade Space:	2,400 m²



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Building Facades must adhere to the following guidelines:

- Artwork may include subtle and slow-moving elements of animation.
- Avoid incorporating high-speed or disruptive movements in the creative design.
- Fully produced video content (TVC style) is not permitted.

ARTWORK REVIEW

Submitted artwork is subject to review and approval based on advertising guidelines and guidelines of Artwork Animation stated above.

ARTWORK DELIVERY

Delivery Date:
Artwork must be delivered four **(4) working days before launch date** of campaign to avoid any delay. Content and delivered artwork specifications will reviewed, addressed and approved throughout this period.

Delivery Method:
Kindly share as email attachments (if less than 15mb), or

A downloadable link (utilizing WeTransfer, TransferNow or Smash) shared with your sales representative directly on existing email thread.
To avoid loss and miscommunication, please do not use the "send email" option of file sharing sites.

Artwork Files:
Independent files for each location are to be shared based on outlined artwork specifications.

Preview File:
Kindly provide screen shots and/or low-resolution video of respected artwork for referral purposes.

General Advertising Guidelines

General Advertising Guidelines

PROHIBITED CONTENT

Religious Sensitivities:
Media content must not disrespect or insult Islamic values, symbols, or principles. It is strictly forbidden to insult or demean the Qur'an, the Prophet Muhammad (peace be upon him), his companions, or his wives. Any content that contradicts Islamic Sharia law is prohibited.

Moral Standards:
The publication of indecent, offensive, or inappropriate material is prohibited. This includes explicit depictions of violence, nudity, or sexual content. Content must not promote immoral or unethical behavior.

False Information:
Dissemination of unverified or misleading information is strictly forbidden. Spreading rumors or false statements about individuals, organizations, or the government. Presenting inaccurate claims about health, safety, or other critical topics.

Social Harmony:
Media content must not incite hatred, violence, or discrimination against individuals or groups based on race, religion, gender, or nationality. Content should promote unity and respect among the Saudi population.

Political Neutrality:
Media must not encourage political discord or undermine national security. Content critical of the government or that promotes opposition to state policies is not allowed.

Prohibited Products and Activities:
Advertisements for alcohol, tobacco, gambling, or other products and services banned in Saudi Arabia are prohibited. Any content that promotes illegal activities is not permitted.

COMPLIANCE WITH PUBLIC ORDER

Public Safety:
Media must not promote unsafe practices, such as reckless driving, substance abuse, or dangerous behaviors. Content should contribute to the welfare and safety of society by avoiding endorsements of activities harmful to individuals or the community.

National Interests:
Media content must align with the policies and strategies of the Saudi government. Any content that undermines the country's sovereignty, stability, or reputation is prohibited. National symbols and leadership must be respected in all forms of media.

Cultural Respect:
Media content should adhere to Saudi Arabia's cultural norms and traditions. Portrayals must avoid culturally insensitive depictions or themes.

Content Approval:
All content will undergo review and approval before launch.

Thank you

ROTANA SIGNS