روتانا ساينز
ROTANA SIGNS

Left Goal Line



Right Goal Line

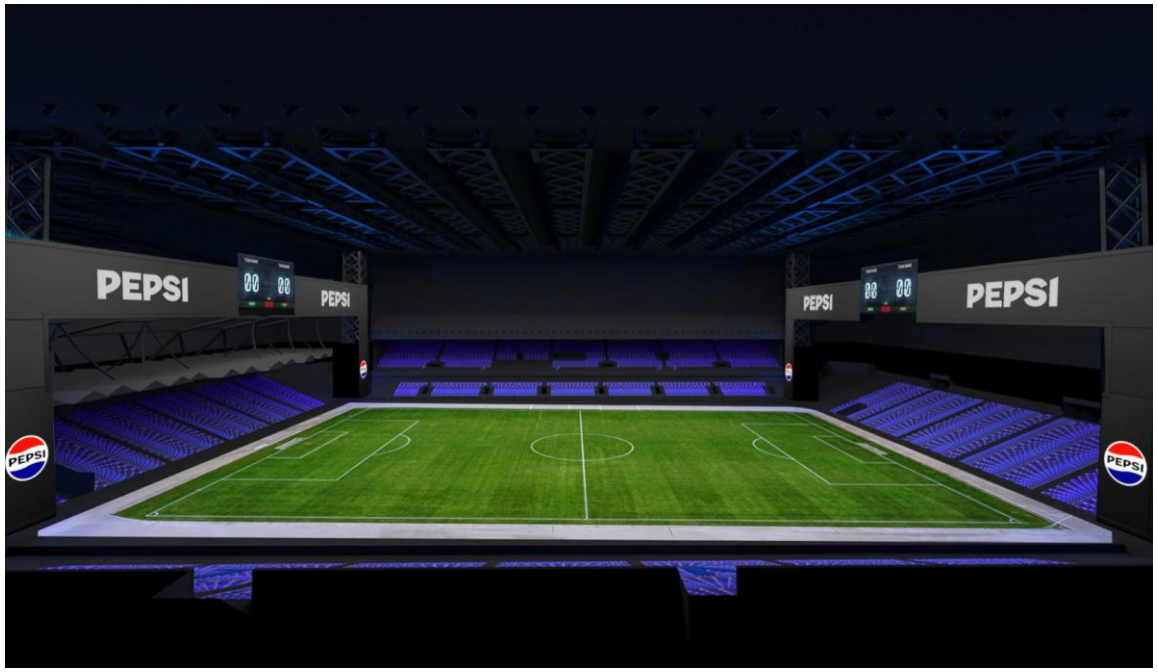


Stadium Dominance

Overview

4 Facades

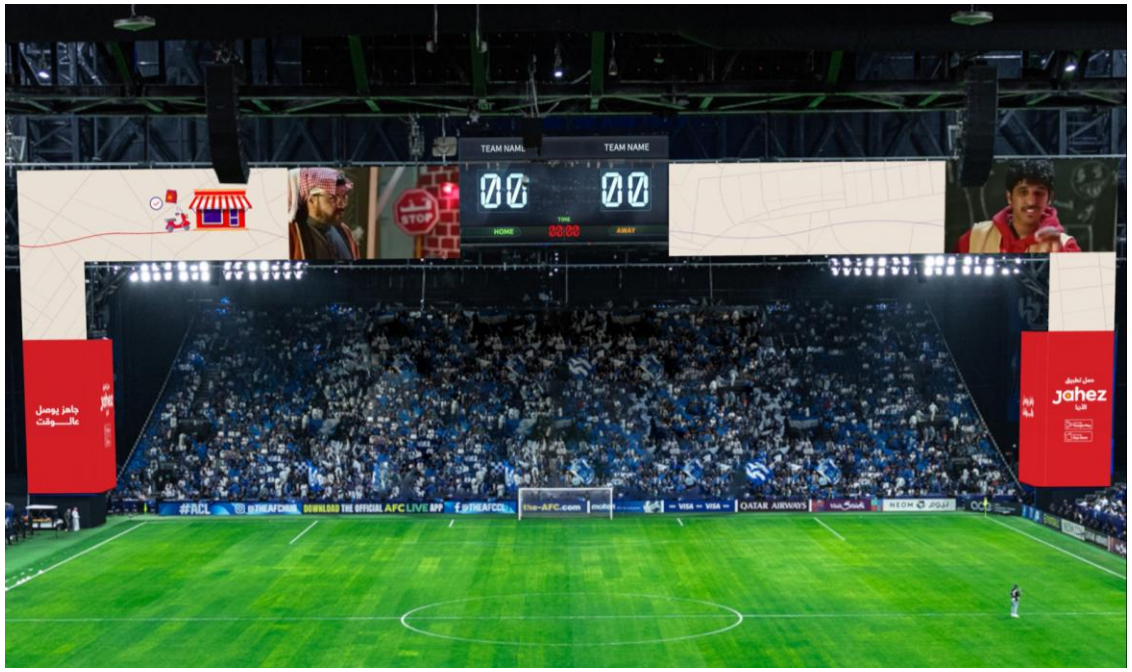
Façade structures located on the Goal Lines of
either side of football pitch (Left and Right goal lines)



Goal Line Specific (Forward View)

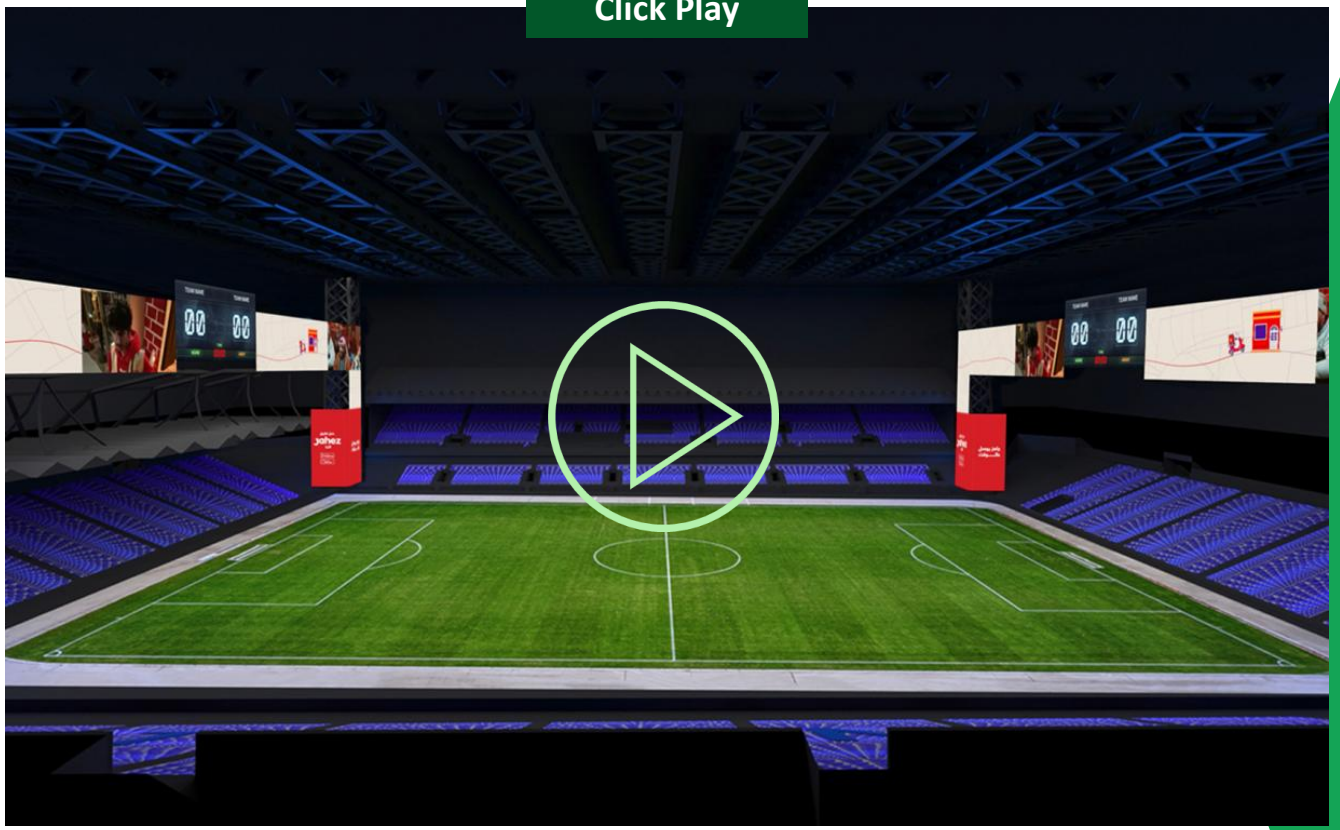
2 Facades

Each goal line consists of 2 Digital Facades
installed on the left & right-side pitch corners

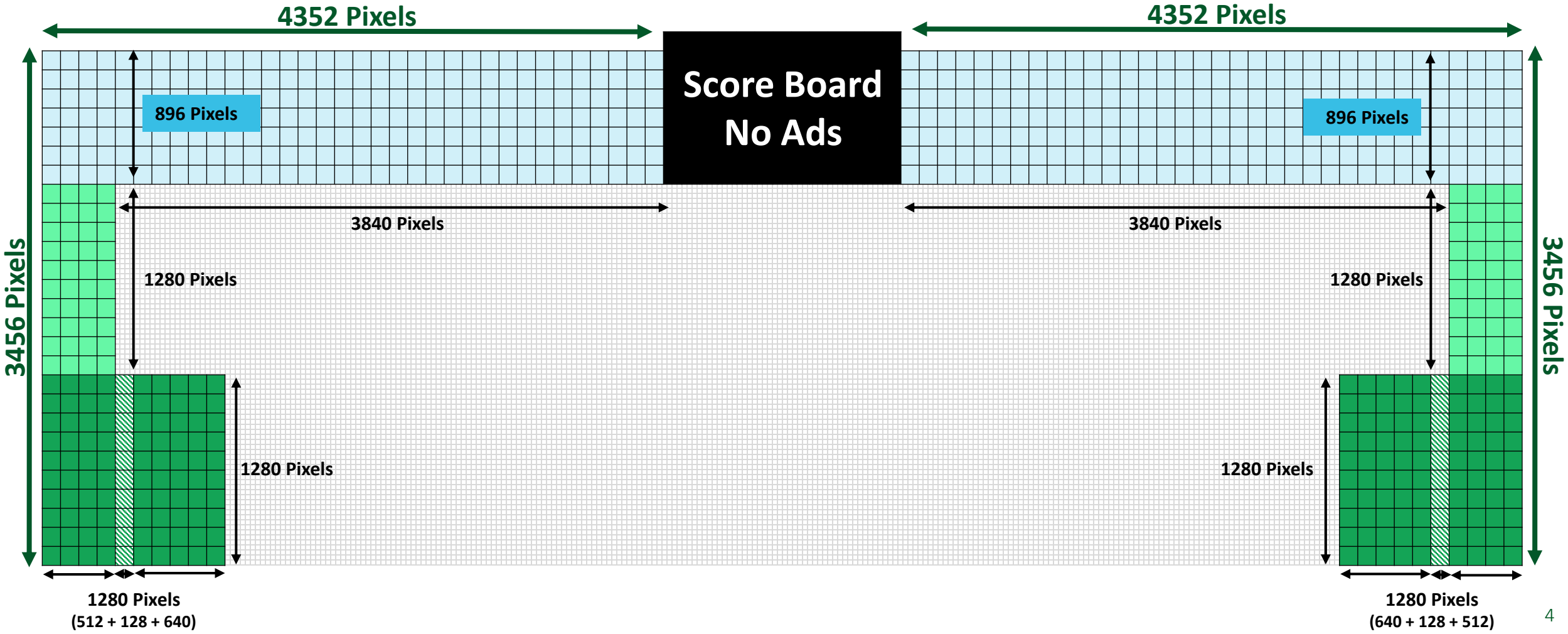


Simulation

Click Play



Forward View| Left & Right Facades



Left Side Façade

Artwork must be delivered as single file per façade as per the total pixel dimensions stated directly below:

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

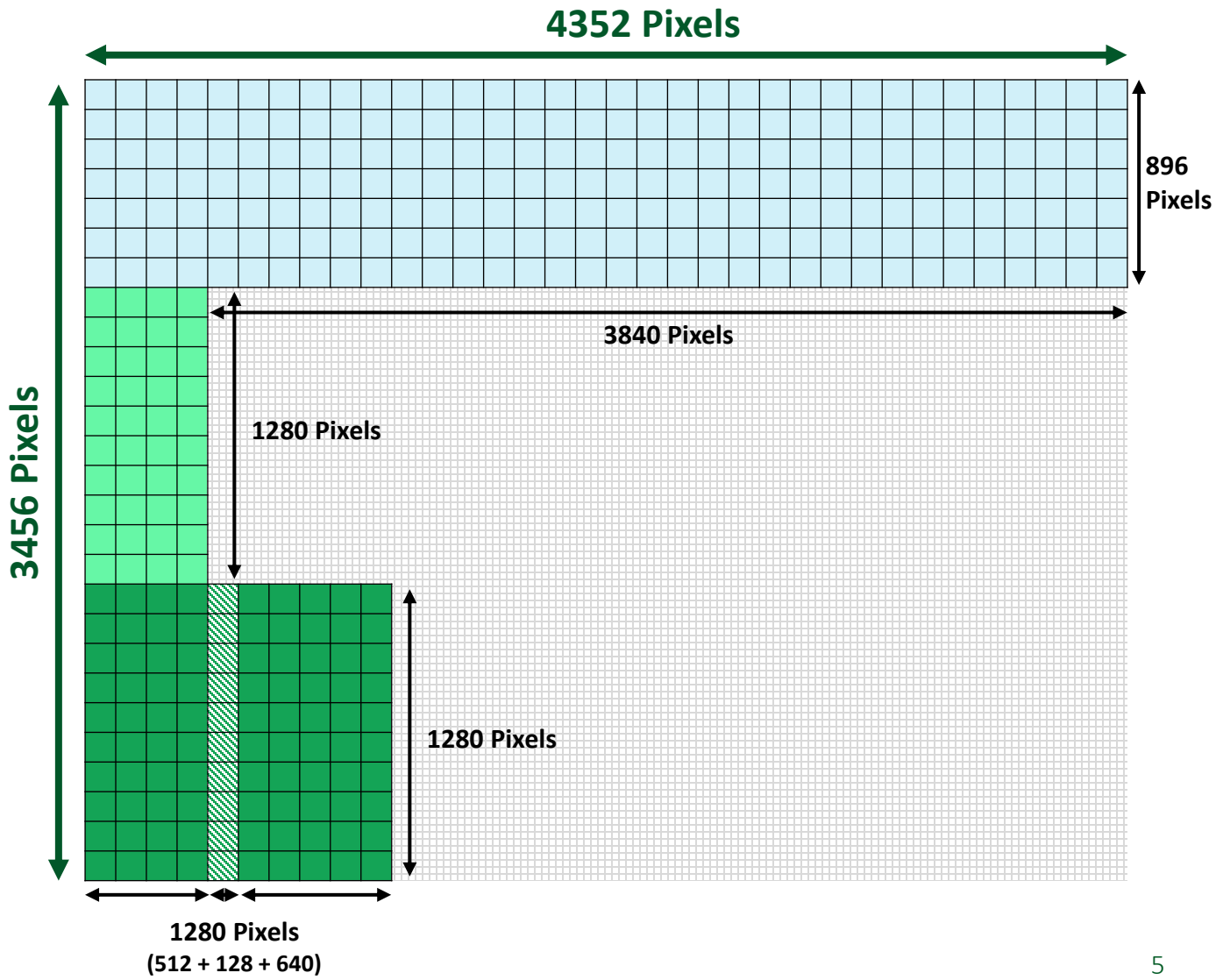
Artwork Delivery:	**4352 pixels x 3456 pixels (W x H)**
File Format:	.MP4 or .PNG (High Resolution)
Ad Duration:	10 Seconds
Frame Rate:	60 FPS
Video Codec:	HAP
Audio Codec:	Not Applicable (N/A)
File Weight:	1 Gigabyte (GB) maximum

CREATIVE DIMENSIONS PER ELEMENT

Top Section:	4352 pixels x 896 pixels (W x H)	Visual
Mid Section:	512 pixels x 1,280 pixels (W x H)	Visual
Base Section:	1280 pixels x 1280 pixels (W x H) (512 + 128 + 640) pixels x 1280 pixels	Visual Visual
No Ad Area:	No graphics will appear in this area	No Visual

TECHNICAL CONSIDERATIONS

Pixel Pitch:	7.81
Pixel Density:	16,384 pixels/m²
Refresh Rate:	7680 Hz



Right Side Façade

Artwork must be delivered as single file per façade as per the total pixel dimensions stated directly below:

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

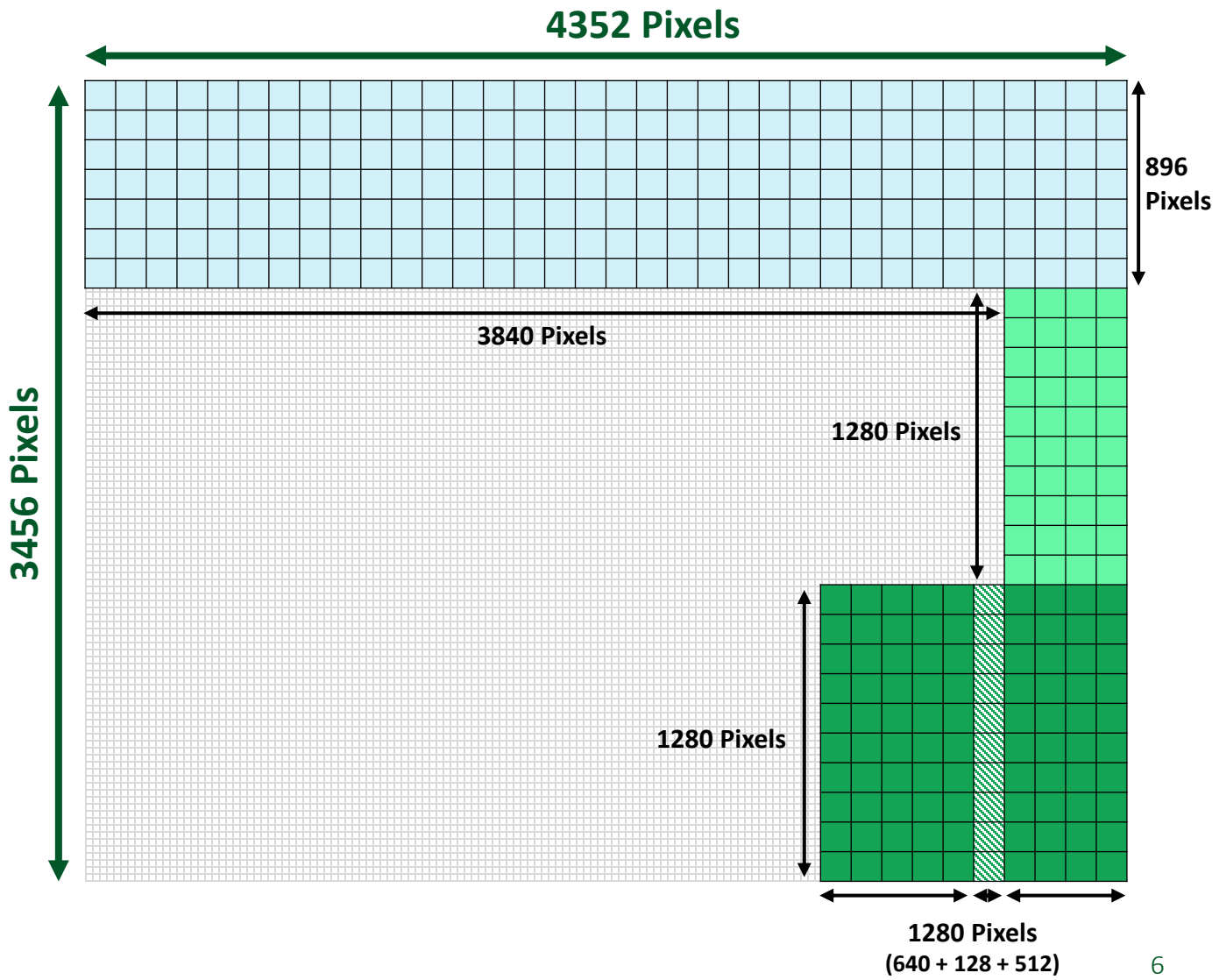
Artwork Delivery:	**4352 pixels x 3456 pixels (W x H)**
File Format:	.MP4 or .PNG (High Resolution)
Ad Duration:	10 Seconds
Frame Rate:	60 FPS
Video Codec:	HAP
Audio Codec:	Not Applicable (N/A)
File Weight:	1 Gigabyte (GB) maximum

CREATIVE DIMENSIONS PER ELEMENT

Top Section:	4352 pixels x 896 pixels (W x H)	Visual
Mid Section:	512 pixels x 1280 pixels (W x H)	Visual
Base Section:	1280 pixels x 1280 pixels (W x H) (640 + 128 + 512) pixels x 1280 pixels	Visual Visual
No Ad Area:	No graphics will appear in this area	No Visual

TECHNICAL CONSIDERATIONS

Pixel Pitch:	7.81
Pixel Density:	16,384 pixels/m²
Refresh Rate:	7680 Hz



Artwork Recommendation

The Kingdom Arena provides advertisers with an extraordinary canvas to creatively display their brands in a manner unseen before within a football stadium setting.

Yet, it is recommended that the **base section** of the pillars be utilized for branding purposes to capitalize on TV exposure and act an anchor for the remaining creative. This can be achieved by keeping:

- The brands logo fixed at the base section
- The brands USP fixed at the base section
- Colors associated with the brand at the base section



Artwork Appearance, Animation and Delivery

ARTWORK APPEARANCE

Goal Scored During Match:
In the event of a goal being scored during a football match, running advertisements will be subject to momentary pause to accommodate the live action.
However, this will not impact the total number of booked ad placements, as Rotana Signs will ensure all reserved spots are delivered as scheduled.

ARTWORK ANIMATION

The artwork submitted by advertisers for the Stadium Dominance format at Kingdom Arena must adhere to the following guidelines designed to minimize distraction for players.

- 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 is not permitted.
- Avoid using BRIGHT/FLUORESCENT colors for solid only backgrounds.



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:
Two (2) independent artwork files should be included within the folder:

- 1x Left Façade
- 1x Right Façade

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