

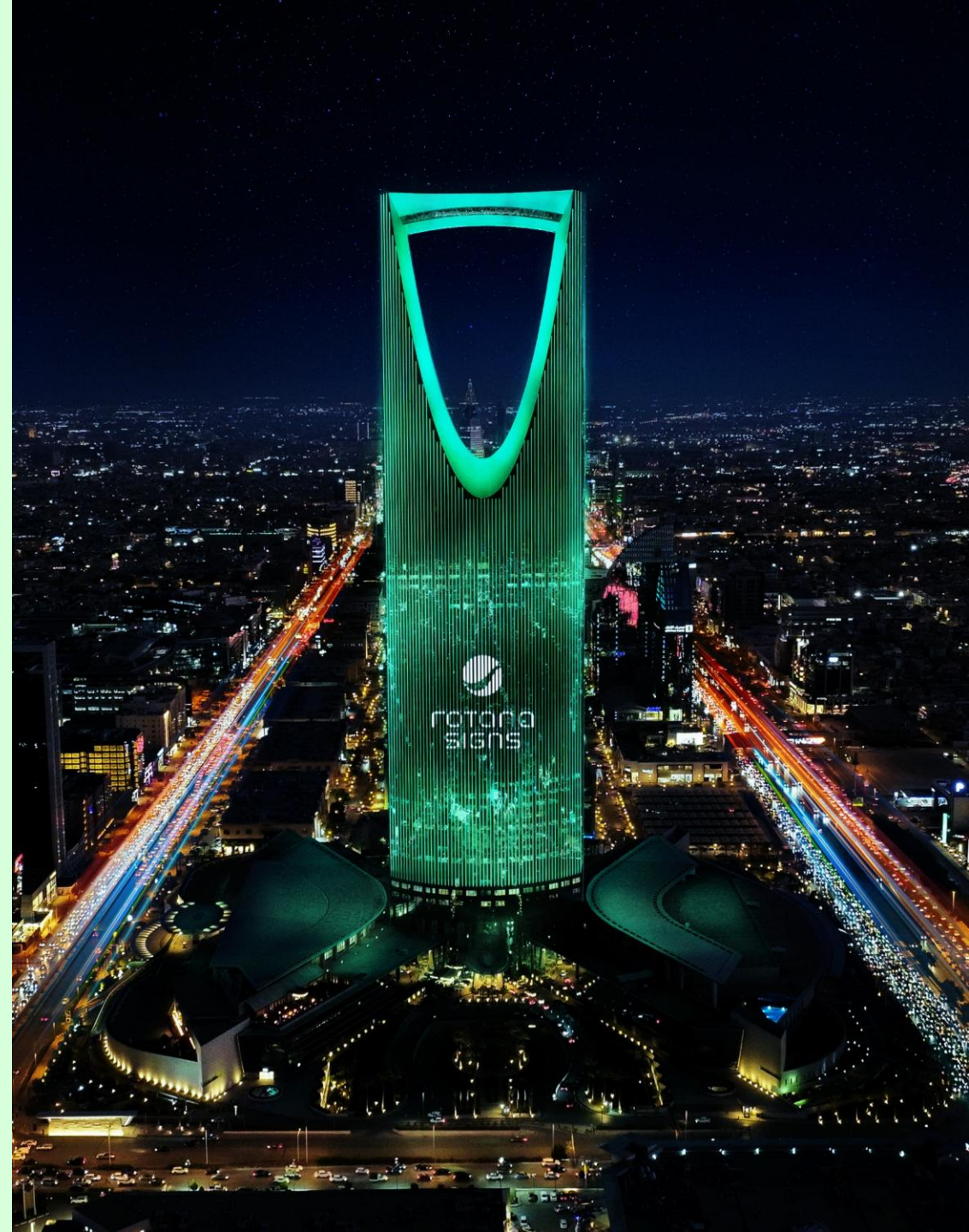
# Rotana Signs

*Artwork Specifications,  
Guidelines and Delivery*



# Table of Contents

| Section | Description                            | Page |
|---------|----------------------------------------|------|
| 01      | <u>Digital Building Facades</u>        | 3    |
| 02      | <u>Bridges</u>                         | 47   |
| 03      | <u>Billboards and Screens</u>          | 54   |
| 04      | <u>Hoardings</u>                       | 61   |
| 05      | <u>Riyadh Metro Carriage Screens</u>   | 66   |
| 06      | <u>Haji Terminal – Digital Formats</u> | 68   |
| 07      | <u>Haji Terminal – Static Formats</u>  | 75   |
| 08      | <u>Haramain Highspeed Railway</u>      | 80   |
| 09      | <u>Retail Media</u>                    | 84   |
| 10      | <u>Kingdom Arena</u>                   | 91   |
| 11      | <u>General Advertising Guidelines</u>  | 101  |



# Digital Building Facades

Artwork Specifications

# Kingdom Tower

King Fahd Road, Al Olaya District, Riyadh

## THE CANVAS

The Kingdom Tower Media Façade acts as a landmark-scale digital canvas, extending the building's identity into a dynamic urban display.

## THE MEDIA FAÇADE

**82.65 meters X 253 meters**

Width x Height

## THE DISPLAY

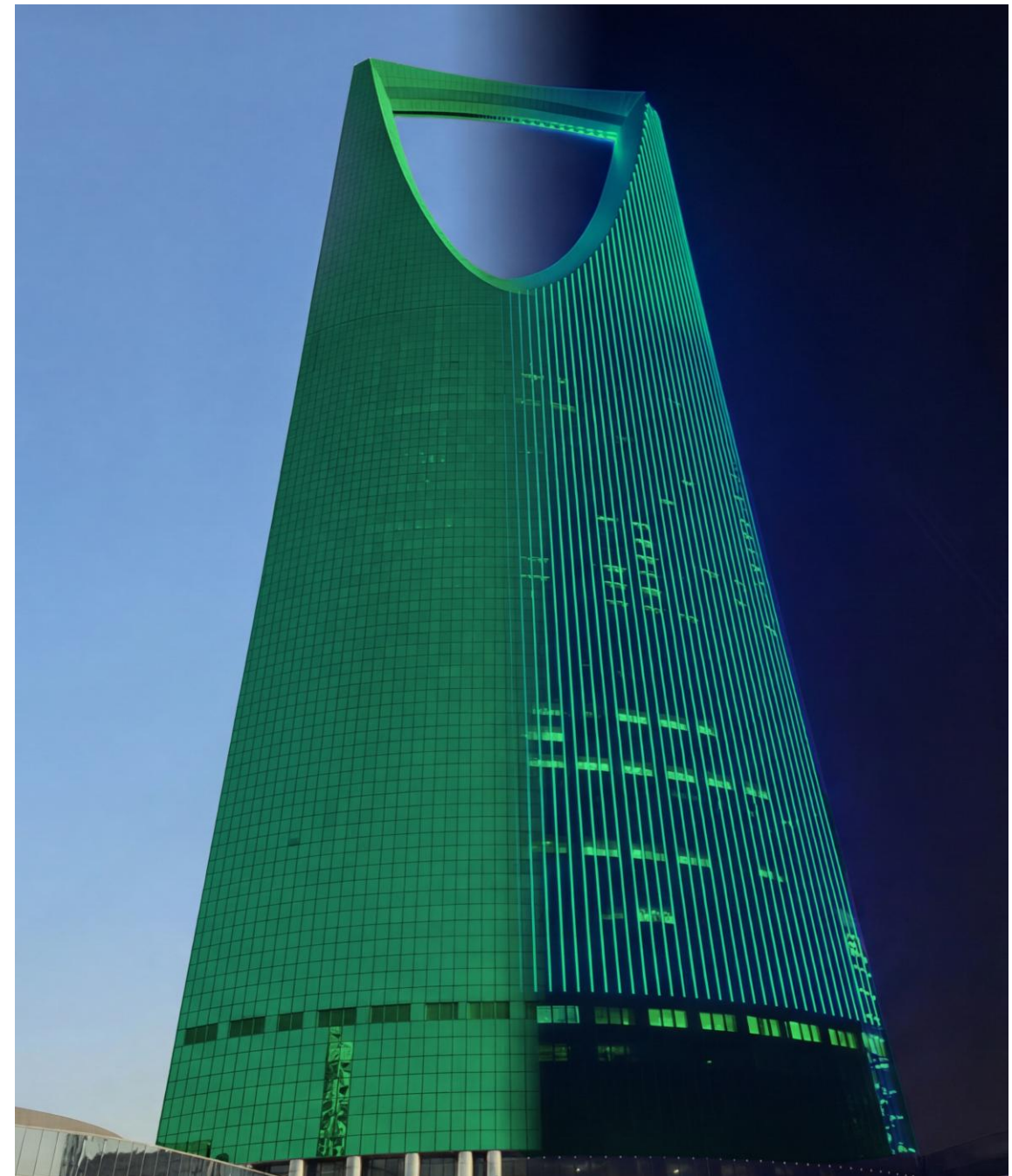
**1152 pixels X 4272 pixels**

Width x Height

## CONTENT ZONES

**3 Distinct Content Zones**

Content must respond to scale, viewing speed, and skyline presence.



# Artwork Specifications

## Review and Download

### PROPERTIES

|                   |                                                                                                                                                                                                   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Artwork Delivery: | 1152 pixels x 4272 pixels (W x H)                                                                                                                                                                 |
| File Format:      | .MOV                                                                                                                                                                                              |
| Video Frame Rate: | 60 FPS                                                                                                                                                                                            |
| Video CODEC:      | HAP                                                                                                                                                                                               |
| File Weight:      | 5 GB maximum                                                                                                                                                                                      |
| Animation:        | Artwork may include light and slow-moving elements of animation. Avoid incorporating high-speed or disruptive movements in the creative design.<br>Fully produced video content is not permitted. |

|       |                                                                                                                                                                                                                           |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Note: | Kindly download all required .AI, .PS and .AE files on the Kingdom Tower in order accurately produce required artwork.<br><br>Detailed explanation about template use and purpose listed in the design guideline section. |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Click To Download All Templates



### DESIGN TEMPLATES



#### 1 | Official Screen Template

Use for accurate layout, dimensions, and proportions.



#### 2 | Storyboard Design Template

Use for creating and structuring storyboard sequences.



#### 3 | Photoshop Mockup

Preview the final design on the tower



#### 4 | After Effects Template (zipped folder)

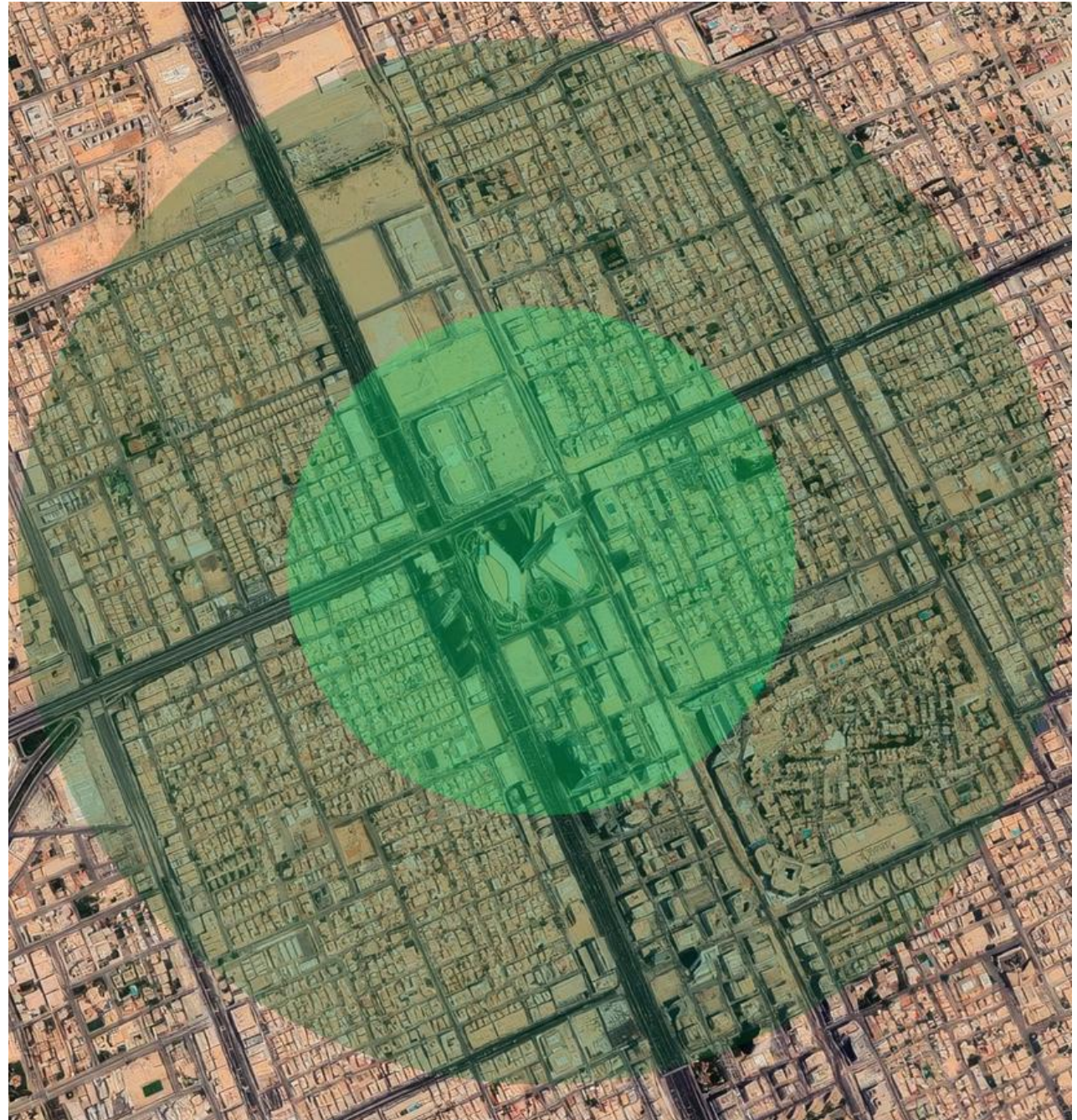
Use for animation and motion setup

# Viewing Considerations

Maximum clarity is achieved from the frontal view. Content must remain clear across wider viewing angles and distances.

## KEY CONSIDERATIONS:

- Frontal view provides highest clarity
- Wider angles reduce clarity
- Design for distance-based legibility



# Overview

## Height

253 Meters  
4272 Pixels

## Width

82.65 Meters  
1152 Pixels

# Branding Focus

15,460 sqm per façade

## Height

141 Meters  
2197 Pixels

## Width

82.65 Meters  
1152 Pixels

# ↗ Design Guidelines

---

- Content Zones
- Typography
- Colors Application
- Design Recommendations

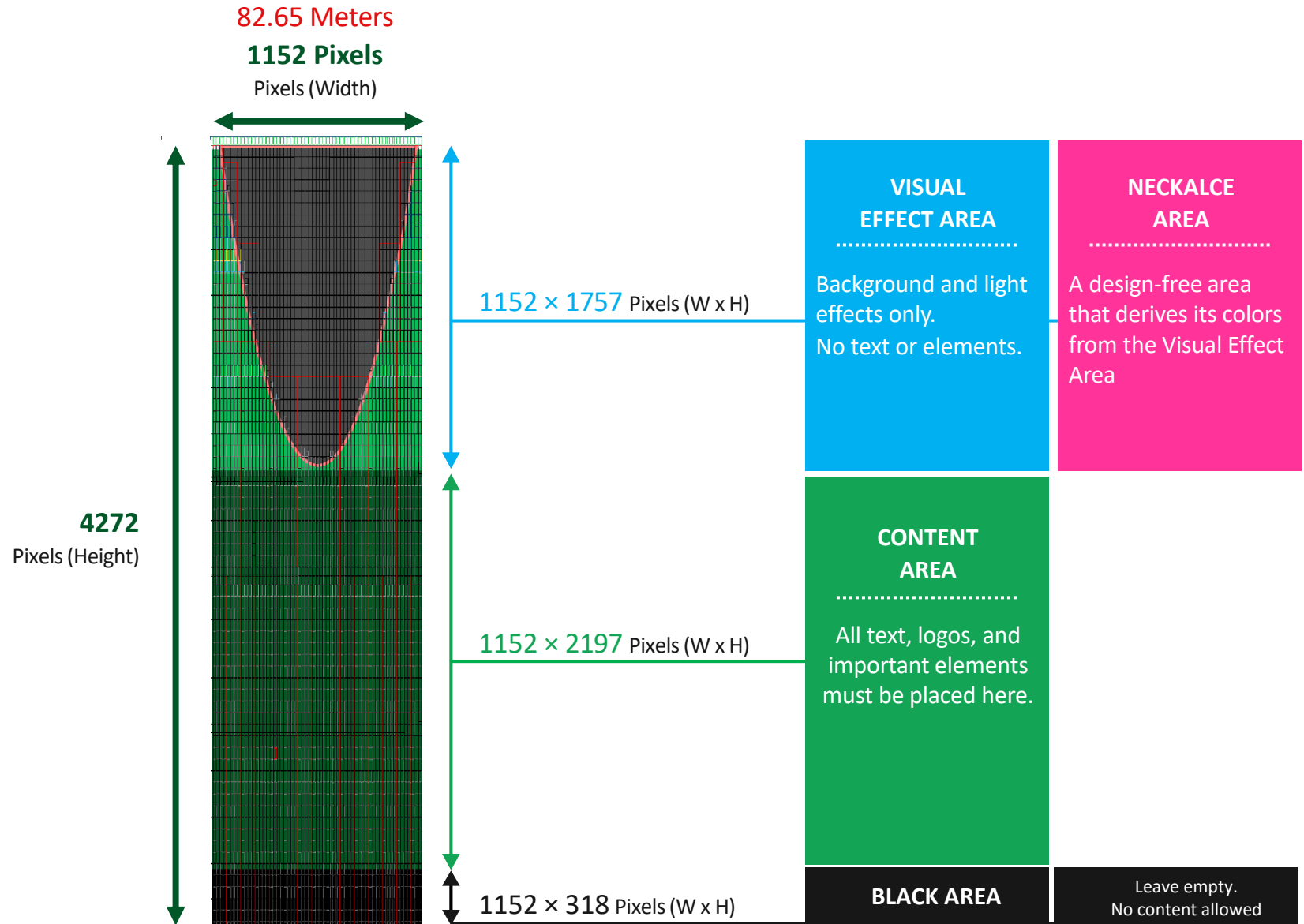
# Facade Layout

The facade is structured into distinct Content Zones to guide content placement, visual hierarchy, and readability at scale.

Artwork Delivery: **1152 pixels x 4272 pixels (Width x Height)**

## Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area



Template available in download link listed on Artwork Specifications Page

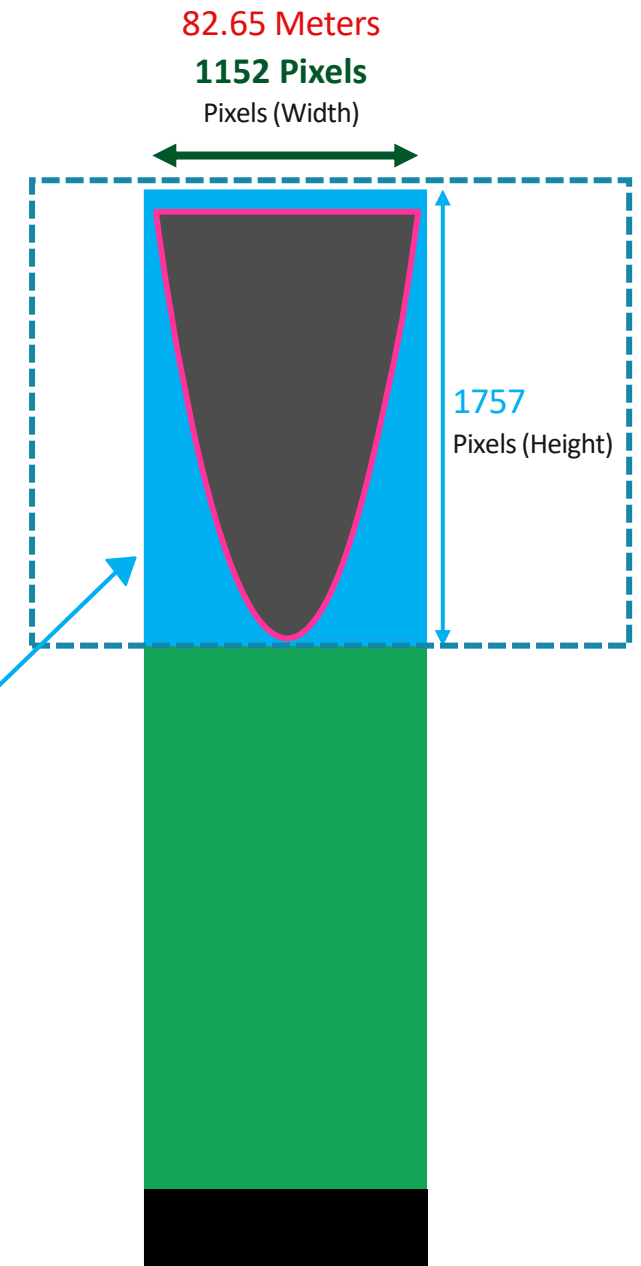
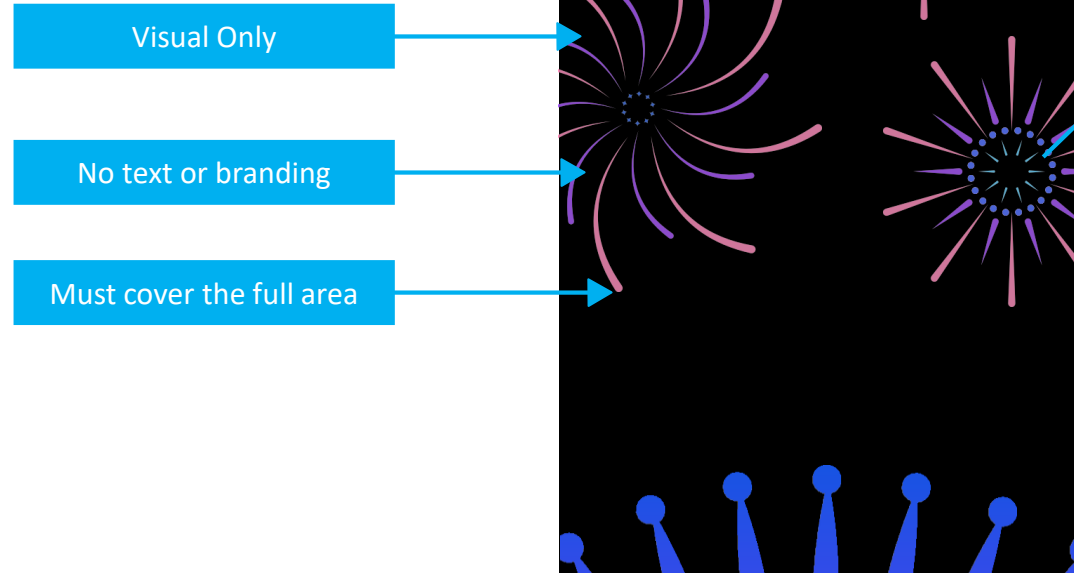


# Visual Effect Area

Upper zone dedicated to lighting and atmospheric visual effects.

## Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area



# Necklace Area

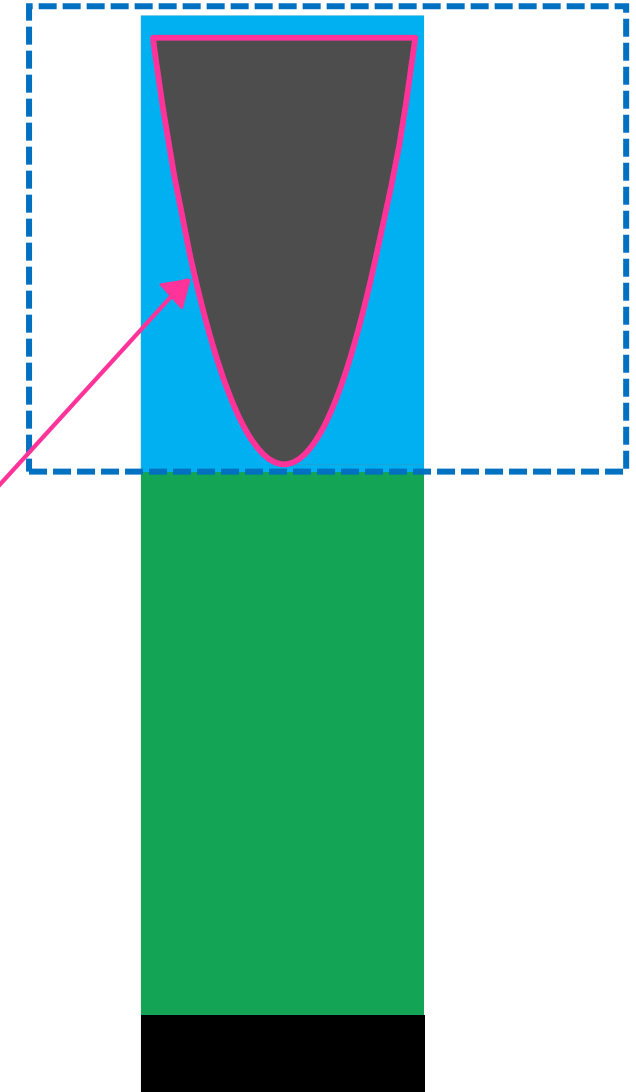
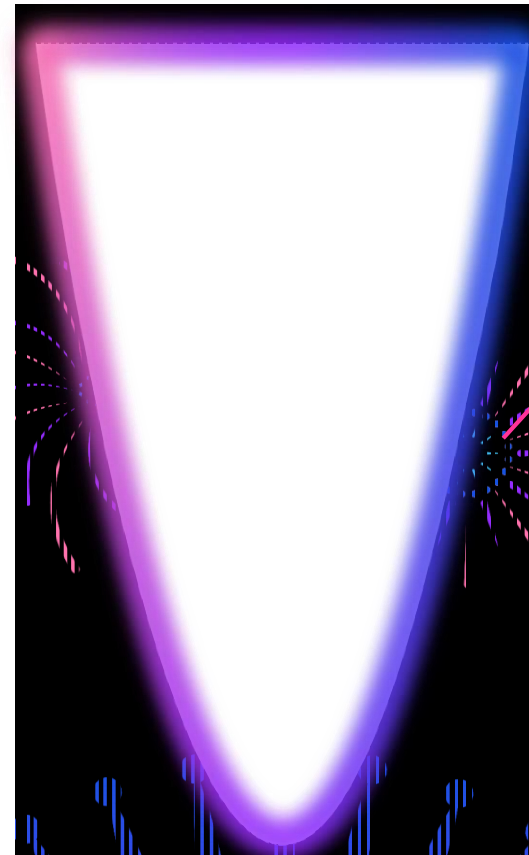
No specific designs, text, logos, or graphic elements should appear in this area.  
This area will display colors inspired by the Visual Effect Area.

## Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area

Creates a soft lighting effect highlighting the necklace shape.

Reflects colors from the visual effects.  
Example here: the blues and purple.



# Content Area

Primary Zone for all main content, including messaging, branding and visuals

## Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area



# Black Area

Lower zone reserved for structural masking and not visible for content display.

## Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area



# ↗ Design Guidelines

---

- Content Zones
- **Typography**
- Colors Application
- Design Recommendations

# Typography Guidelines

Defines how text is sized, styled, and placed to ensure clarity and consistency on the facade

Maximum Text Size  
140 Pixels

**Bold, High-Contrast Type**

7-10 LED Strips per  
Letter



## Follow Screen Grid

All text and characters must align with the screen grid structure



## Avoid Text Compression

Do not stretch, squeeze, or distort characters and words



## Maintain Clear Spacing

Keep sufficient spacing between characters and lines for readability

Vertical Text Allowed  
Same Rules Apply

# Typography Weight | English Test

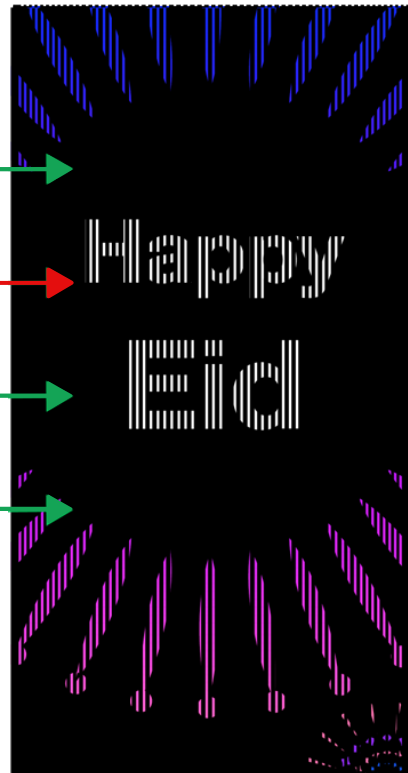
This visual compares different font weights on the screen to show how stroke thickness affects readability and clarity

Use **BOLD** or **HEAVY** font weights for better visibility

Avoid thin or ultra-light fonts

Ensure letters remain clear across viewing distances

Select the weight that provides the strongest legibility on screen



**Bold**



**Regular**



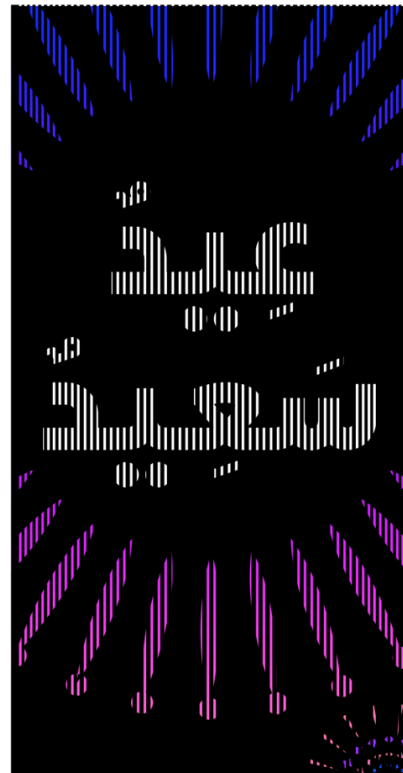
**Thin**



**Ultra light**

# Typography Weight | Arabic Test

This visual demonstrates how different font weights affect readability of Arabic text on large-scale screens



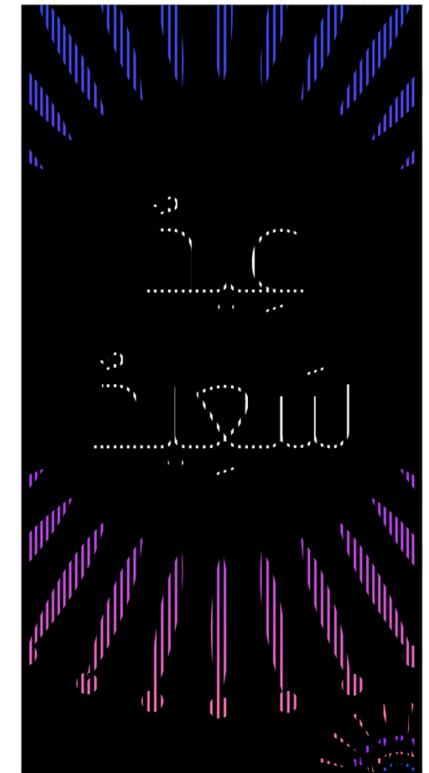
**Bold**



**Regular**



**Thin**



**Ultra light**

# Typography Across Languages

The same typography rules apply across all languages to ensure clarity and consistency on the screen



# Logo Usage Guidelines

Defines the correct logo usage examples to ensure brand logos are placed and displayed clearly, consistently, and visibly across all screen applications.

Scale the logo clearly within the approved width: 1078 pixels

Place the clearest logo structure, whether vertical or horizontal, within Content Area

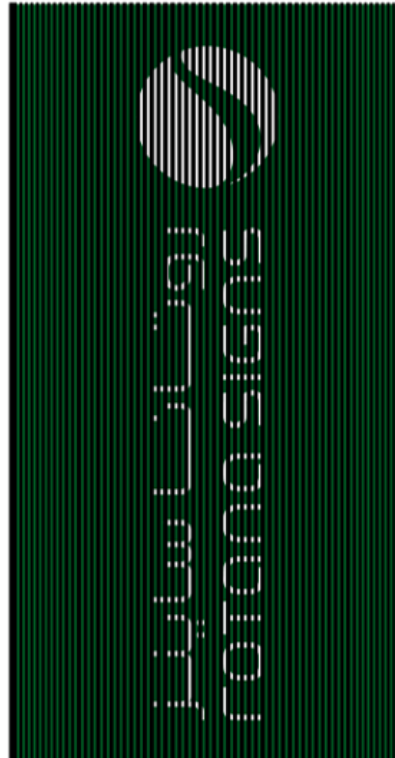
If the logo is not clearly readable in a horizontal placement, place it vertically to improve readability

Use icon-only versions for globally recognizable brands or when the full logo has already been introduced

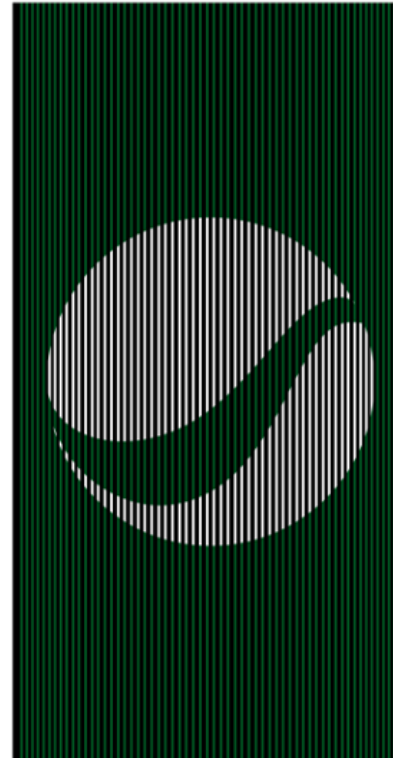
When supporting text is placed below the logo, maintain sufficient spacing and ensure the text follows the approved typography guidelines.



Vertical Logo  
Most Clear



Horizontal Logo place  
vertically for better clarity



Icon Only  
For recognizable brands



logotype  
Follow Typography Guidelines

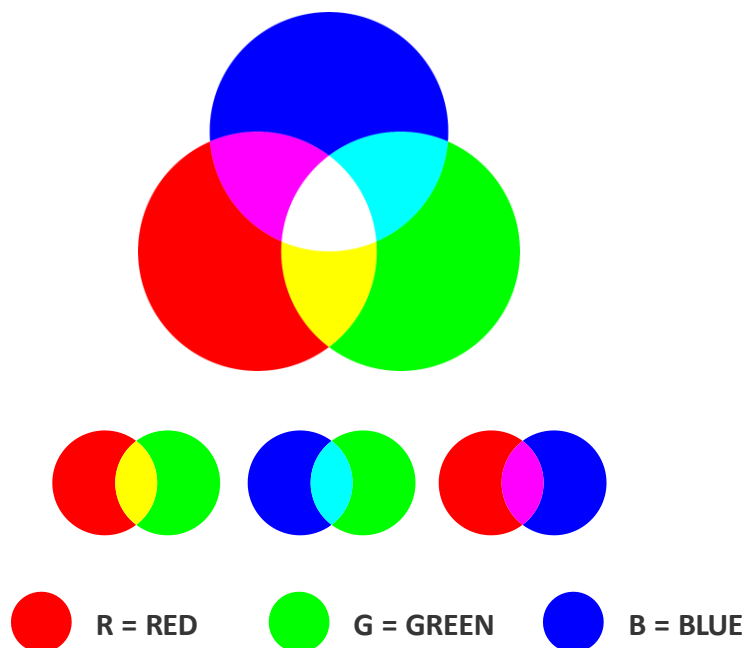
# ↗ Design Guidelines

---

- Content Zones
- Typography
- **Colors Application**
- Design Recommendations

# RGB Color Application & Contrast Reference

Digital screens use the RGB color model, where colors are created by combining red, green, and blue light.



Use this table to select readable color combinations.

|            |        | Background |        |        |       |      |        |       |       |      |
|------------|--------|------------|--------|--------|-------|------|--------|-------|-------|------|
|            |        | Red        | Orange | Yellow | Green | Blue | Violet | Black | White | Gray |
| Foreground | Red    |            | Poor   | Good   | Poor  | Poor | Poor   | Good  | Good  | Poor |
|            | Orange | Poor       |        | Poor   | Poor  | Poor | Poor   | Good  | Poor  | Poor |
|            | Yellow | Good       | Good   |        | Poor  | Good | Poor   | Good  | Poor  | Good |
|            | Green  | Poor       | Poor   | Poor   |       | Good | Poor   | Good  | Poor  | Good |
|            | Blue   | Poor       | Poor   | Good   | Good  |      | Poor   | Poor  | Good  | Poor |
|            | Violet | Poor       | Poor   | Good   | Poor  | Poor |        | Good  | Good  | Poor |
|            | Black  | Poor       | Good   | Good   | Good  | Poor | Good   |       | Good  | Poor |
|            | White  | Good       | Good   | Good   | Poor  | Good | Good   | Good  |       | Good |
|            | Gray   | Poor       | Poor   | Good   | Good  | Poor | Poor   | Poor  | Good  |      |

# Color Contrast

Contrast determines readability and clarity



**GOOD | Works Well** ✓

- High contrast between text and background
- Solid RGB colors for text
- Clear text visibility
- Easy to read from a distance



**BAD | Does Not Work** ✗

- Low contrast
- Similar colors
- Text blends with background
- Hard to read

# ↗ Design Guidelines

---

- Content Zones
- Typography
- Colors Application
- **Design Recommendations**

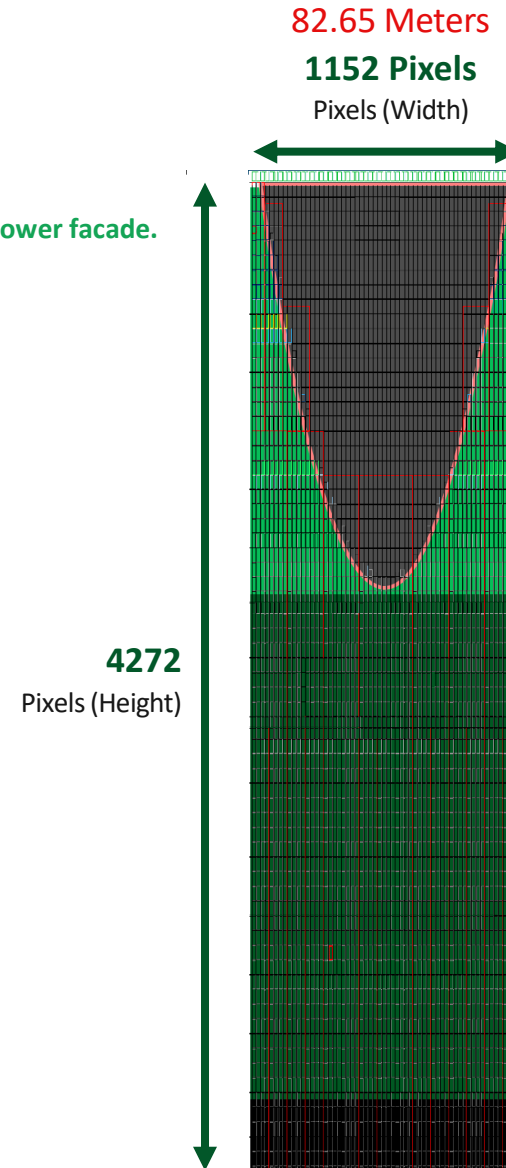
# Design Recommendations

Follow these guidelines to ensure clarity, visibility, and high-quality content on the Kingdom Tower facade.

## 1 of 4 | Artboard Setup

- Set the artboard to the approved pixel dimensions:  
**1152 pixels × 4272 pixels (width x height).**
- For best results, use the official screen template.
- The template can be downloaded from the Kingdom Tower Resource Pages

Template available in download link  
listed on Artwork Specifications Page



# Design Recommendations

Follow these guidelines to ensure clarity, visibility, and high-quality content on the Kingdom Tower facade.

## 2 of 4 | Background, Motion and Duration

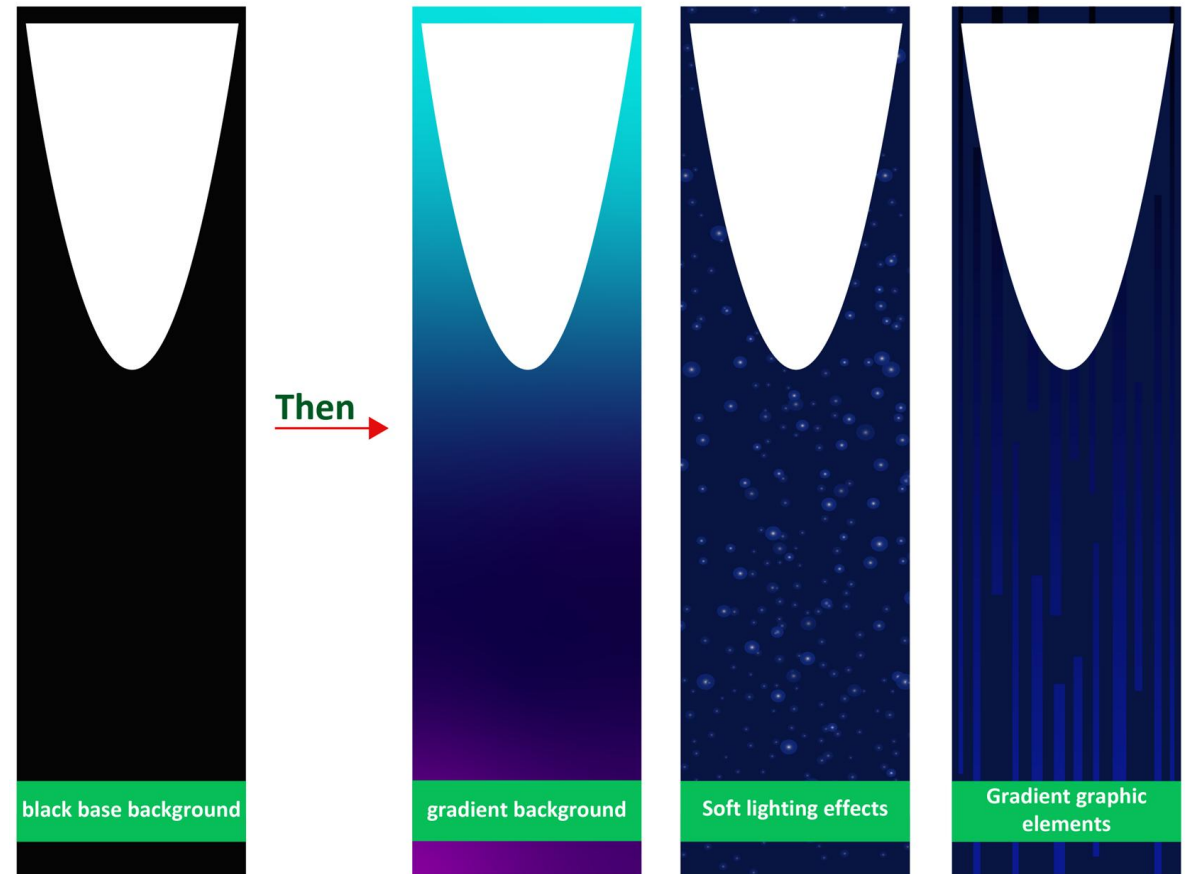
Use a black base background, then add one subtle motion element such as:

- Gradient Black Background
- Soft lighting effects
- Gradient graphic elements

Keep motion smooth and minimal to maintain readability:

Avoid fast motion effects

**Recommended Duration: 45-60 seconds**



# Design Recommendations

Follow these guidelines to ensure clarity, visibility, and high-quality content on the Kingdom Tower facade.

## 3 of 4 | Layout and Text Clarity

**Maintain a clean and structures layout:**

- Avoid overlapping elements and keep consistent spacing
- Use **SHORT TEXT FOR BETTER READABILITY**, ideally no more than TWO words per line
- Utilize **MULTIPLE FRAMES** to communicate Hero Message, Sub-Message(s), Sponsorship Logos, and/or Terms and Conditions.



## 4 of 4 | Image Quality

- Use high-resolution images that remain clear at large scale
- Choose visuals with strong contrast and simple composition for better visibility



# Façade Mockup Preview

## NOTES

- This mockup represents the visual simulation of the content applied to the Kingdom Tower facade.
- It demonstrates real-world scale, visibility impact, and architectural integration.
- Make use of multiple frames to communicate message



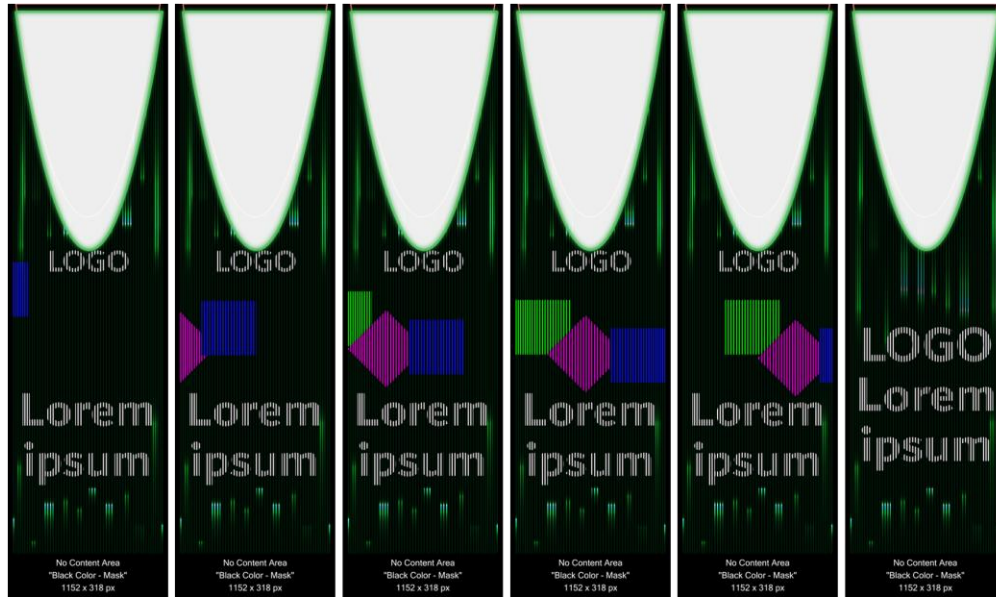
Template available in download link  
listed on Artwork Specifications Page



# Application Sequence

This is a storyboard example using the black mask.

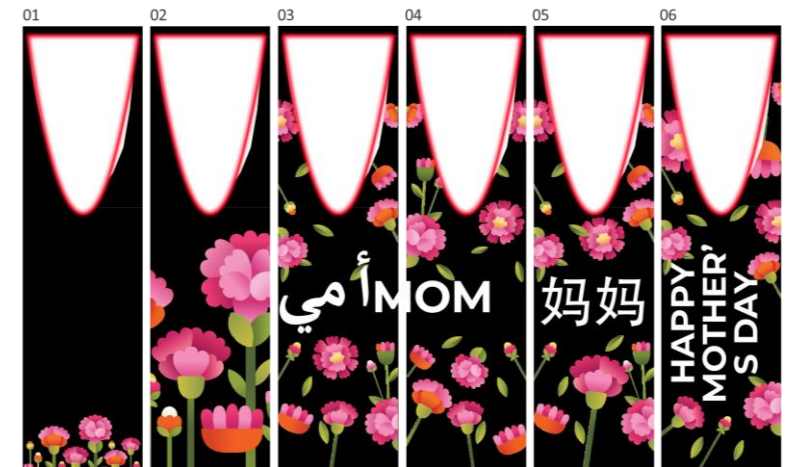
The black mask is used to visualize how content appears on the display screens.



Successful applications on Kingdom Tower



▶ Automotive | View Preview



▶ Mothers Day | View Preview

Template available in download link listed on Artwork Specifications Page



# Artwork Appearance, Animation and Delivery

## ARTWORK ANIMATION

The artwork submitted by advertisers for Riyadh Digital Towers must adhere to the following guidelines:

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

## ARTWORK SUGGESTIONS

- Avoid use of Run-On sentences and long statements
- Text must be short, **bold** and large
- Avoid use of small text
- In case of a heavy text ad copy, utilize different frames to communicate ensuring respected text is **bold** and large
- **Avoid analogous colors** (groups of colors that are next to each other on the color wheel) for background and text in the same frame so to ensure clear contrast and enhanced readability.



Low Visibility

High Visibility

Low Visibility

## ARTWORK REVIEW

Submitted artwork is subject to review and approval based on advertising guidelines stated in this document.

## ARTWORK INTEGRITY

Riyadh Digital Towers stand as premier landmarks in Riyadh's skyline, embodying prestige, sophistication, and architectural excellence. To maintain the integrity of these landmarks, the following creative elements are not permitted on submitted artwork.

- Promotional content featuring discounts, sales, time-limited offers, or price-driven messaging are subject to approval.
- Emojis, casual symbols, and playful graphics are not permitted.

Note, artwork featuring female figures requires pre-approval, with a minimum review period of seven (6) working days. If rejected, revised artwork will be required.

## ARTWORK DELIVERY

### Delivery Date:

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

### Delivery Method:

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.*

### Preview File:

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

# The Esplanade Mall (Vox)

Prince Turki Road, King Saud University District, Riyadh

## ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 3072 pixels x 1280 pixels (W x H)

**File Format:** MP4 or JPG (high resolution)

**Resolution:** 300 DPI

**Ad Duration:** 100% Share of Voice

**Video Frame Rate:** 30 FPS

**File Weight:** 30 mb maximum

**Visibility:** [Click Here](#)

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

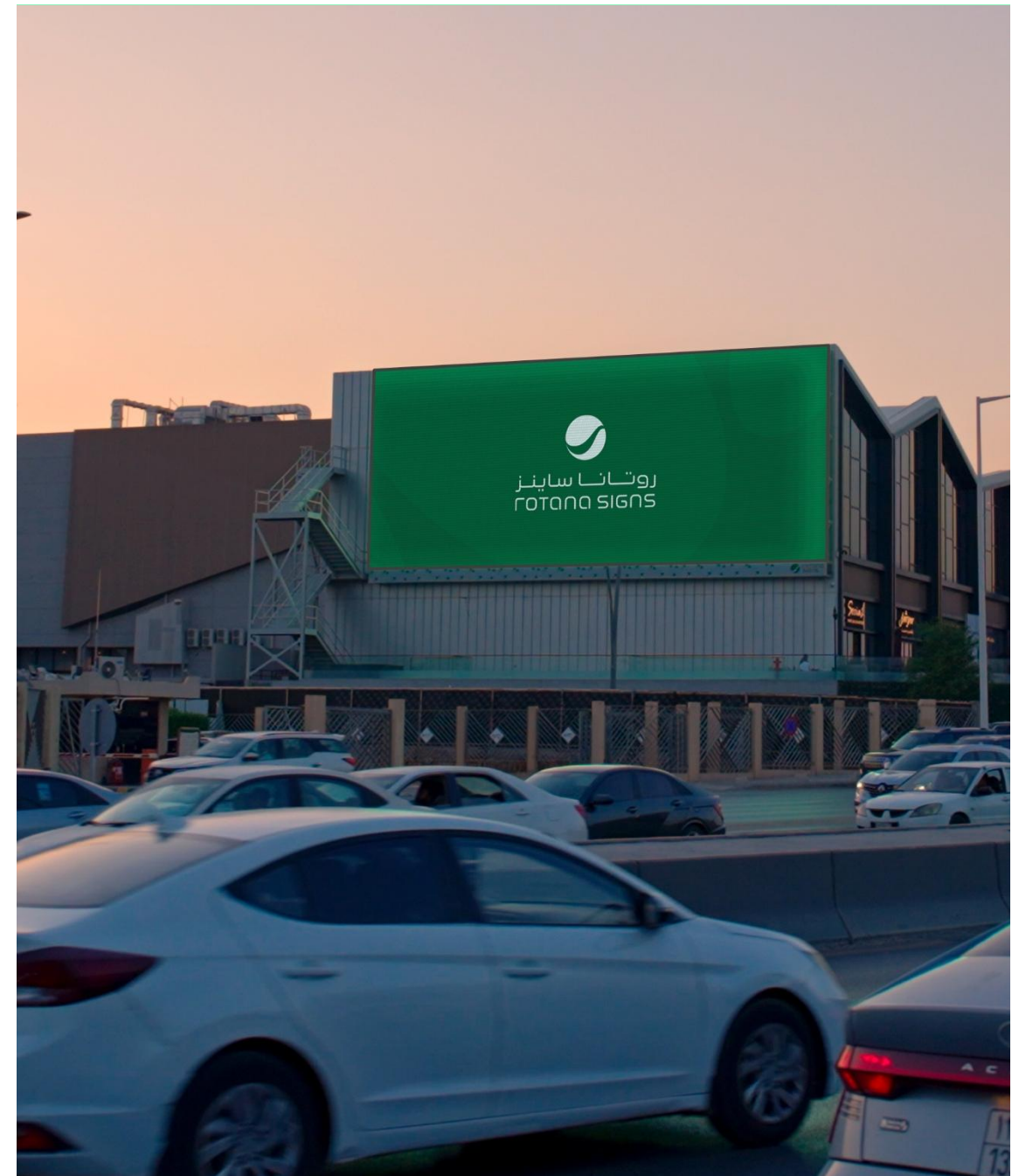
**Facades:** 1

**Installation:** Southern Façade

**Orientation:** Landscape

**Total Dimension:** 24 meters x 10 meters (W x H)

**Total Façade Space:** 240 m<sup>2</sup>



# Cenomi Nakheel Mall

Imam Saud Bin Abdulaziz Road / Uthman Ibn Affan Road, An Mughrizat District, Riyadh

## ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 5120 pixels x 1536 pixels (W x H)

**File Format:** MP4 or JPG (high resolution)

**Resolution:** 300 DPI

**Ad Duration:** 100% Share of Voice

**Video Frame Rate:** 30 FPS

**File Weight:** 30 mb maximum

**Visibility - EAST:** [Click Here](#)

**Visibility - SOUTH:** [Click Here](#)

## MORE ABOUT THESE DIGITAL BUILDING FACADES:

**Facades:** 2

**Installation:** East and South Façade

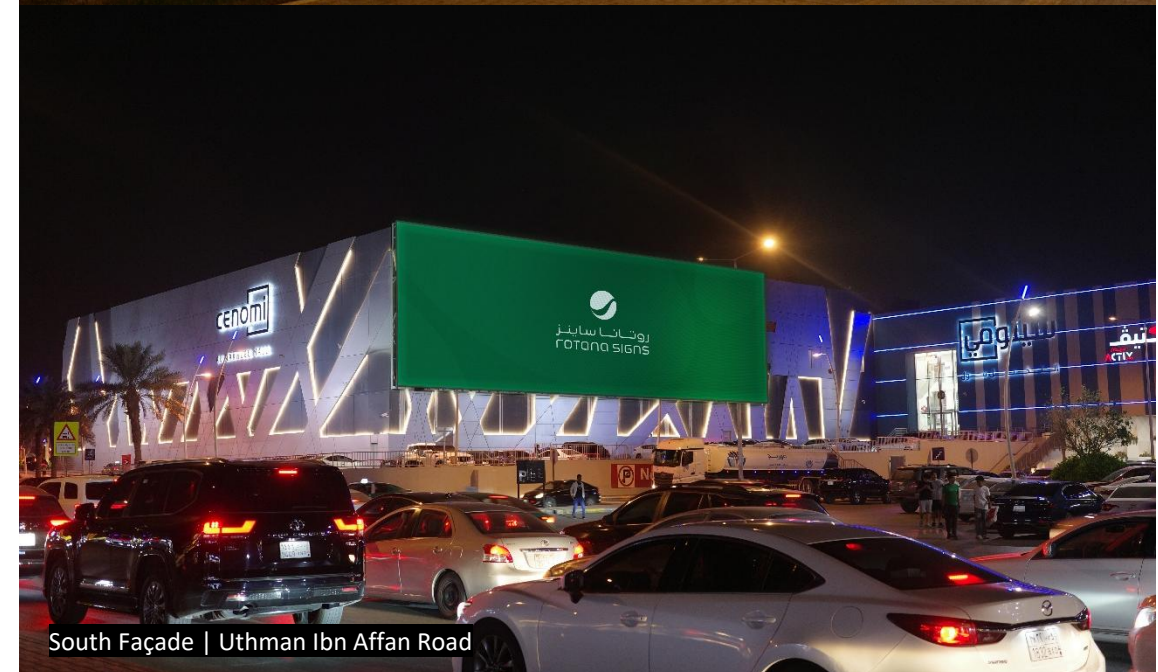
**Orientation:** Landscape

**Total Dimension:** 40 meters x 12 meters (W x H) per facade

**Total Façade Space:** 480 m<sup>2</sup> per facade



East Façade | Imam Saud Bin Abdulaziz Road



South Façade | Uthman Ibn Affan Road

# Zain Building

Makkah Road, King Abdullah District, Riyadh (opp. Ministry of National Guard)

## ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 1344 pixels x 352 pixels (W x H)

**File Format:** MP4 or JPG (high resolution)

**Resolution:** 300 DPI

**Ad Duration:** 100% Share of Voice

**Video Frame Rate:** 30 FPS

**File Weight:** 30 mb maximum

**Visibility:** [Click Here](#)

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

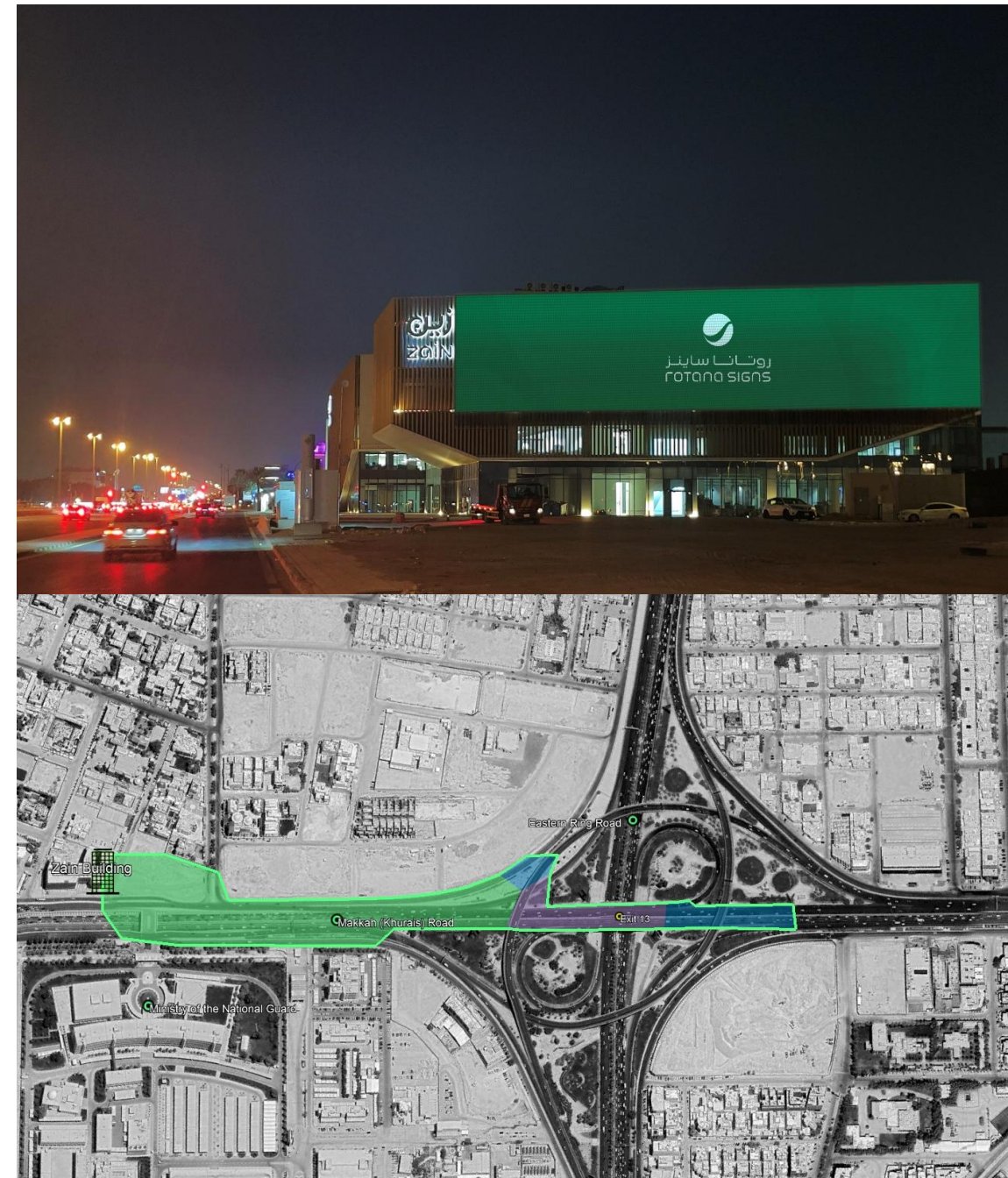
**Facades:** 1

**Installation:** Eastern Façade

**Orientation:** Landscape

**Total Dimension:** 42 meters x 11 meters (W x H)

**Total Façade Space:** 462 m<sup>2</sup>



# Solitaire

King Abdulaziz Road, As Sahafah District, Riyadh

ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 4096 pixels x 956 pixels (W x H)

**Note:** Artwork to be submitted as a single file (as per the pixels stated above). For creative purposes, please consider that it comprises of 3 sections.

3 SECTIONS INCLUDE:

**South Façade** 2021.4 pixels x 956 pixels (W x H)

**Curve Façade** 53.2 pixels x 956 pixels (W x H)

**East Façade** 2021.4 pixels x 956 pixels (W x H)

**Note:** Anamorphic design (3D) capable

**File Format:** MP4 or JPG (high resolution)

**Resolution:** 300 DPI

**Ad Duration:** 100% Share of Voice

**Video Frame Rate:** 30 FPS

**File Weight:** 200 mb maximum

**Visibility:** [Click Here](#)

MORE ABOUT THIS DIGITAL BUILDING FACADE:

**Total Dimension:** 77 meters x 18 meters (W x H)

**Total Façade Space:** 1,386 m²



# Olaya Avenue

King Fahd Road, King Fahd District, Riyadh

SIZE 1 | SOUTH FAÇADE | TOWARDS EXIT 4/KAJD

Artwork Delivery: 3712 pixels x 1536 pixels (W x H)

Visibility: [Click Here](#)

SIZE 2 | NORTH FAÇADE | TOWARDS CITY

Artwork Delivery: 3712 pixels x 1280 pixels (W x H)

Visibility: [Click Here](#)

File Format: MP4 or JPG (high resolution)

Resolution: 300 DPI

Ad Duration: 100% Share of Voice

Video Frame Rate: 30 FPS

File Weight: 30 mb maximum

## MORE ABOUT THESE DIGITAL BUILDING FACADES:

Facades: 2

Orientation: Landscape

Total Dimension: South | 29 x 12 meters.... North | 29 x 10 meters (W x H)

Total Façade Space: South | 348 m<sup>2</sup>.... North | 290 m<sup>2</sup>



South Façade | King Fahd Road



North Façade | King Fahd Road

# Stars Avenue

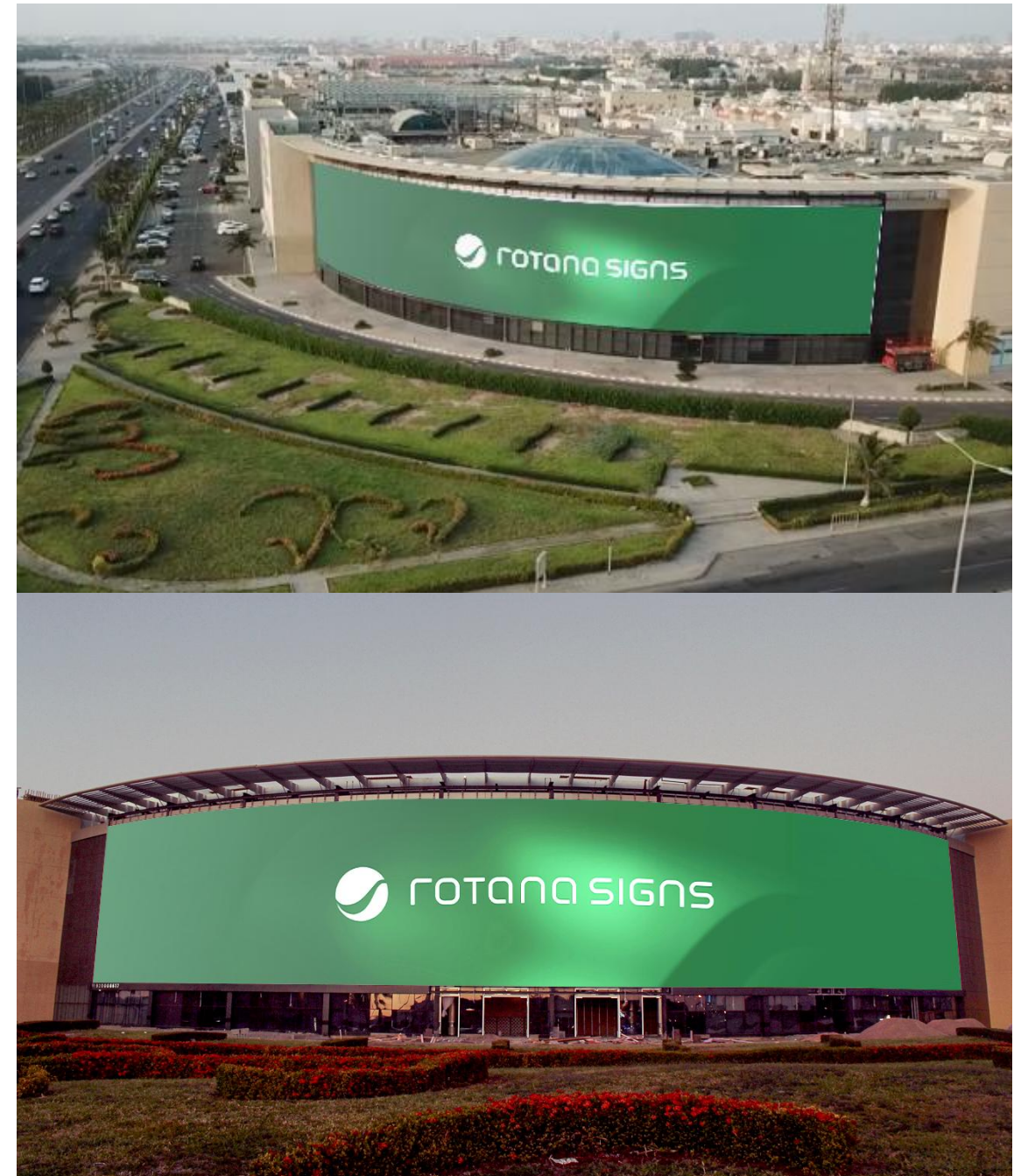
Stars Avenue, King Abdulaziz Road, Al Zahra District, Jeddah

## ARTWORK SPECIFICATIONS:

|                   |                                    |
|-------------------|------------------------------------|
| Artwork Delivery: | 7760 pixels x 1260 pixels (W x H)  |
| File Format:      | MP4 or JPG (high resolution)       |
| Note:             | System supports naked eye 3D files |
| Resolution:       | 300 DPI                            |
| Ad Duration:      | 10 seconds                         |
| Video Frame Rate: | 30 FPS                             |
| File Weight:      | 40 mb maximum                      |
| Visibility:       | <a href="#">Click Here</a>         |

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                                   |
|---------------------|-----------------------------------|
| Facades:            | 1                                 |
| Installation:       | Southern Facade                   |
| Orientation:        | Landscape                         |
| Total Dimension:    | 77.6 meters x 12.6 meters (W x H) |
| Total Façade Space: | 977.8 m <sup>2</sup>              |



# Tahlia Mall

Tahlia Road, Ar Rawdah District, Jeddah

## ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 2320 pixels x 1620 pixels (W x H)

**Note:** Artwork to be submitted as a single file (as per the pixels stated above). For creative purposes, please consider that it comprises of 2 sections.

## 2 SECTIONS INCLUDE:

**Left Façade** 960 pixels x 1620 pixels (W x H)

**Right Façade** 1360 pixels x 1620 pixels (W x H)

**Note:** Anamorphic design (3D) capable

**File Format:** MP4 or JPG (high resolution)

**Resolution:** 300 DPI

**Ad Duration:** 10 seconds

**Video Frame Rate:** 24-30 FPS

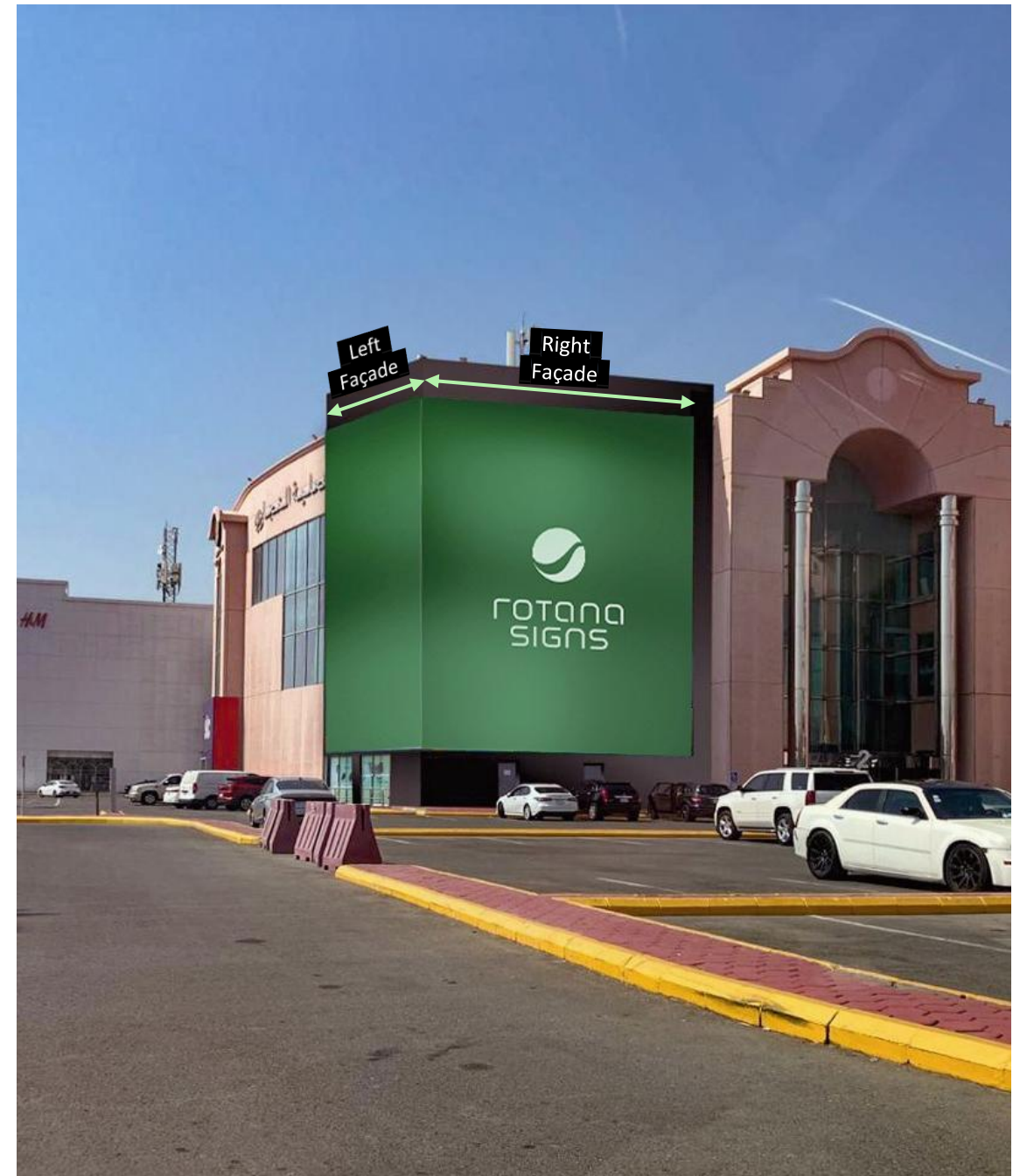
**File Weight:** 40 mb maximum

**Visibility:** [Click Here](#)

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

**Total Dimension:** 23.2 meters x 16.2 meters (W x H)

**Total Façade Space:** 375.84 m<sup>2</sup>



# Sari Road

Sari Road, As Salamah District, Jeddah

ARTWORK SPECIFICATIONS:

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 1408 pixels x 1664 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:      | 20 mb maximum                     |
| Visibility:       | <a href="#">Click Here</a>        |

MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                                    |
|---------------------|------------------------------------|
| Facades:            | 1                                  |
| Installation:       | Eastern Facade                     |
| Orientation:        | Portrait                           |
| Total Dimension:    | 9.76 meters x 15.36 meters (W x H) |
| Total Façade Space: | 149.9 m <sup>2</sup>               |



# Al Abdulkarim Tower

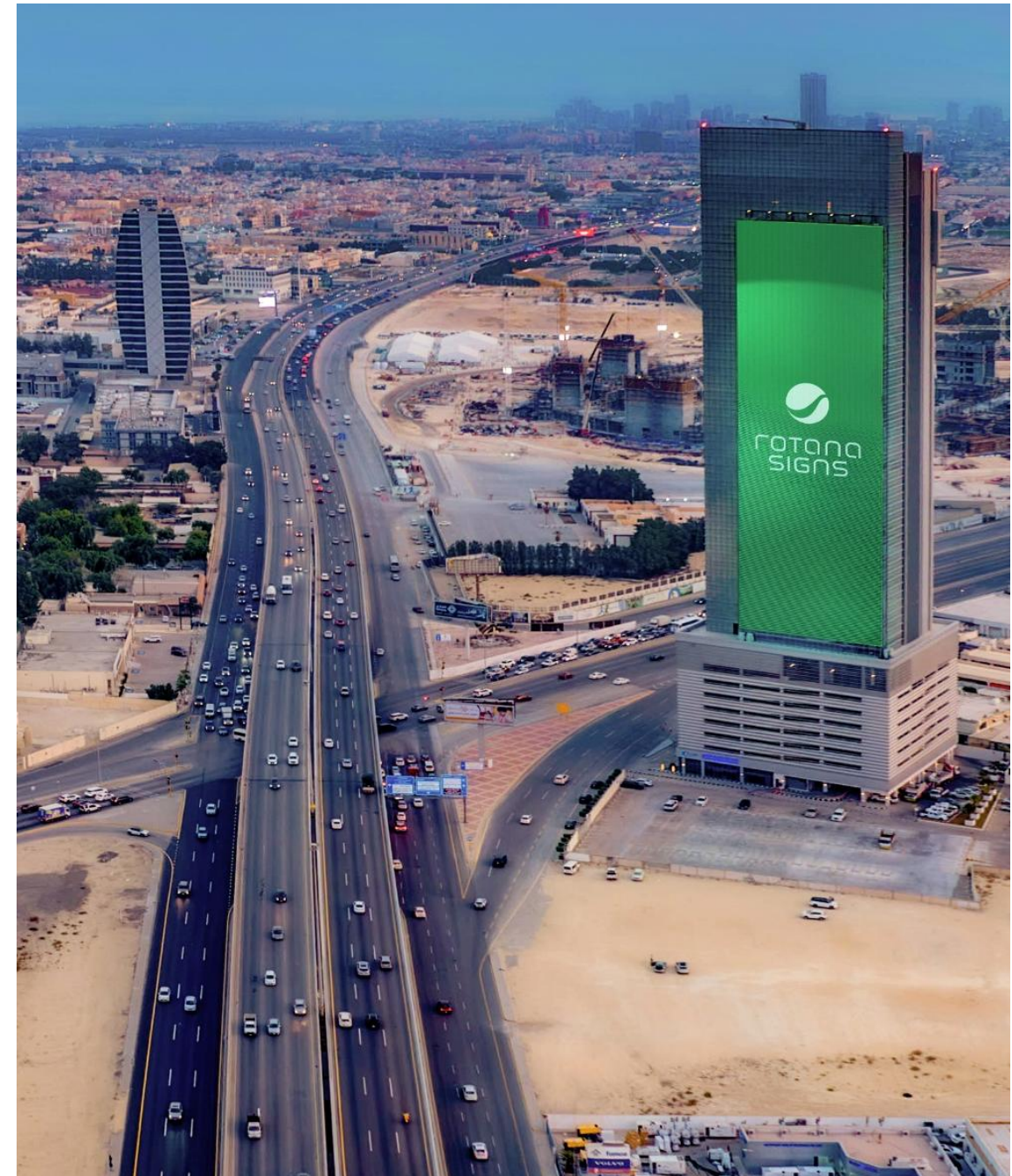
King Fahad Road, Al Qashlah, Dhahran

## ARTWORK SPECIFICATIONS:

|                   |                                  |
|-------------------|----------------------------------|
| Artwork Delivery: | 960 pixels x 2994 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:       | <a href="#">Click Here</a>       |

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                               |
|---------------------|-------------------------------|
| Facades:            | 1                             |
| Installation:       | Northern Facade               |
| Orientation:        | Portrait                      |
| Total Dimension:    | 30 meters x 90 meters (W x H) |
| Total Façade Space: | 2,700 m <sup>2</sup>          |
| Height from Ground  | 30 meters                     |



# Gulf Center

Prince Turkey Street, Al Corniche, Al Khobar

## ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 12288 pixels x 1152 pixels (W x H)

**Note:** Artwork to be submitted as a single file (as per the pixels stated above). For creative purposes, please consider that it comprises of 3 sections.

## 3 SECTIONS INCLUDE:

**North Façade** 3712 pixels x 1152 pixels (W x H)

**Curve Façade** 128 pixels x 1152 pixels (W x H)

**West Façade** 8448 pixels x 1152 pixels (W x H)

**Note:** Anamorphic design (3D) capable

**File Format:** MP4 or JPG (high resolution)

**Resolution:** 300 DPI

**Ad Duration:** 10 seconds

**Video Frame Rate:** 60 FPS

**File Weight:** 200 mb maximum

**Visibility:** [Click Here](#)



# Mousa Tower

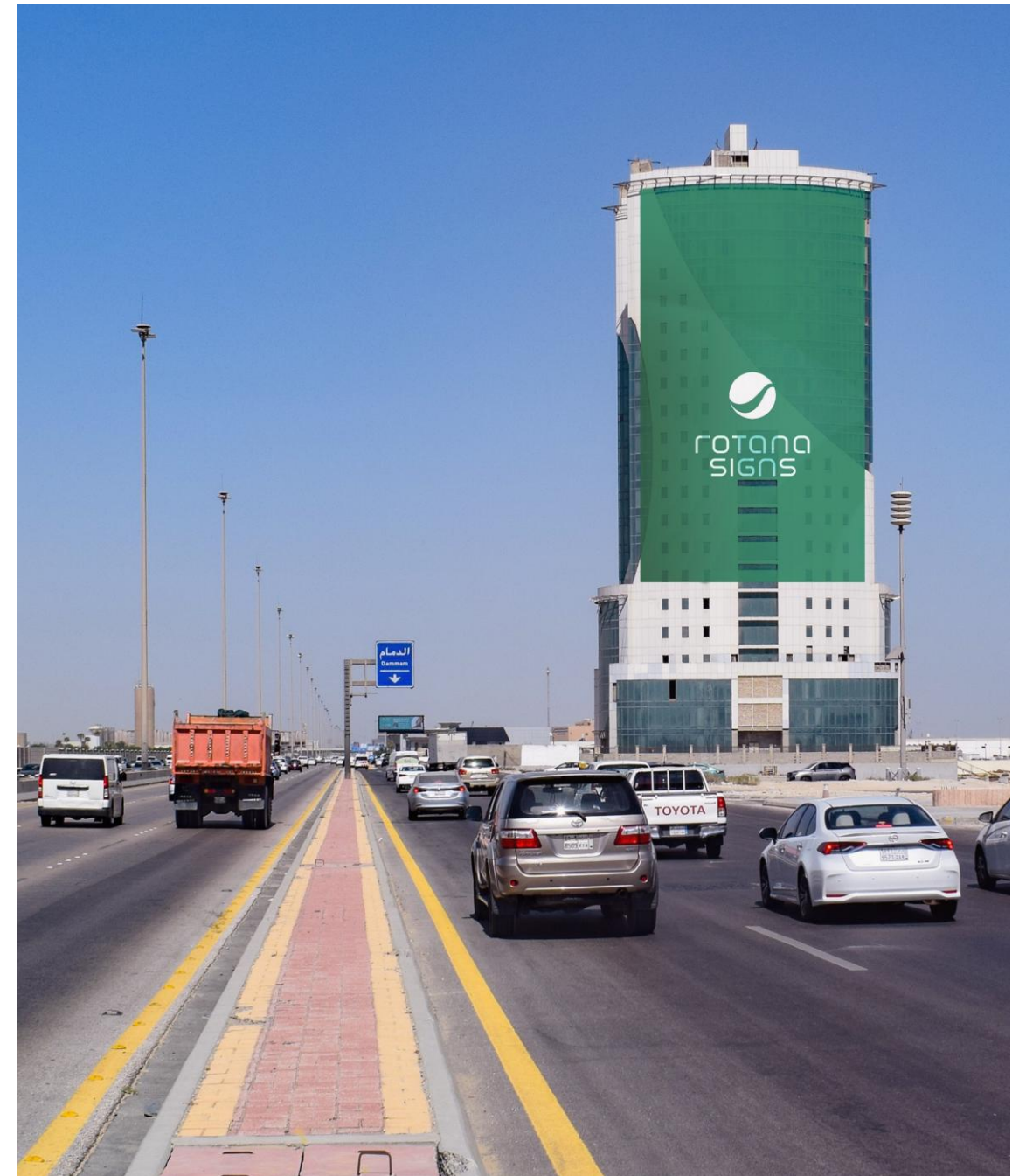
King Fahad Road, Al Khalidiyyah Al Janubiyah, Dammam

## 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:       | <a href="#">Click Here</a>        |

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                               |
|---------------------|-------------------------------|
| Facades:            | 1                             |
| Installation:       | Southern Facade               |
| Orientation:        | Portrait                      |
| Total Dimension:    | 40 meters x 60 meters (W x H) |
| Total Façade Space: | 2,400 m <sup>2</sup>          |



# Al Khaldi Tower

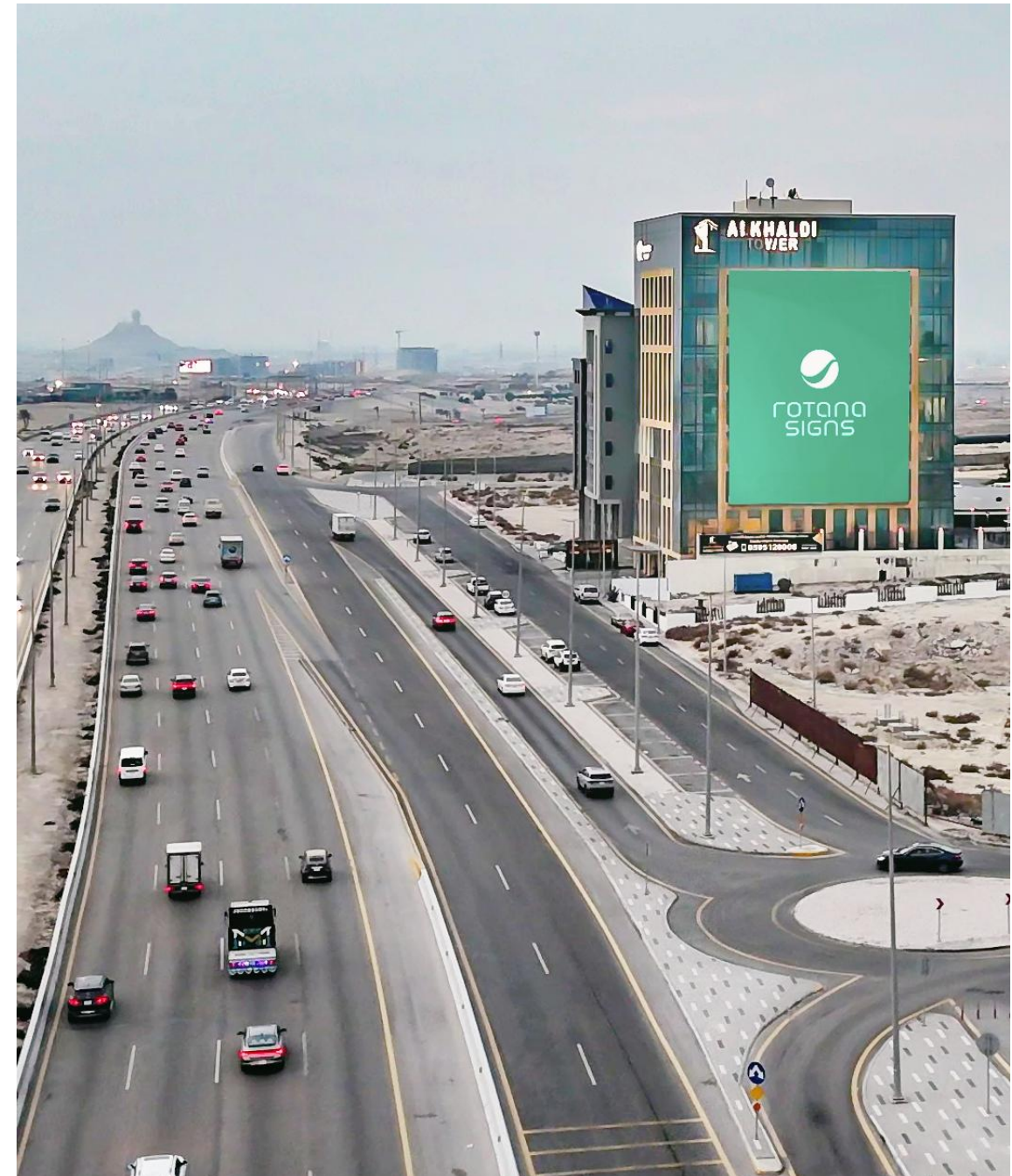
Custodian of The Two Holy Mosques Road, Aljamiah District, Dhahran

## ARTWORK SPECIFICATIONS:

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 1280 pixels x 1600 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:       | <a href="#">Click Here</a>        |

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                               |
|---------------------|-------------------------------|
| Facades:            | 1                             |
| Installation:       | Eastern Facade                |
| Orientation:        | Portrait                      |
| Total Dimension:    | 20 meters x 25 meters (W x H) |
| Total Façade Space: | 500 m²                        |
| Height from Ground  | 10 meters                     |



# Jood Tower

King Abdallah Bin Abdulaziz Road, Al Aridh District, Madinah

## ARTWORK SPECIFICATIONS:

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 1664 pixels x 2432 pixels (W x H) |
| File Format:      | MP4 or JPG (high resolution)      |
| Resolution:       | 300 DPI                           |
| Ad Duration:      | 10 seconds                        |
| Video Frame Rate: | 25 FPS                            |
| File Weight:      | 20 mb maximum                     |
| Visibility:       | <a href="#">Click Here</a>        |

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                               |
|---------------------|-------------------------------|
| Facades:            | 1                             |
| Installation:       | Northern Facade               |
| Orientation:        | Portrait                      |
| Total Dimension:    | 13 meters x 19 meters (W x H) |
| Total Façade Space: | 247 m <sup>2</sup>            |



# Aziz Building

Al Mutalla Street, Al Jabal District, Jazan

## ARTWORK SPECIFICATIONS:

|                   |                                  |
|-------------------|----------------------------------|
| Artwork Delivery: | 896 pixels x 1664 pixels (W x H) |
| File Format:      | MP4 or JPG (high resolution)     |
| Resolution:       | 300 DPI                          |
| Ad Duration:      | 10 seconds                       |
| Video Frame Rate: | 25 FPS                           |
| File Weight:      | 20 mb maximum                    |
| Visibility:       | <a href="#">Click Here</a>       |

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                              |
|---------------------|------------------------------|
| Facades:            | 1                            |
| Installation:       | Southern Facade              |
| Orientation:        | Portrait                     |
| Total Dimension:    | 5 meters x 15 meters (W x H) |
| Total Façade Space: | 75 m <sup>2</sup>            |



# Saraya Building

Prince Mohammad Bin Nasser Road, Ash Shati, Jazan

## ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 1152 pixels x 1920 pixels (W x H)

**File Format:** MP4 or JPG (high resolution)

**Resolution:** 300 DPI

**Ad Duration:** 10 seconds

**Video Frame Rate:** 25 FPS

**File Weight:** 20 mb maximum

**Visibility:** [Click Here](#)

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

**Facades:** 1

**Installation:** Southern Facade

**Orientation:** Portrait

**Total Dimension:** 9 meters x 15 meters (W x H)

**Total Façade Space:** 135 m<sup>2</sup>



# SNB Building

King Abdulaziz Road - 350m before King Faisal Road Roundabout, Jazan

## ARTWORK SPECIFICATIONS:

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 1080 pixels x 2160 pixels (W x H) |
| File Format:      | MP4 or JPG (high resolution)      |
| Resolution:       | 300 DPI                           |
| Ad Duration:      | 10 seconds                        |
| Video Frame Rate: | 25 FPS                            |
| File Weight:      | 20 mb maximum                     |
| Visibility:       | <a href="#">Click Here</a>        |

## MORE ABOUT THIS DIGITAL BUILDING FACADE:

|                     |                              |
|---------------------|------------------------------|
| Facades:            | 1                            |
| Installation:       | West Façade                  |
| Orientation:        | Portrait                     |
| Total Dimension:    | 9 meters x 17 meters (W x H) |
| Total Façade Space: | 153 m <sup>2</sup>           |



# 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.

# Bridges

Artwork Specifications

# Digital Steel Bridges

Jeddah (1 of 2)

ARTWORK SPECIFICATIONS:

|                   |            |                   |                        |
|-------------------|------------|-------------------|------------------------|
| File Format:      | MP4 or JPG | Video Frame Rate: | 25 FPS                 |
| Resolution:       | 300 DPI    | File Weight:      | 20 mb maximum          |
| Ad Duration:      | 10 seconds | Deliverables:     | All sizes are required |
| Dimension Metric: | Pixels     | Creative Note:    | Slight animation only  |

| CODE | DIRECTION     | WIDTH |   | HEIGHT | PSD FILES                         | SHAPE     |
|------|---------------|-------|---|--------|-----------------------------------|-----------|
| SB-1 | North & South | 9240  | x | 840    | <a href="#">Download PSD File</a> | Rectangle |
| SB-2 | North Only    | 8040  | x | 1200   | <a href="#">Download PSD File</a> | Curved    |
|      | South Only    | 8040  | x | 1200   | <a href="#">Download PSD File</a> | Curved    |
| SB-3 | North & South | 8520  | x | 1200   | <a href="#">Download PSD File</a> | Curved    |
| SB-4 | North & South | 8520  | x | 1080   | <a href="#">Download PSD File</a> | Curved    |
| SB-5 | North Only    | 8280  | x | 1200   | <a href="#">Download PSD File</a> | Curved    |
|      | South Only    | 8280  | x | 1200   | <a href="#">Download PSD File</a> | Curved    |
| SB-6 | North & South | 8280  | x | 1200   | <a href="#">Download PSD File</a> | Curved    |



# Digital Steel Bridges

Jeddah (2 of 2)

ARTWORK SPECIFICATIONS:

|                   |            |                   |                        |
|-------------------|------------|-------------------|------------------------|
| File Format:      | MP4 or JPG | Video Frame Rate: | 25 FPS                 |
| Resolution:       | 300 DPI    | File Weight:      | 20 mb maximum          |
| Ad Duration:      | 10 seconds | Deliverables:     | All sizes are required |
| Dimension Metric: | Pixels     | Creative Note:    | Slight animation only  |

| CODE  | DIRECTION     | WIDTH |   | HEIGHT | PSD FILES                         | SHAPE           |
|-------|---------------|-------|---|--------|-----------------------------------|-----------------|
| SB-7  | North & South | 7552  | x | 1280   | <a href="#">Download PSD File</a> | Curved          |
| SB-8  | North & South | 8064  | x | 1280   | <a href="#">Download PSD File</a> | Curved          |
| SB-9  | North & South | 6240  | x | 960    | <a href="#">Download PSD File</a> | Double - Curved |
| SB-10 | North Only    | 8576  | x | 1152   | <a href="#">Download PSD File</a> | Curved          |
|       | South Only    | 8576  | x | 1152   | <a href="#">Download PSD File</a> | Curved          |
| SB-11 | North & South | 8520  | x | 1080   | <a href="#">Download PSD File</a> | Curved          |
| SB-12 | East Only     | 2976  | x | 576    | <a href="#">Download PSD File</a> | Rectangle       |
|       | West Only     | 2976  | x | 576    | <a href="#">Download PSD File</a> | Rectangle       |



# Digital Bridges

City Wide, Jeddah

ARTWORK SPECIFICATIONS:

|                   |            |                   |                       |
|-------------------|------------|-------------------|-----------------------|
| File Format:      | MP4 or JPG | Video Frame Rate: | 25 FPS                |
| Resolution:       | 300 DPI    | File Weight:      | 20 mb maximum         |
| Ad Duration:      | 10 seconds | Creative Note:    | Slight animation only |
| Dimension Metric: | Pixels     |                   |                       |

| # | CITY   | WIDTH |   | HEIGHT | SHAPE     |
|---|--------|-------|---|--------|-----------|
| 1 | Jeddah | 1792  | x | 384    | Rectangle |



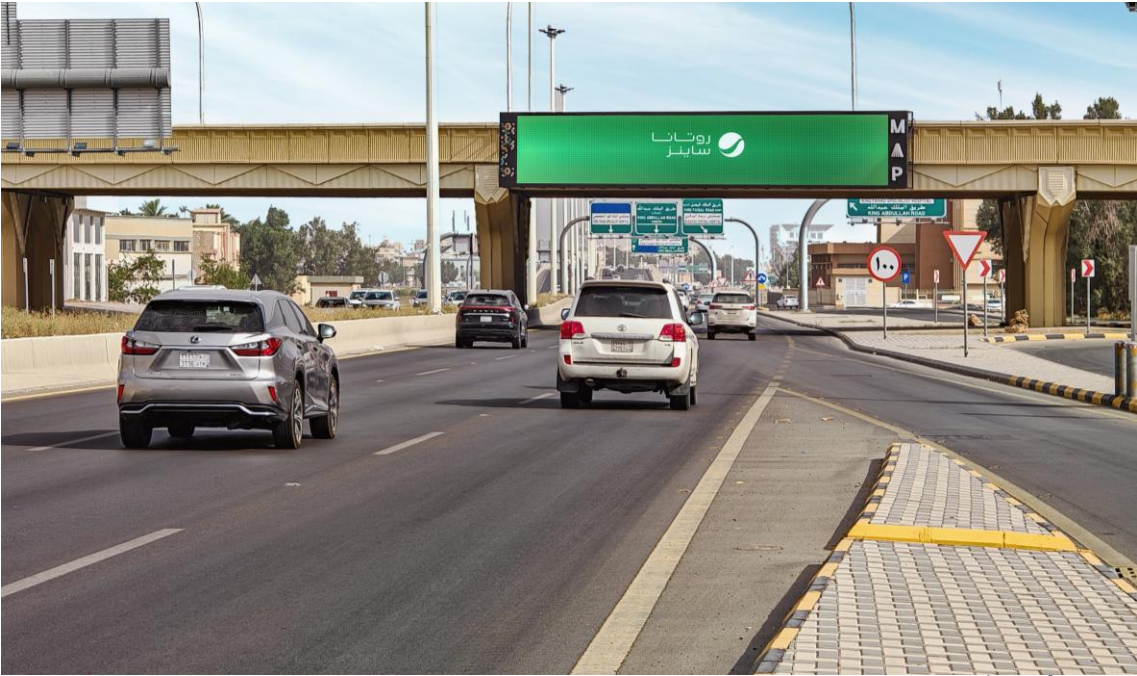
# Digital Bridges

Al Qassim (Buraydah) and Arar

ARTWORK SPECIFICATIONS:

|                   |            |                   |                        |
|-------------------|------------|-------------------|------------------------|
| File Format:      | MP4 or JPG | Video Frame Rate: | 25 FPS                 |
| Resolution:       | 300 DPI    | File Weight:      | 20 mb maximum          |
| Ad Duration:      | 10 seconds | Deliverables:     | All sizes are required |
| Dimension Metric: | Pixels     | Creative Note:    | Slight animation only  |

| # | CITY              | WIDTH |   | HEIGHT | SHAPE     |
|---|-------------------|-------|---|--------|-----------|
| 1 | Qassim (Buraydah) | 2160  | x | 360    | Rectangle |
| 2 | Qassim (Buraydah) | 1440  | x | 360    | Rectangle |
| 3 | Arar              | 1560  | x | 360    | Rectangle |



# Static Steel Bridges

Jeddah

ARTWORK SPECIFICATIONS:

|              |                    |               |         |
|--------------|--------------------|---------------|---------|
| File Format: | PSD, AI, TIFF      | Resolution:   | 300 DPI |
| File Type:   | Open Layered Files | Color Format: | CMYK    |

| CODE  | DIRECTION     | WIDTH | HEIGHT                            | PSD FILES | SHAPE  |
|-------|---------------|-------|-----------------------------------|-----------|--------|
| SB-14 | North & South |       | <a href="#">Download PSD File</a> |           | Curved |



# Artwork Guidelines and Delivery

## ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Bridges 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

### Digital Bridges 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.

### Static Bridges Delivery Date:

Artwork must be delivered four **(7-10) 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.

# Billboards & Screens

Artwork Specifications

# Maxi Billboard

Jeddah | Dammam/Al-Khobar | Makkah

ARTWORK SPECIFICATIONS:

|                   |            |                   |                       |
|-------------------|------------|-------------------|-----------------------|
| File Format:      | MP4 or JPG | Video Frame Rate: | 25 FPS                |
| Resolution:       | 300 DPI    | File Weight:      | 20 mb maximum         |
| Ad Duration:      | 10 seconds | Creative Note:    | Slight animation only |
| Dimension Metric: | Pixels     |                   |                       |

SIZE 1 | All Cities | Double Faced

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 2560 pixels x 640 pixels (W x H)  |
| *Left Side:       | *1280 pixels x 640 pixels (W x H) |
| *Right Side:      | *1280 pixels x 640 pixels (W x H) |

**Note:** Artwork sizes to be submitted as a single file (as per Artwork Delivery pixel dimensions stated above in green). For Size 1 creative purposes, please consider that it comprises of 2 sections (left and right).

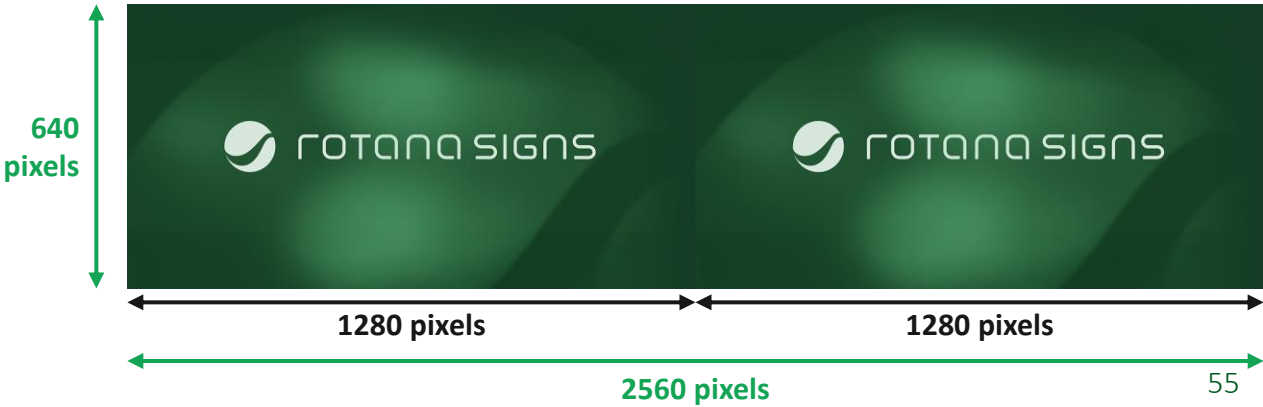
SIZE 2 / 3 | Single Face

|                  |                                  |
|------------------|----------------------------------|
| Dammam/Al-Khobar | 960 pixels x 480 pixels (W x H)  |
| Dammam/Al-Khobar | 1800 pixels x 600 pixels (W x H) |

**Note:** Size 2 / 3 are singular faces as per the above dimensions.



SIZE 1 | All Cities



# Prestige Billboard

Jeddah

ARTWORK SPECIFICATIONS:

|                   |            |                   |                       |
|-------------------|------------|-------------------|-----------------------|
| File Format:      | MP4 or JPG | Video Frame Rate: | 25 FPS                |
| Resolution:       | 300 DPI    | File Weight:      | 20 mb maximum         |
| Ad Duration:      | 10 seconds | Creative Note:    | Slight animation only |
| Dimension Metric: | Pixels     |                   |                       |

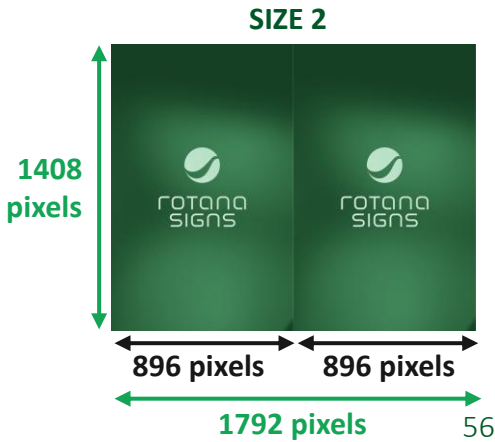
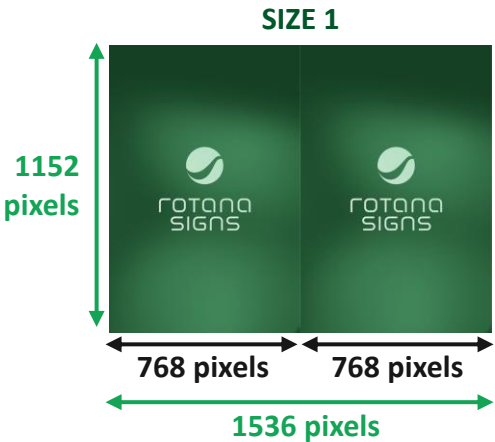
SIZE 1

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 1536 pixels x 1152 pixels (W x H) |
| *Left Side:       | *768 pixels x 1152 pixels (W x H) |
| *Right Side:      | *768 pixels x 1152 pixels (W x H) |

SIZE 2

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 1792 pixels x 1408 pixels (W x H) |
| *Left Side:       | *896 pixels x 1408 pixels (W x H) |
| *Right Side:      | *896 pixels x 1408 pixels (W x H) |

**Note:** Artwork sizes to be submitted as a single file (as per Artwork Delivery pixel dimensions stated above in green). For Size 1 and 2 creative purposes, please consider that it comprises of 2 sections (left and right).



# Digital Megacom

Dammam/Al-Khobar | Makkah

## ARTWORK SPECIFICATIONS:

|                          |            |                          |                       |
|--------------------------|------------|--------------------------|-----------------------|
| <b>File Format:</b>      | MP4 or JPG | <b>Video Frame Rate:</b> | 25 FPS                |
| <b>Resolution:</b>       | 300 DPI    | <b>File Weight:</b>      | 20 mb maximum         |
| <b>Ad Duration:</b>      | 10 seconds | <b>Creative Note:</b>    | Slight animation only |
| <b>Dimension Metric:</b> | Pixels     |                          |                       |

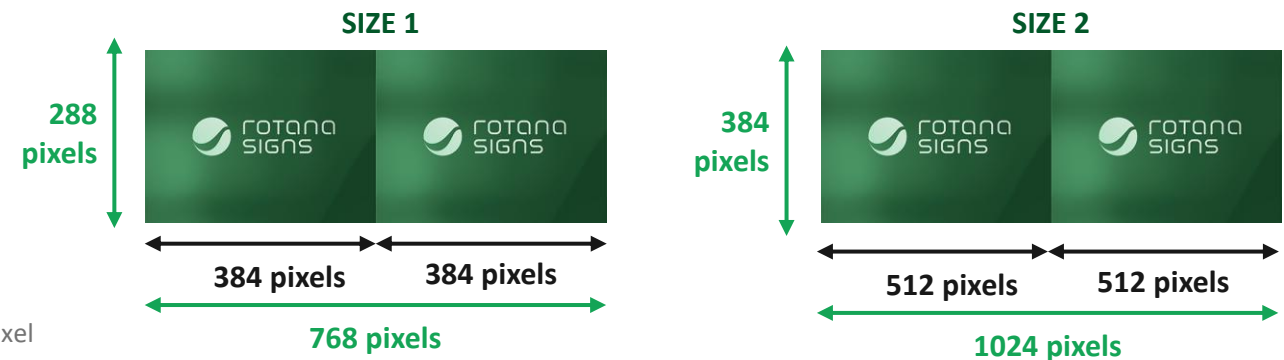
### SIZE 1 | MAKKAH

|                          |                                        |
|--------------------------|----------------------------------------|
| <b>Artwork Delivery:</b> | <b>768 pixels x 288 pixels (W x H)</b> |
| <b>*Left Side:</b>       | *384 pixels x 288 pixels (W x H)       |
| <b>*Right Side:</b>      | *384 pixels x 288 pixels (W x H)       |

### SIZE 2 | DAMMAM/AL-KHOBAR

|                          |                                         |
|--------------------------|-----------------------------------------|
| <b>Artwork Delivery:</b> | <b>1024 pixels x 384 pixels (W x H)</b> |
| <b>*Left Side:</b>       | *512 pixels x 384 pixels (W x H)        |
| <b>*Right Side:</b>      | *512 pixels x 384 pixels (W x H)        |

**Note:** Artwork sizes to be submitted as a single file (as per Artwork Delivery pixel dimensions stated above in **green**). For Size 1 and 2 creative purposes, please consider that it comprises of 2 sections (left and right).



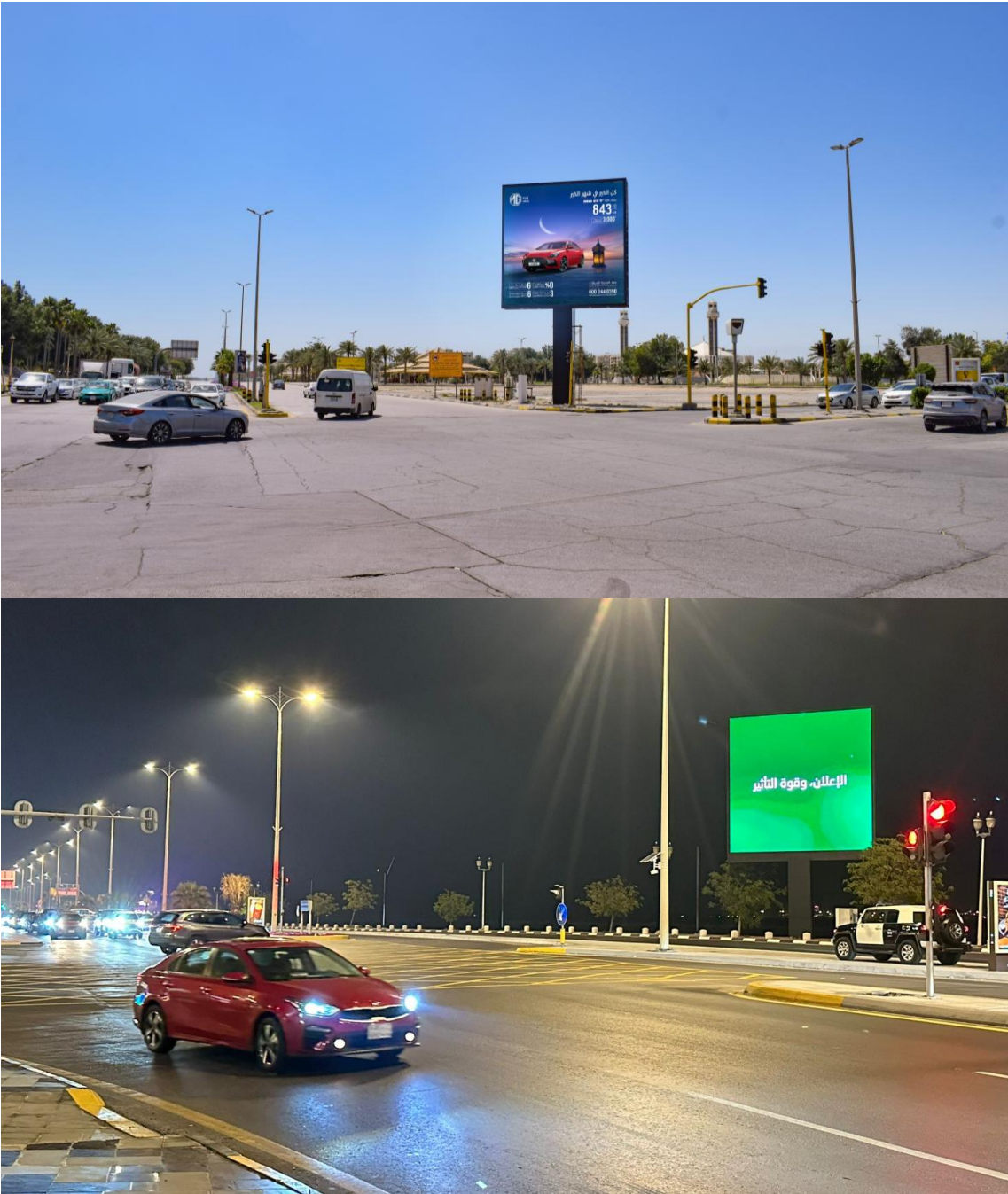
# Street LED

Dammam/Khobar, Al Qurayyat and Arar

ARTWORK SPECIFICATIONS:

|                   |            |                   |                       |
|-------------------|------------|-------------------|-----------------------|
| File Format:      | MP4 or JPG | Video Frame Rate: | 25 FPS                |
| Resolution:       | 300 DPI    | File Weight:      | 20 mb maximum         |
| Ad Duration:      | 10 seconds | Creative Note:    | Slight animation only |
| Dimension Metric: | Pixels     |                   |                       |

| # | CITY       | WIDTH |   | HEIGHT | SHAPE       |
|---|------------|-------|---|--------|-------------|
| 1 | Dammam     | 1024  | x | 1024   | Square      |
| 2 | Al Qurayat | 480   | x | 480    | Square      |
| 3 | Arar       | 600   | x | 480    | Near Square |



# Static Maxi Billboard

Hail

ARTWORK SPECIFICATIONS:

|              |             |                   |        |
|--------------|-------------|-------------------|--------|
| File Format: | JPEG or PDF | Color Format:     | RGB    |
| Resolution:  | 300 DPI     | Dimension Metric: | Meters |

| # | CITY | WIDTH |   | HEIGHT | SHAPE     |
|---|------|-------|---|--------|-----------|
| 1 | Hail | 14.65 | x | 4.27   | Rectangle |



# Artwork Guidelines and Delivery

## ARTWORK GUIDELINES

The artwork submitted by advertisers for Billboards and Screens 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

**Digital Billboards (MAXI & PRESTIGE) / Unipoles and Screens 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.

**Static Billboards (MAXI & PRESTIGE) / Unipoles Delivery Date:**

Artwork must be delivered seven to ten **(7-10) 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.

# Hoardings

Artwork Specifications

# Digital Hoarding

Al Imam Muslim Road, Madinah | M-DS-01/02

ARTWORK SPECIFICATIONS:

|                   |                                   |
|-------------------|-----------------------------------|
| Artwork Delivery: | 5120 pixels x 1024 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:      | 20 mb maximum                     |
| Creative Note:    | Slight animation only             |
| Visibility:       | <a href="#">Click Here</a>        |

MORE ABOUT THESE DIGITAL HOARDINGS:

|                     |                                         |
|---------------------|-----------------------------------------|
| Facades:            | 2                                       |
| Installation:       | East and West                           |
| Orientation:        | Landscape                               |
| Total Dimension:    | 40 meters x 8 meters (W x H) per facade |
| Total Façade Space: | 320 m² per facade                       |



# Digital Hoarding

King Abdullah Road, Madinah | M-DS-03

ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 6120 pixels x 960 pixels (W x H)

**Note:** Artwork to be submitted as a single file (as per the pixels stated above). For creative purposes, please consider that it comprises of 3 sections.

3 SECTIONS INCLUDE:

**Side Curve 1** 840 pixels x 960 pixels (W x H)

**Main Section** 4440 pixels x 960 pixels (W x H)

**Side Curve 2** 840 pixels x 960pixels (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:** 20 mb maximum

MORE ABOUT THIS DIGITAL HOARDING:

**Total Dimension:** 50 meters x 8 meters (W x H)

**Total Façade Space:** 400 m²



# Static Hoarding

Makkah- Jeddah Express Highway (Before Makkah Gate), Makkah

ARTWORK SPECIFICATIONS:

|                  |                       |                   |         |
|------------------|-----------------------|-------------------|---------|
| File Format:     | PSD, AI, TIFF         | Resolution:       | 300 DPI |
| File Type:       | Open Layered Files    | Color Format:     | CMYK    |
| Total Dimension: | 60 meters x 20 meters | Dimension Metric: | Meters  |
| Lighting:        | Front Lit             |                   |         |

| CODE     | DIRECTION | WIDTH<br>(meters) | HEIGHT<br>(meters) | SHAPE     |
|----------|-----------|-------------------|--------------------|-----------|
| MC-SS-01 | Eastwards | 60                | x 20               | Landscape |



# Artwork Guidelines and Delivery

## ARTWORK GUIDELINES

The artwork submitted by advertisers for Digital Hoarding 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

### Digital Hoarding 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.

### Static Hoarding Delivery Date:

Artwork must be delivered seven to ten **(7-10) 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.

# Riyadh Metro Carriage Screens

Artwork Specifications

# Metro Carriage Screens

Riyadh Metro Trains | Interior

ARTWORK SPECIFICATIONS:

|                   |                             |                   |                        |
|-------------------|-----------------------------|-------------------|------------------------|
| File Format:      | MP4 or JPEG                 | Dimension Metric: | Pixels                 |
| Resolution:       | 300 DPI                     | Video Frame Rate: | 25 FPS                 |
| Ad Duration:      | 10 seconds                  | File Weight:      | 20 mb maximum          |
| Material Receipt: | 5 working days prior launch | Deliverables:     | All sizes are required |

| CITY   | WIDTH |   | HEIGHT | SHAPE       |
|--------|-------|---|--------|-------------|
| Size 1 | 1280  | x | 720    | Landscape   |
| Size 2 | 1280  | x | 1024   | Near-Square |
| Size 3 | 1366  | x | 768    | Landscape   |



# Hajj Terminal

Artwork Specifications | Digital Formats

# Duty-Free Screen

Hajj Terminal | Interior - Digital Formats

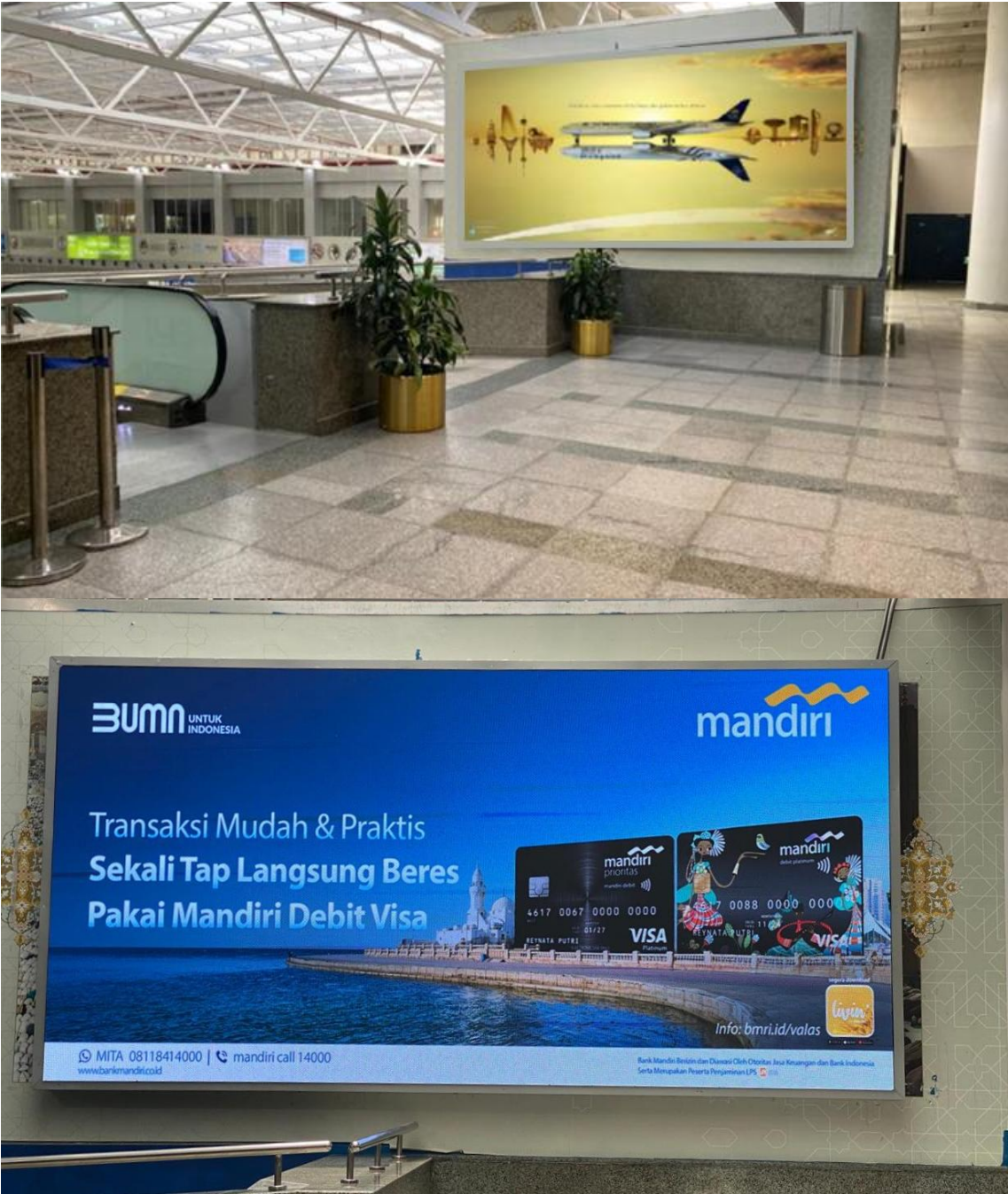
ARTWORK SPECIFICATIONS:

|                    |                                   |
|--------------------|-----------------------------------|
| Artwork Delivery:  | 1408 pixels x 640 pixels (W x H)  |
| File Format:       | MP4, JPG or PNG (High Resolution) |
| Ad Duration:       | 10 seconds                        |
| Resolution:        | 300 DPI                           |
| Color Format:      | RGB                               |
| Image File Weight: | 10 mb maximum                     |

|                    |                                   |
|--------------------|-----------------------------------|
| Video Frame Rate:  | 30 FPS                            |
| File Compression:  | H 264 or H265                     |
| Bitrate:           | 30000 maximum                     |
| Video File Weight: | 50 mb maximum                     |
| Material Receipt:  | Maximum one (1) week prior launch |

MORE ABOUT THE PANEL:

|                     |                                 |
|---------------------|---------------------------------|
| Orientation:        | Landscape                       |
| Total Dimension:    | 5.5 meters x 2.5 meters (W x H) |
| Total Façade Space: | 13.75 m <sup>2</sup>            |



# Luggage Area Wall Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

|                    |                                   |
|--------------------|-----------------------------------|
| Artwork Delivery:  | 2304 pixels x 512 pixels (W x H)  |
| File Format:       | MP4, JPG or PNG (High Resolution) |
| Ad Duration:       | 10 seconds                        |
| Resolution:        | 300 DPI                           |
| Color Format:      | RGB                               |
| Image File Weight: | Maximum 10 mb                     |
|                    |                                   |
| Video Frame Rate:  | 30 FPS                            |
| File Compression:  | H 264 or H265                     |
| Bitrate:           | 30000 maximum                     |
| Video File Weight: | 50 mb maximum                     |
| Material Receipt:  | Maximum one (1) week prior launch |

MORE ABOUT THE PANEL:

|                     |                                   |
|---------------------|-----------------------------------|
| Orientation:        | Landscape                         |
| Total Dimension:    | 6.91 meters x 1.54 meters (W x H) |
| Total Façade Space: | 10.64 m <sup>2</sup>              |



# Luggage Area Belt Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

|                    |                                   |
|--------------------|-----------------------------------|
| Artwork Delivery:  | 2304 pixels x 512 pixels (W x H)  |
| File Format:       | MP4, JPG or PNG (High Resolution) |
| Ad Duration:       | 10 seconds                        |
| Resolution:        | 300 DPI                           |
| Color Format:      | RGB                               |
| Image File Weight: | Maximum 10 mb                     |
| Video Frame Rate:  | 30 FPS                            |
| File Compression:  | H 264 or H265                     |
| Bitrate:           | 30000 maximum                     |
| Video File Weight: | 50 mb maximum                     |
| Material Receipt:  | Maximum one (1) week prior launch |

MORE ABOUT THE PANEL:

|                     |                               |
|---------------------|-------------------------------|
| Orientation:        | Landscape                     |
| Total Dimension:    | 4.8 meters x 1 meters (W x H) |
| Total Façade Space: | 4.8 m²                        |



# Passport Control Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

|                    |                                   |
|--------------------|-----------------------------------|
| Artwork Delivery:  | 1536 pixels x 384 pixels (W x H)  |
| File Format:       | MP4, JPG or PNG (High Resolution) |
| Ad Duration:       | 10 seconds                        |
| Resolution:        | 300 DPI                           |
| Color Format:      | RGB                               |
| Image File Weight: | Maximum 10 mb                     |
|                    |                                   |
| Video Frame Rate:  | 30 FPS                            |
| File Compression:  | H 264 or H265                     |
| Bitrate:           | 30000 maximum                     |
| Video File Weight: | 50 mb maximum                     |
| Material Receipt:  | Maximum one (1) week prior launch |

MORE ABOUT THE PANEL:

|                     |                                   |
|---------------------|-----------------------------------|
| Orientation:        | Landscape                         |
| Total Dimension:    | 7.68 meters x 1.92 meters (W x H) |
| Total Façade Space: | 14.74 m <sup>2</sup>              |



# Exit Screens

Hajj Terminal | Interior - Digital Formats

ARTWORK SPECIFICATIONS:

|                    |                                   |
|--------------------|-----------------------------------|
| Artwork Delivery:  | 4352 pixels x 384 pixels (W x H)  |
| File Format:       | MP4, JPG or PNG (High Resolution) |
| Ad Duration:       | 10 seconds                        |
| Resolution:        | 300 DPI                           |
| Color Format:      | RGB                               |
| Image File Weight: | Maximum 10 mb                     |

|                    |                                   |
|--------------------|-----------------------------------|
| Video Frame Rate:  | 30 FPS                            |
| File Compression:  | H 264 or H265                     |
| Bitrate:           | 30000 maximum                     |
| Video File Weight: | 50 mb maximum                     |
| Material Receipt:  | Maximum one (1) week prior launch |

MORE ABOUT THE PANEL:

|                     |                                   |
|---------------------|-----------------------------------|
| Orientation:        | Landscape                         |
| Total Dimension:    | 26.11 meters x 2.3 meters (W x H) |
| Total Façade Space: | 60 m <sup>2</sup>                 |



# Plaza Screens

Hajj Terminal | Exterior - Digital Formats

ARTWORK SPECIFICATIONS:

|                    |                                   |
|--------------------|-----------------------------------|
| Artwork Delivery:  | 640 pixels x 1280 pixels (W x H)  |
| File Format:       | MP4, JPG or PNG (High Resolution) |
| Ad Duration:       | 10 seconds                        |
| Resolution:        | 300 DPI                           |
| Color Format:      | RGB                               |
| Image File Weight: | Maximum 10 mb                     |
| Video Frame Rate:  | 30 FPS                            |
| File Compression:  | H 264 or H265                     |
| Bitrate:           | 30000 maximum                     |
| Video File Weight: | 50 mb maximum                     |
| Material Receipt:  | Maximum one (1) week prior launch |

MORE ABOUT THE PANEL:

|                     |                                   |
|---------------------|-----------------------------------|
| Orientation:        | Portrait                          |
| Total Dimension:    | 3.84 meters x 7.68 meters (W x H) |
| Total Façade Space: | 29.49 m <sup>2</sup>              |



# Hajj Terminal

Artwork Specifications | Static Formats

# Static Formats

## Hajj Terminal | Interior Formats

ARTWORK SPECIFICATIONS:

|                   |                        |                   |             |
|-------------------|------------------------|-------------------|-------------|
| File Format:      | PSD, AI, TIFF          | Resolution:       | 300 DPI     |
| File Type:        | Open Layered Files     | Color Format:     | CMYK        |
| Material Receipt: | 2-3 weeks prior launch | Dimension Metric: | Centimeters |

| INSTALLATION | FORMAT                                                                                                                                        | TRIM                                                      |        | BLEED |            |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------|-------|------------|
|              |                                                                                                                                               | WIDTH                                                     | HEIGHT | WIDTH | HEIGHT     |
| Interior     | Arrival Lounge<br>Solid Sticker                                                                                                               | 600 m <sup>2</sup><br>Kindly contact sales representative |        |       |            |
| Interior     | Square Pillars - Front                                                                                                                        | 82                                                        | x      | 230   | 91.5 x 230 |
|              | Square Pillars – Back                                                                                                                         | 82                                                        | x      | 230   | 91.5 x 230 |
|              | Square Pillars – Left                                                                                                                         | 98                                                        | x      | 230   | 102 x 230  |
|              | Square Pillars – Right                                                                                                                        | 98                                                        | x      | 230   | 102 x 230  |
| Note:        | Each Interior Square Pillar side must be submitted as a <u>separate file</u> .<br>Kindly share a mock-up diagram upon delivery for reference. |                                                           |        |       |            |



# Static Formats

## Hajj Terminal | Interior Formats

ARTWORK SPECIFICATIONS:

|                   |                        |                   |             |
|-------------------|------------------------|-------------------|-------------|
| File Format:      | PSD, AI, TIFF          | Resolution:       | 300 DPI     |
| File Type:        | Open Layered Files     | Color Format:     | CMYK        |
| Material Receipt: | 2-3 weeks prior launch | Dimension Metric: | Centimeters |

| INSTALLATION | FORMAT          | TRIM  |   |        | BLEED |   |        |
|--------------|-----------------|-------|---|--------|-------|---|--------|
|              |                 | WIDTH |   | HEIGHT | WIDTH |   | HEIGHT |
| Interior     | Baggage Sticker | 8200  | x | 30     | 8210  | x | 40     |
| Interior     | Wall Light Box  | 720   | x | 182    | 730   | x | 192    |
| Interior     | Belt Light Box  | 480   | x | 100    | 490   | x | 110    |



# Static Formats

## Hajj Terminal | Interior Formats

ARTWORK SPECIFICATIONS:

|                   |                        |                   |             |
|-------------------|------------------------|-------------------|-------------|
| File Format:      | PSD, AI, TIFF          | Resolution:       | 300 DPI     |
| File Type:        | Open Layered Files     | Color Format:     | CMYK        |
| Material Receipt: | 2-3 weeks prior launch | Dimension Metric: | Centimeters |

| INSTALLATION | FORMAT                 | TRIM  |   |        | BLEED |   |        |
|--------------|------------------------|-------|---|--------|-------|---|--------|
|              |                        | WIDTH |   | HEIGHT | WIDTH |   | HEIGHT |
| Interior     | Passport Control Signs | 722   | x | 182    | 732   | x | 192    |
| Interior     | Large Exit Signs       | 2800  | x | 240    | 2810  | x | 250    |
| Interior     | Duty Free Screen       | 550   | x | 230    | 560   | x | 240    |



# Static Formats

## Hajj Terminal | Exterior Formats

ARTWORK SPECIFICATIONS:

|                   |                        |                   |             |
|-------------------|------------------------|-------------------|-------------|
| File Format:      | PSD, AI, TIFF          | Resolution:       | 300 DPI     |
| File Type:        | Open Layered Files     | Color Format:     | CMYK        |
| Material Receipt: | 2-3 weeks prior launch | Dimension Metric: | Centimeters |

| INSTALLATION | FORMAT                                                                                                                                                    | TRIM                                     |   |        | BLEED |   |        |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---|--------|-------|---|--------|
|              |                                                                                                                                                           | WIDTH                                    |   | HEIGHT | WIDTH |   | HEIGHT |
| Exterior     | Jet Bridge                                                                                                                                                | 900                                      | x | 300    | 910   | x | 310    |
| Exterior     | Round Pillars                                                                                                                                             | 800                                      | x | 400    | 805   | x | 405    |
| Note:        | Total Round Pillar artwork to be submitted as per above dimensions (800cm x 400cm)<br>However, it should consist of 2 artworks sized (400cm x 400cm) each |                                          |   |        |       |   |        |
| Exterior     | Waiting Area Light Boxes                                                                                                                                  | 230                                      | x | 113    | 240   | x | 123    |
| Exterior     | Totems                                                                                                                                                    | 365                                      | x | 275    | 375   | x | 285    |
| Exterior     | Promotional Stand                                                                                                                                         | 200 (width) x 200 (depth) x 270 (height) |   |        |       |   |        |



# Haramain Highspeed Railway

Artwork Specifications

# Overhead LED Screen

Haramain Highspeed Railway | Interior

## ARTWORK SPECIFICATIONS:

|                    |                                                         |
|--------------------|---------------------------------------------------------|
| Artwork Delivery:  | 1024 pixels x 576 pixels (W x H)                        |
| File Format:       | AVI Files, MPEG-4 Compression or JPG                    |
| Ad Duration:       | 10 seconds                                              |
| Max Quality:       | 1 – 1.5mbps                                             |
| Color Format:      | RGB                                                     |
| Image File Weight: | Maximum 10 mb                                           |
| Material Receipt:  | Maximum the third (3rd) week of each month prior launch |



# Static Formats

## Haramain Highspeed Railway | Interior

ARTWORK SPECIFICATIONS:

|                   |                        |                   |             |
|-------------------|------------------------|-------------------|-------------|
| File Format:      | PSD, AI, TIFF          | Resolution:       | 300 DPI     |
| File Type:        | Open Layered Files     | Color Format:     | CMYK        |
| Material Receipt: | 2-3 weeks prior launch | Dimension Metric: | Centimeters |

| INSTALLATION | FORMAT                    | TRIM  |   |        | BLEED |   |        |
|--------------|---------------------------|-------|---|--------|-------|---|--------|
|              |                           | WIDTH |   | HEIGHT | WIDTH |   | HEIGHT |
| Interior     | Interior Sliding Doors #1 | 75    | x | 200    | 90    | x | 215    |
| Interior     | Interior Sliding Doors #2 | 75    | x | 185    | 90    | x | 200    |
| Interior     | Interior Sliding Doors #3 | 63    | x | 200    | 78    | x | 215    |
|              |                           |       |   |        |       |   |        |
| Interior     | Overhead Luggage Rack #1  | 176   | x | 27     | 191   | x | 42     |
| Interior     | Overhead Luggage Rack #2  | 135   | x | 27     | 150   | x | 42     |
| Interior     | Overhead Luggage Rack #3  | 84    | x | 27     | 99    | x | 42     |
|              |                           |       |   |        |       |   |        |
| Interior     | Cafeteria Panel Wall #1   | 395   | x | 85     | 410   | x | 100    |
| Interior     | Cafeteria Panel Wall #2   | 268   | x | 76     | 283   | x | 91     |



# Static Formats

## Haramain Highspeed Railway | Exterior

ARTWORK SPECIFICATIONS:

|                   |                        |                   |             |
|-------------------|------------------------|-------------------|-------------|
| File Format:      | PSD, AI, TIFF          | Resolution:       | 300 DPI     |
| File Type:        | Open Layered Files     | Color Format:     | CMYK        |
| Material Receipt: | 2-3 weeks prior launch | Dimension Metric: | Centimeters |

| INSTALLATION | FORMAT                | TRIM  |   |        | BLEED |   |        |
|--------------|-----------------------|-------|---|--------|-------|---|--------|
|              |                       | WIDTH |   | HEIGHT | WIDTH |   | HEIGHT |
| Exterior     | Entrance & Exit Doors | 103   | x | 225    | 118   | x | 240    |
| Exterior     | Train Wrapping        | 2100  | x | 300    | 2115  | x | 315    |
| Exterior     | Train Nose            | 500   | x | 135    | 515   | x | 150    |



# Retail Media

Artwork Specifications

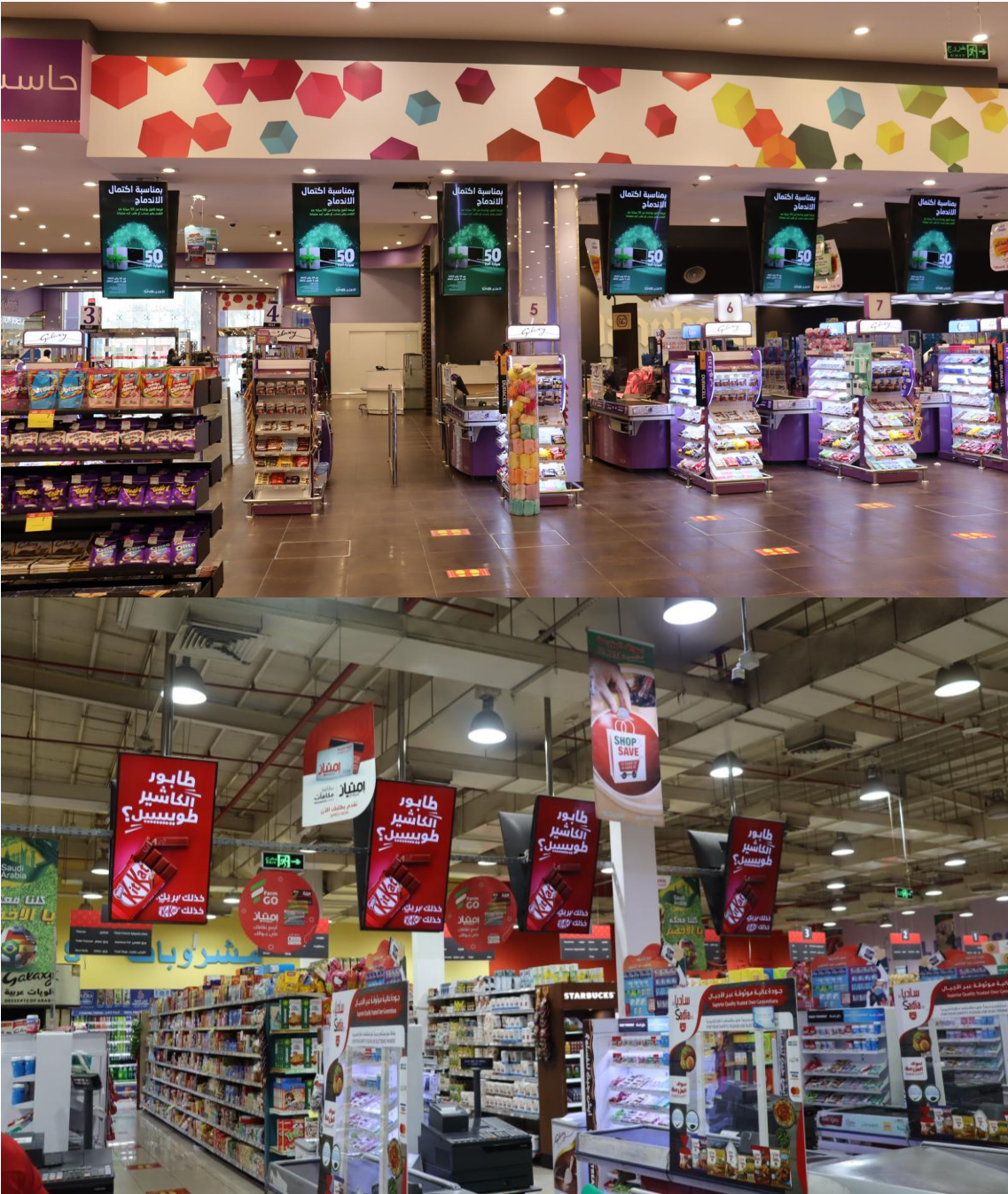
# Hyper Digital Solutions

Riyadh, Jeddah and Dammam/Khobar

ARTWORK SPECIFICATIONS:

|                   |                             |                   |               |
|-------------------|-----------------------------|-------------------|---------------|
| File Format:      | MP4 or JPEG                 | Dimension Metric: | Pixels        |
| Resolution:       | 300 DPI                     | Video Frame Rate: | 25 FPS        |
| Ad Duration:      | 10 seconds                  | File Weight:      | 20 mb maximum |
| Material Receipt: | 2 working days prior launch |                   |               |

| # | WIDTH |   | HEIGHT | SHAPE    |
|---|-------|---|--------|----------|
| 1 | 1080  | x | 1920   | Portrait |



# Digital Gates

Riyadh, Jeddah and Dammam/Khobar

ARTWORK SPECIFICATIONS:

|                   |                             |                   |                        |
|-------------------|-----------------------------|-------------------|------------------------|
| File Format:      | MP4 or JPEG                 | Dimension Metric: | Pixels                 |
| Resolution:       | 300 DPI                     | Video Frame Rate: | 25 FPS                 |
| Ad Duration:      | 10 seconds                  | File Weight:      | 20 mb maximum          |
| Material Receipt: | 2 working days prior launch | Deliverables:     | All sizes are required |

| # | WIDTH |   | HEIGHT | SHAPE |
|---|-------|---|--------|-------|
| 2 | 1536  | x | 1792   | Arch  |
| 3 | 2560  | x | 1536   |       |
| 4 | 2048  | x | 1792   |       |
| 5 | 2560  | x | 1792   |       |

Kindly refer to following slides for additional creative details required



# Digital Gates

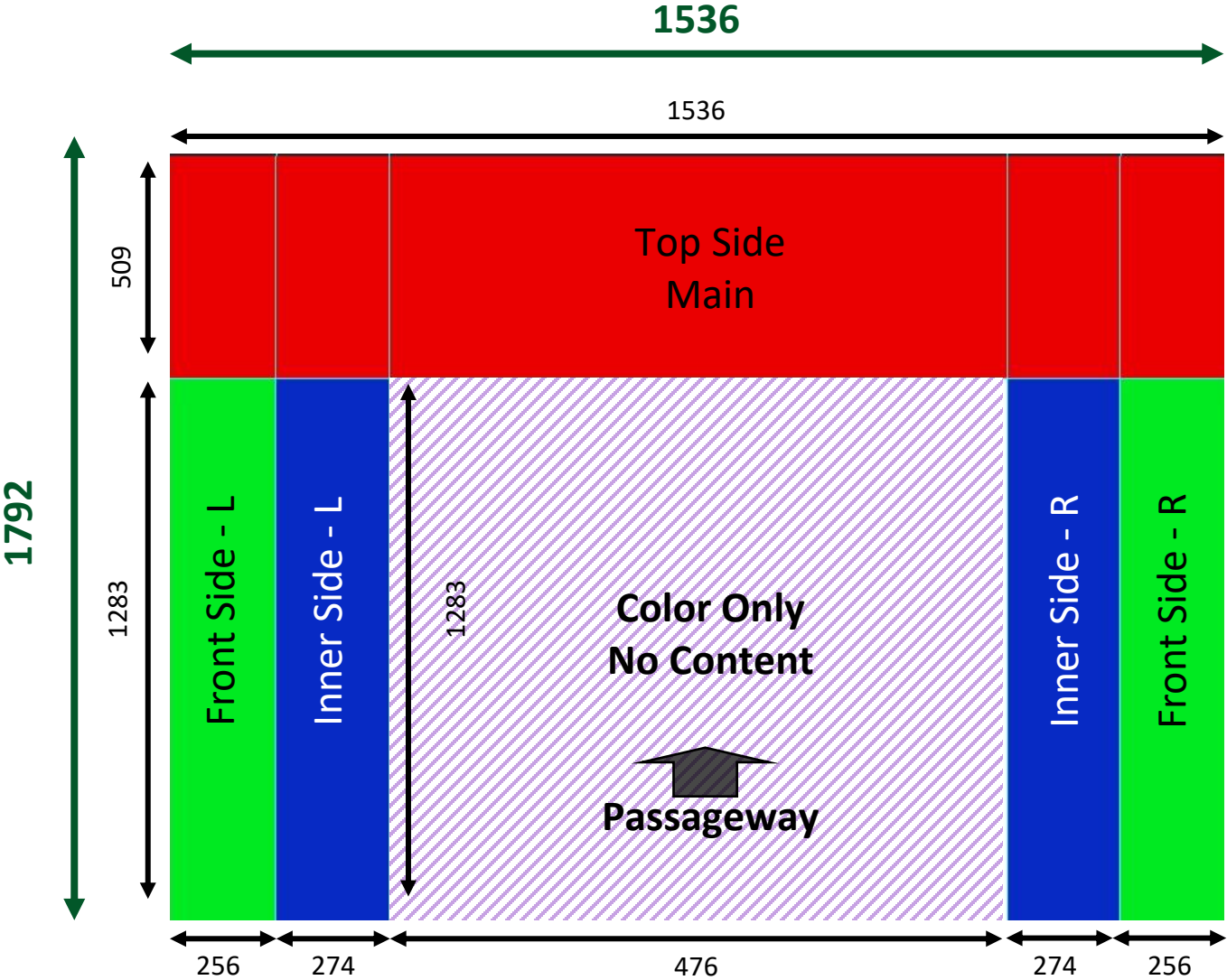
Size #2

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

- Artwork Delivery: 1536 pixels x 1792 pixels (W x H)
- File Format: MP4 or JPG (High Resolution)
- Ad Duration: 10 Seconds
- Frame Rate: 25 FPS
- File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

|                     |                                   |             |
|---------------------|-----------------------------------|-------------|
| Top Side (Main):    | 1536 pixels x 509 pixels (W x H)  | Visual Area |
| Front Side (L & R): | 256 pixels x 1283 pixels (W x H)  | Visual Area |
| Inner Side (L & R): | 274 pixels x 1283 pixels (W x H)  | Visual Area |
| Passageway:         | 476 pixels x 1283 pixels (W x H)  | Color Only  |
| PSD File:           | <a href="#">Download PSD File</a> |             |



# Digital Gates

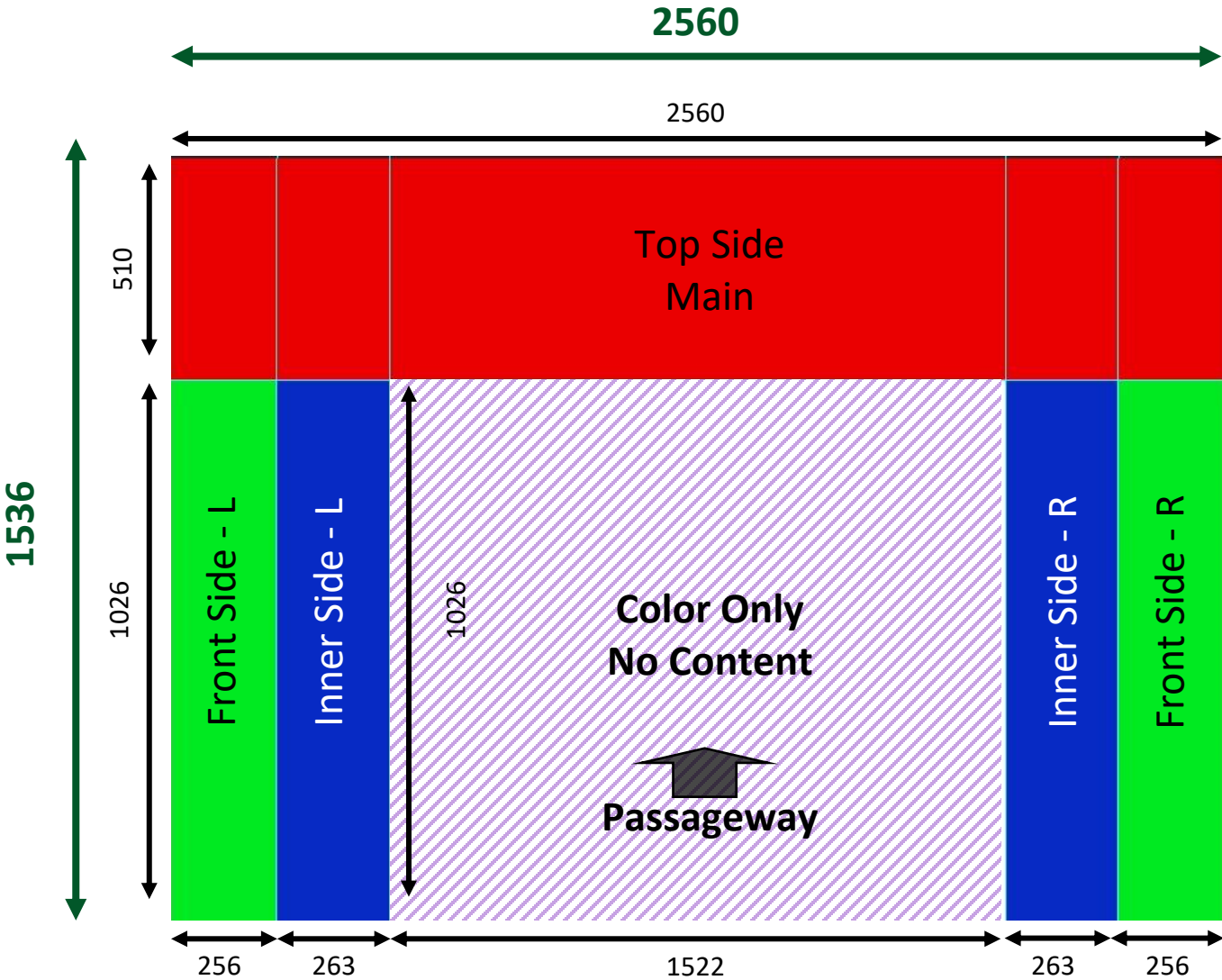
Size #3

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

- Artwork Delivery: 2560 pixels x 1536 pixels (W x H)
- File Format: MP4 or JPG (High Resolution)
- Ad Duration: 10 Seconds
- Frame Rate: 25 FPS
- File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

|                     |                                   |             |
|---------------------|-----------------------------------|-------------|
| Top Side (Main):    | 2560 pixels x 510 pixels (W x H)  | Visual Area |
| Front Side (L & R): | 256 pixels x 1026 pixels (W x H)  | Visual Area |
| Inner Side (L & R): | 263 pixels x 1026 pixels (W x H)  | Visual Area |
| Passageway:         | 1522 pixels x 1026 pixels (W x H) | Color Only  |
| PSD File:           | <a href="#">Download PSD File</a> |             |



# Digital Gates

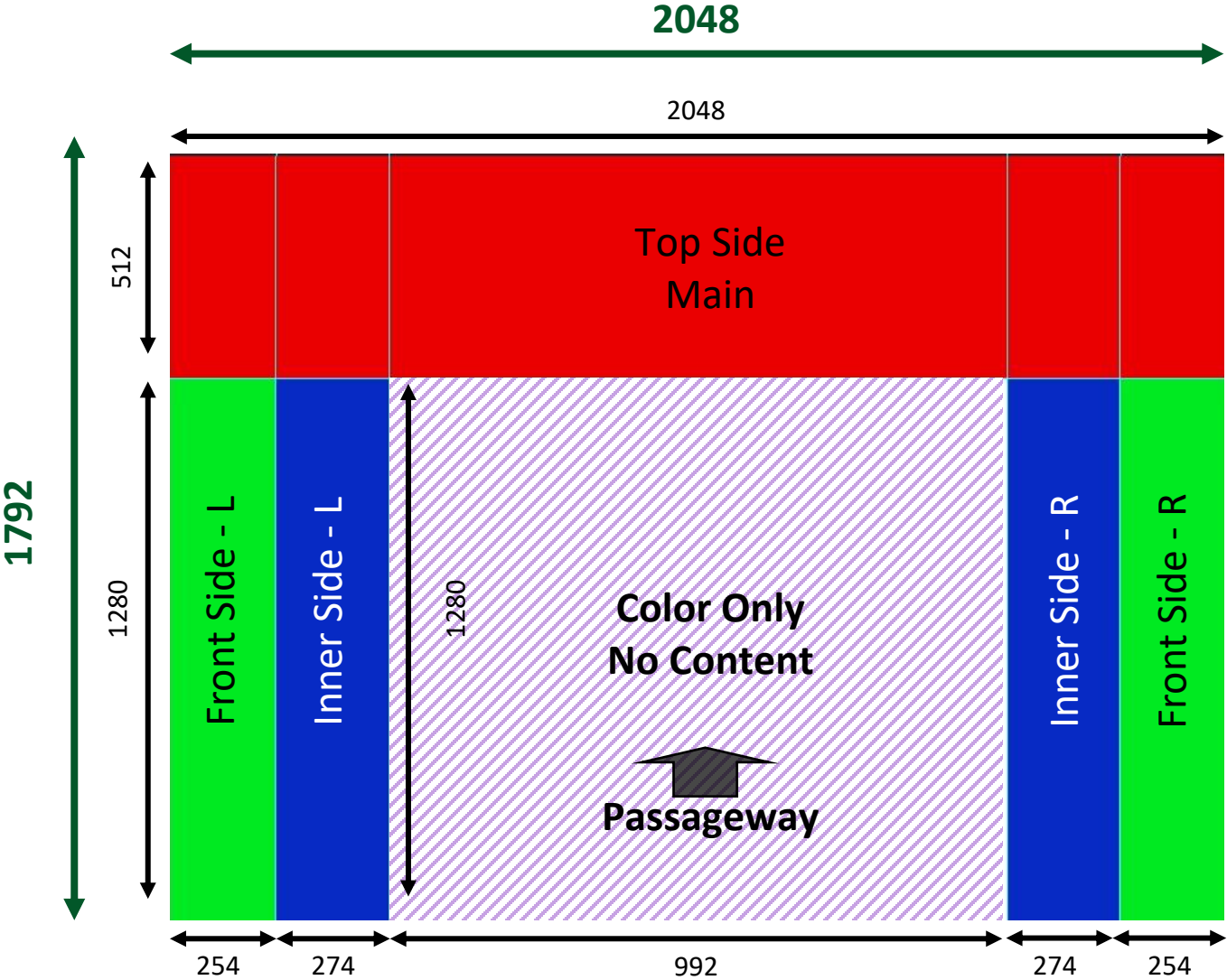
Size #4

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

- Artwork Delivery: 2048 pixels x 1792 pixels (W x H)
- File Format: MP4 or JPG (High Resolution)
- Ad Duration: 10 Seconds
- Frame Rate: 25 FPS
- File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

|                     |                                   |             |
|---------------------|-----------------------------------|-------------|
| Top Side (Main):    | 2048 pixels x 512 pixels (W x H)  | Visual Area |
| Front Side (L & R): | 254 pixels x 1280 pixels (W x H)  | Visual Area |
| Inner Side (L & R): | 274 pixels x 1280 pixels (W x H)  | Visual Area |
| Passageway:         | 992 pixels x 1280 pixels (W x H)  | Color Only  |
| PSD File:           | <a href="#">Download PSD File</a> |             |



# Digital Gates

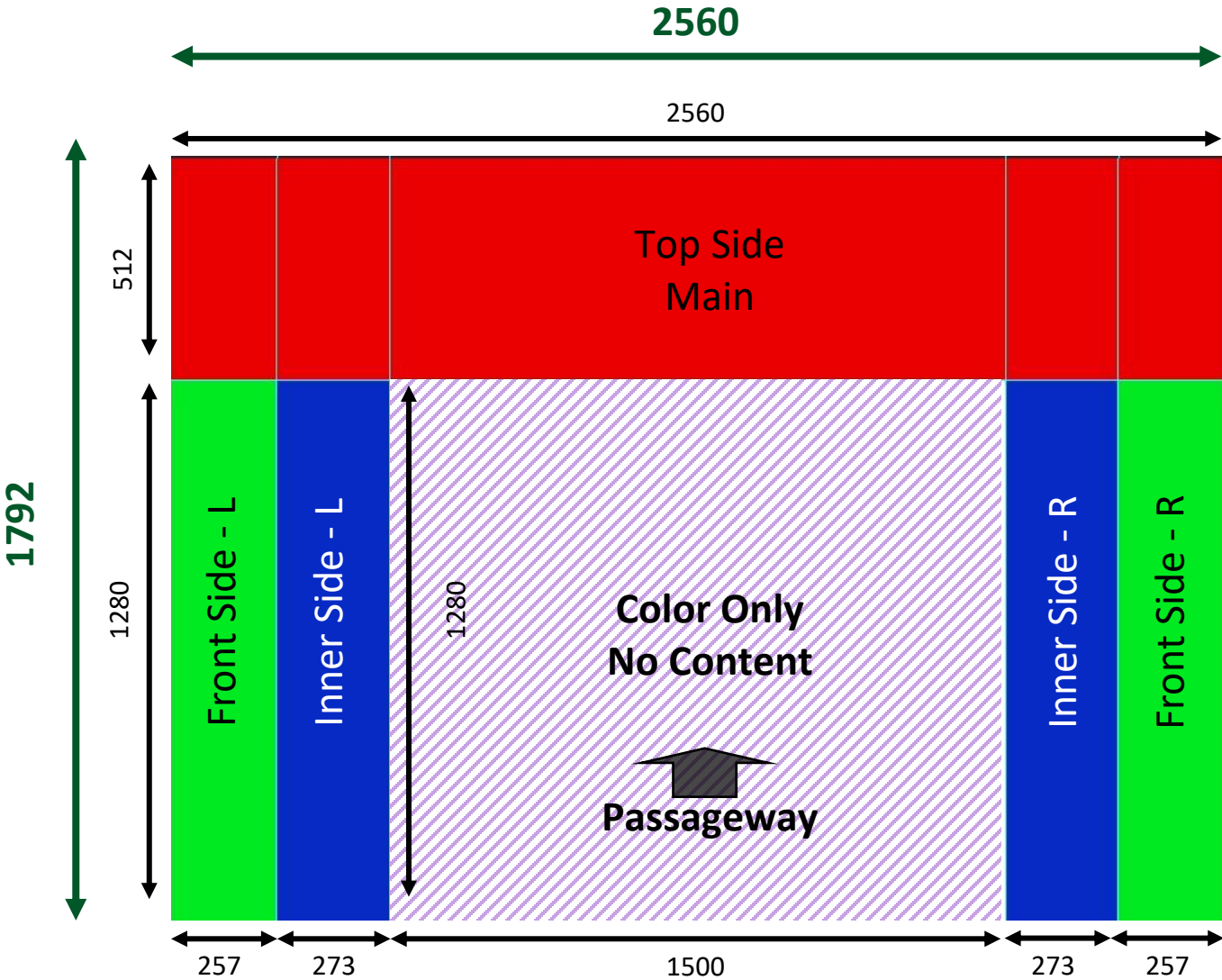
Size #5

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

- Artwork Delivery: 2560 pixels x 1792 pixels (W x H)
- File Format: MP4 or JPG (High Resolution)
- Ad Duration: 10 Seconds
- Frame Rate: 25 FPS
- File Weight: 20 mb maximum

CREATIVE DIMENSIONS PER ELEMENT

|                     |                                   |             |
|---------------------|-----------------------------------|-------------|
| Top Side (Main):    | 2560 pixels x 512 pixels (W x H)  | Visual Area |
| Front Side (L & R): | 257 pixels x 1280 pixels (W x H)  | Visual Area |
| Inner Side (L & R): | 273 pixels x 1280 pixels (W x H)  | Visual Area |
| Passageway:         | 1500 pixels x 1280 pixels (W x H) | Color Only  |
| PSD File:           | <a href="#">Download PSD File</a> |             |



# Kingdom Arena

Riyadh



روتانا ساینز  
ROTANA SIGNS

Left Goal Line



Right Goal Line

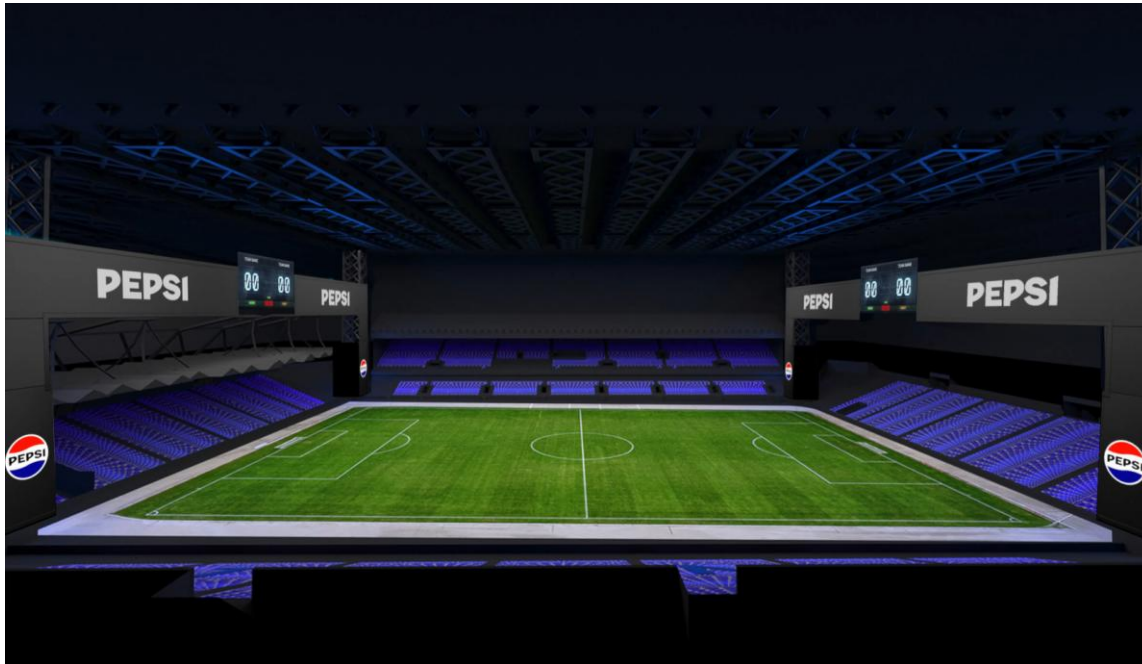


# Stadium Dominance

## Overview

### 4 Facades

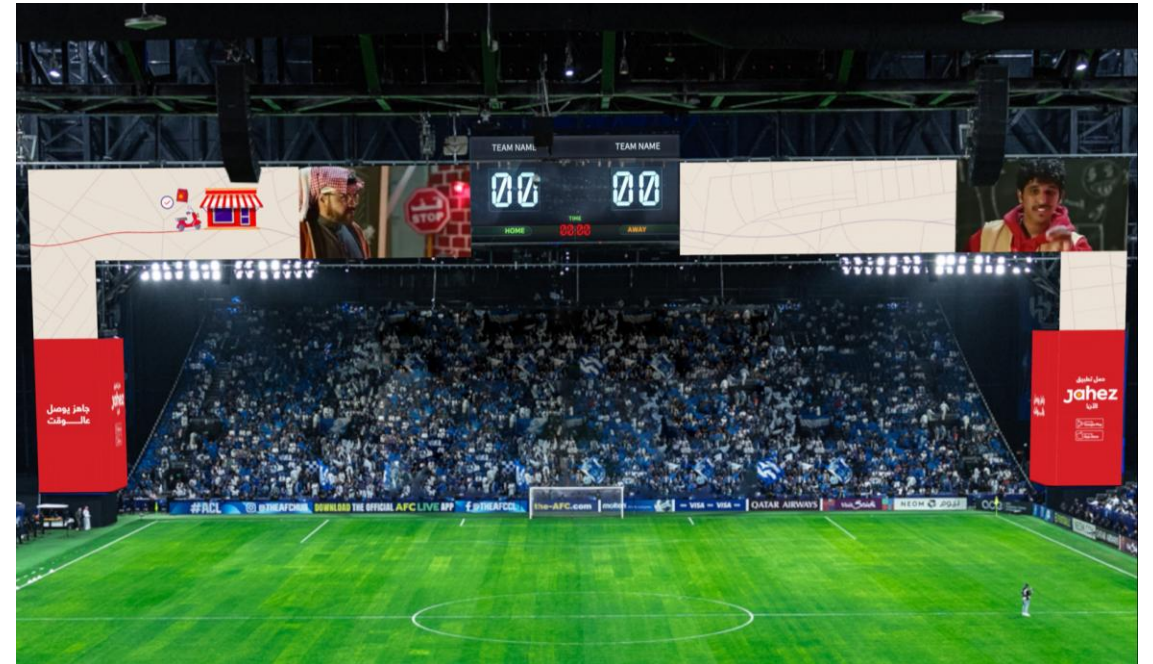
Façade structures located on the **Goal Lines** of either side of football pitch (Left and Right goal lines)



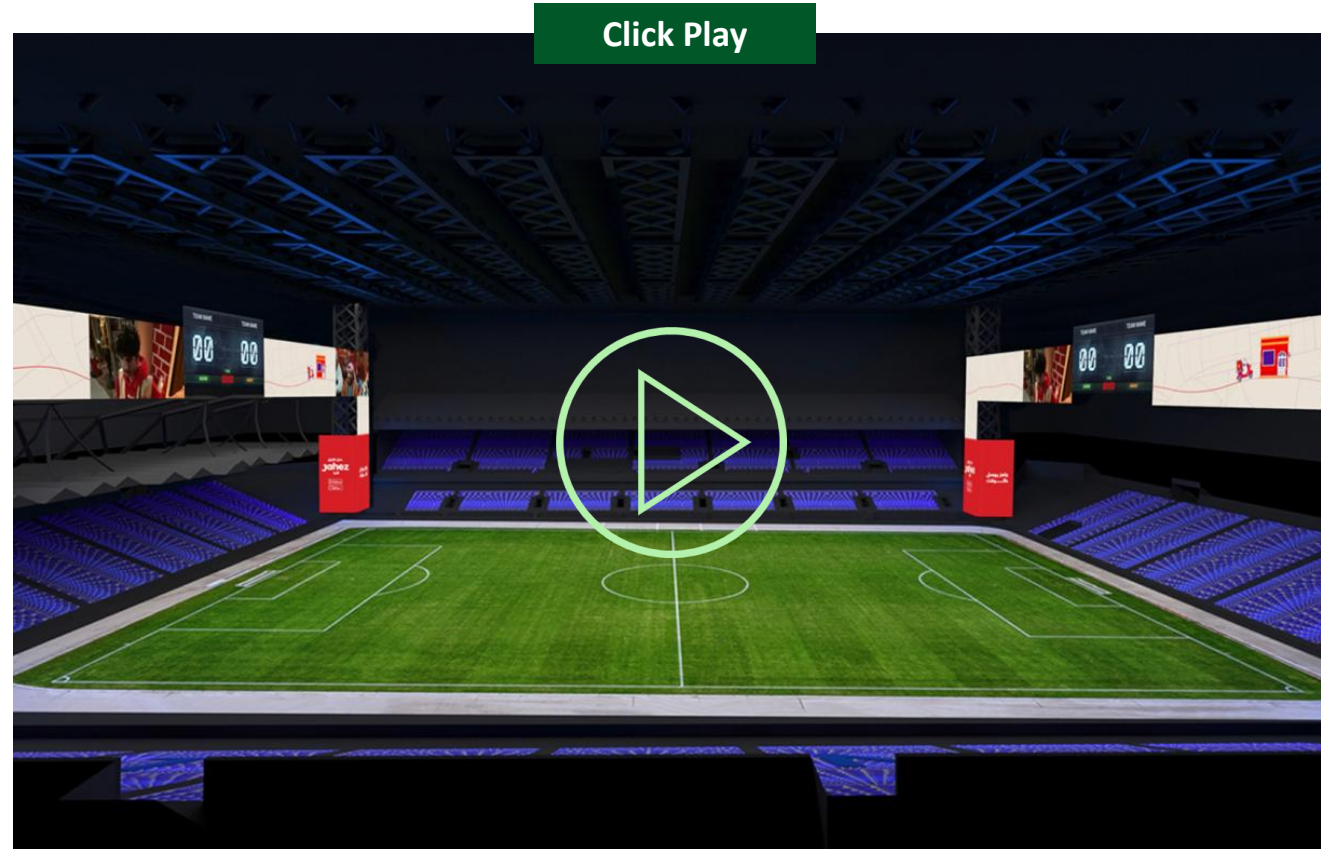
## Goal Line Specific (Forward View)

### 2 Facades

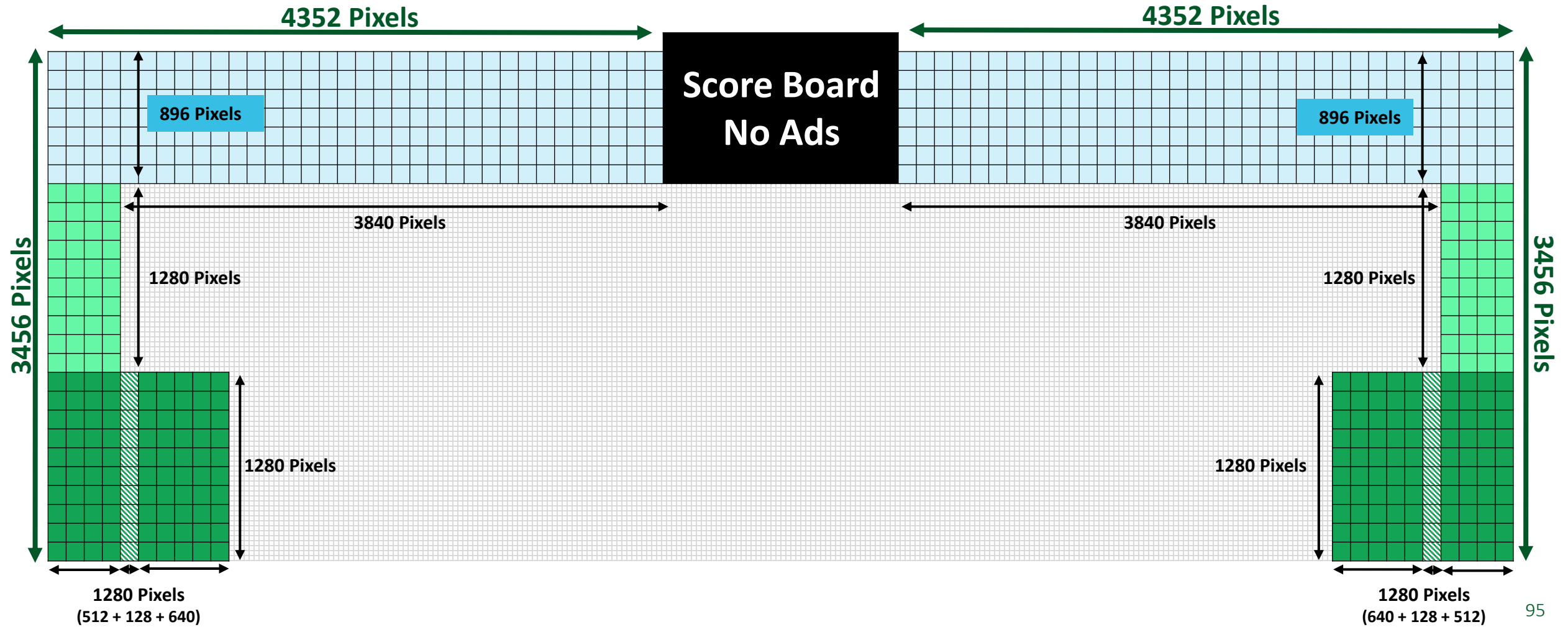
Each goal line consists of 2 Digital Facades installed on the left & right-side pitch corners



# Simulation



# Forward View | Left & Right Facades



# Left Side Façade

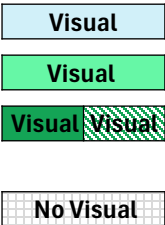
Artwork must be delivered as single file per façade as per the total pixel dimensions stated directly below:

**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

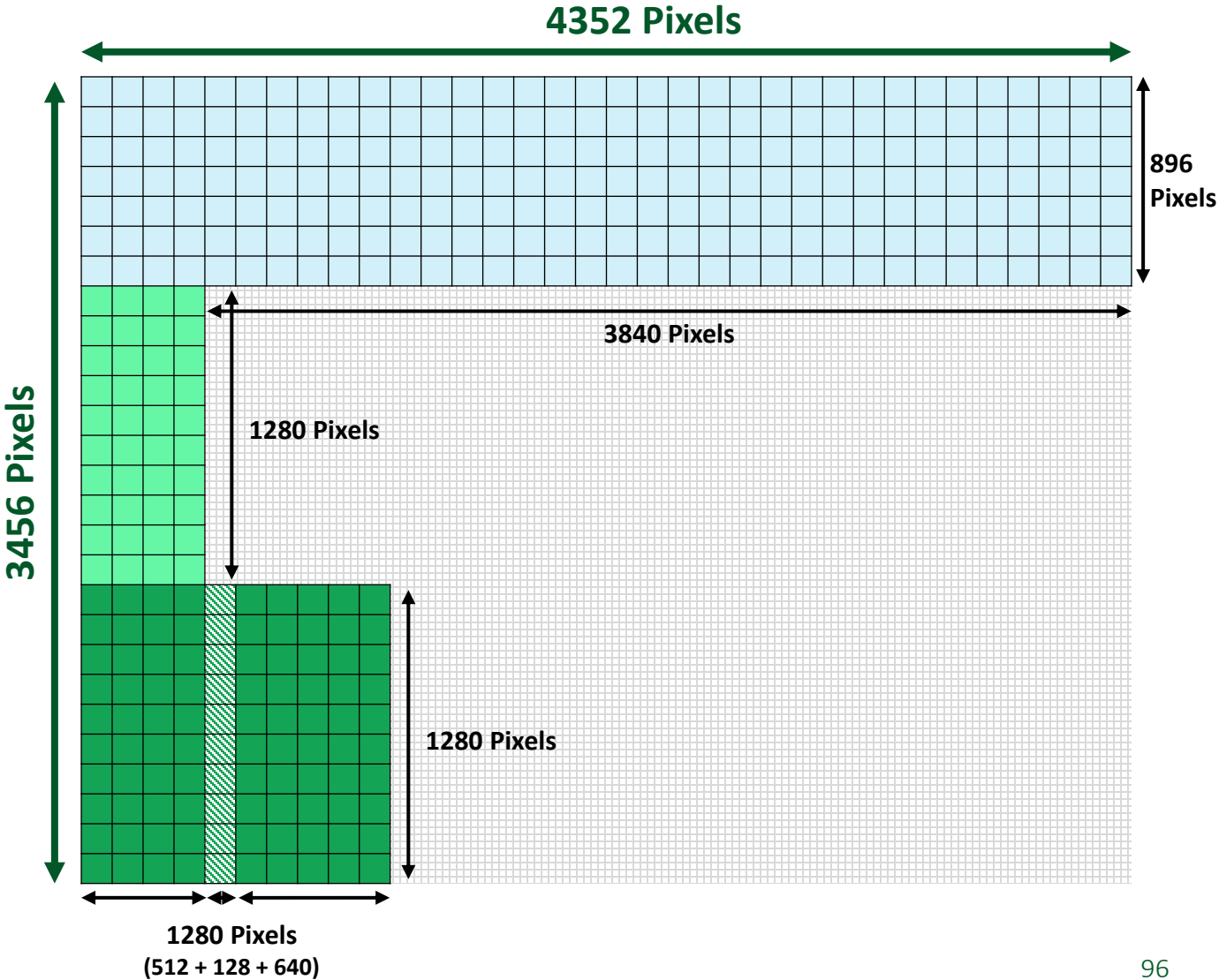
**CREATIVE DIMENSIONS PER ELEMENT**

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



**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**

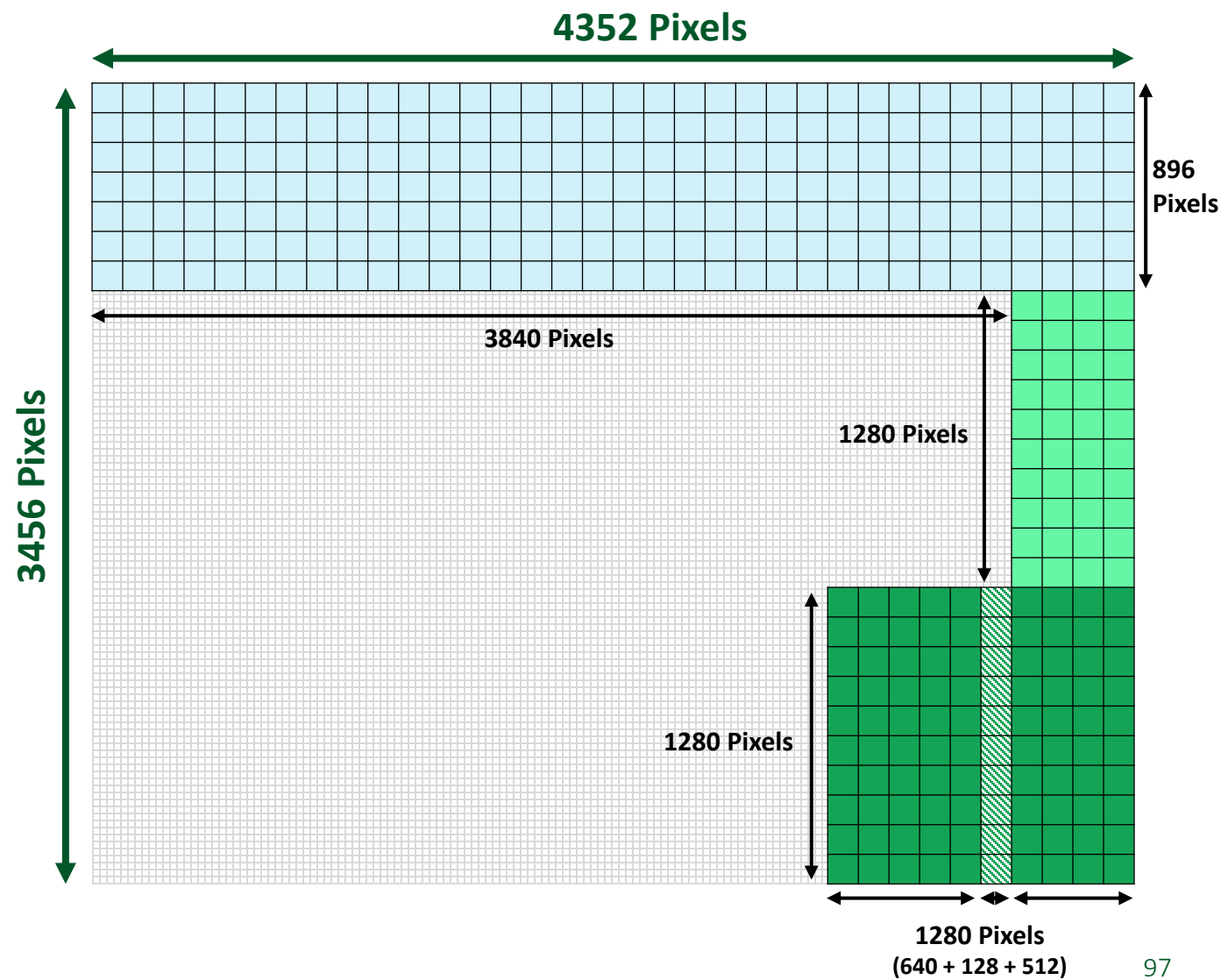
- Artwork Delivery:** 4352 pixels x 3456 pixels (W x H)
- File Format:** .MP4 or .PNG (High Resolution)
- Ad Duration:** 10 Seconds
- Frame Rate:** 60 FPS
- Video Codec:** HAP
- Audio Codec:** Not Applicable (N/A)
- File Weight:** 1 Gigabyte (GB) maximum

**CREATIVE DIMENSIONS PER ELEMENT**

|               |                                                                             |                         |
|---------------|-----------------------------------------------------------------------------|-------------------------|
| Top Section:  | 4352 pixels x 896 pixels (W x H)                                            | <div>Visual</div>       |
| Mid Section:  | 512 pixels x 1280 pixels (W x H)                                            | <div>Visual</div>       |
| Base Section: | 1280 pixels x 1280 pixels (W x H)<br>(640 + 128 + 512) pixels x 1280 pixels | <div>VisualVisual</div> |
| No Ad Area:   | No graphics will appear in this area                                        | <div>No Visual</div>    |

**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.



# 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



[www.rotanasigns.com](http://www.rotanasigns.com)