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 m²





Luggage Area Wall Screens

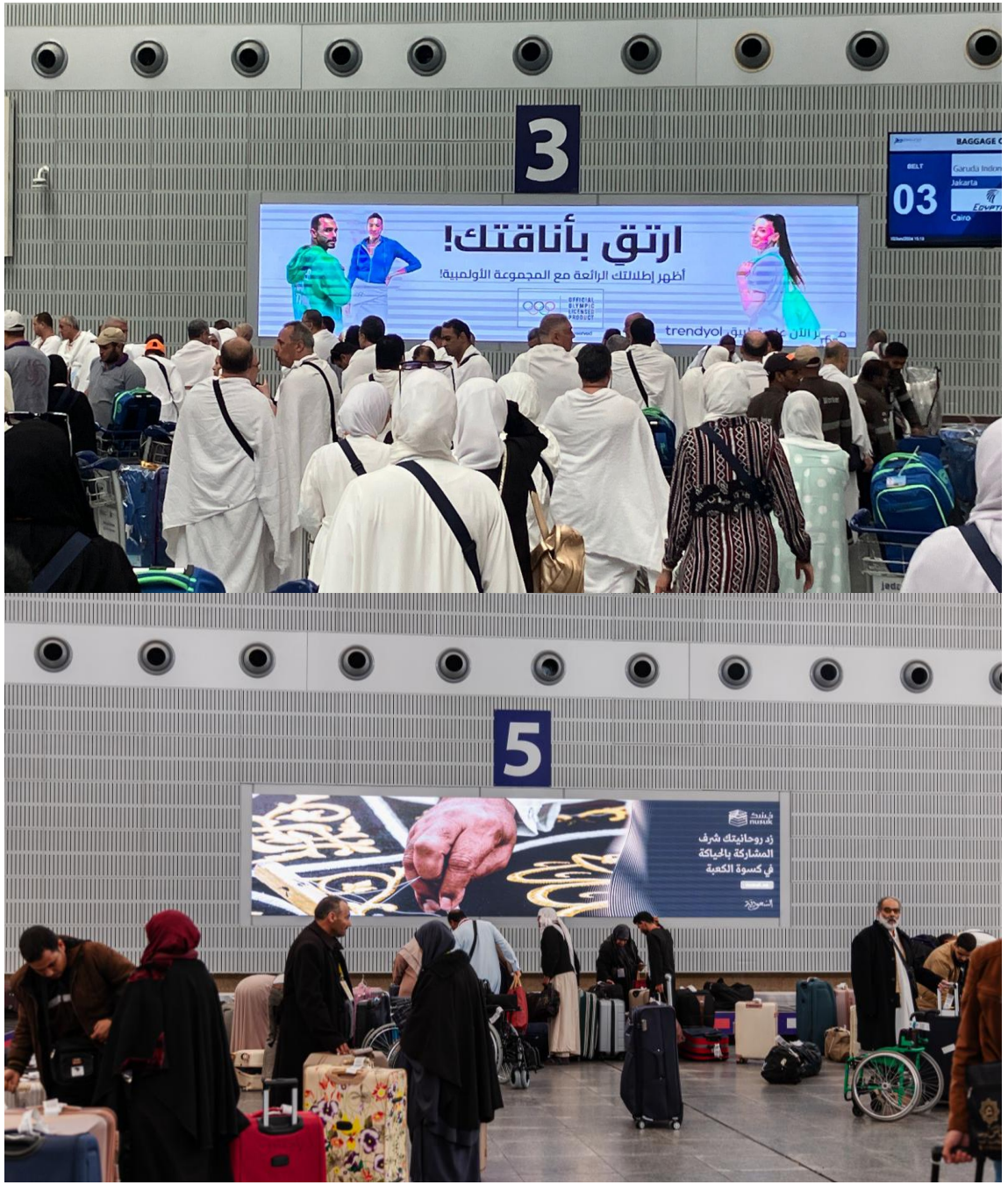
Hajj Terminal | Interior - Digital Formats

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^2



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^2





Exit Screens

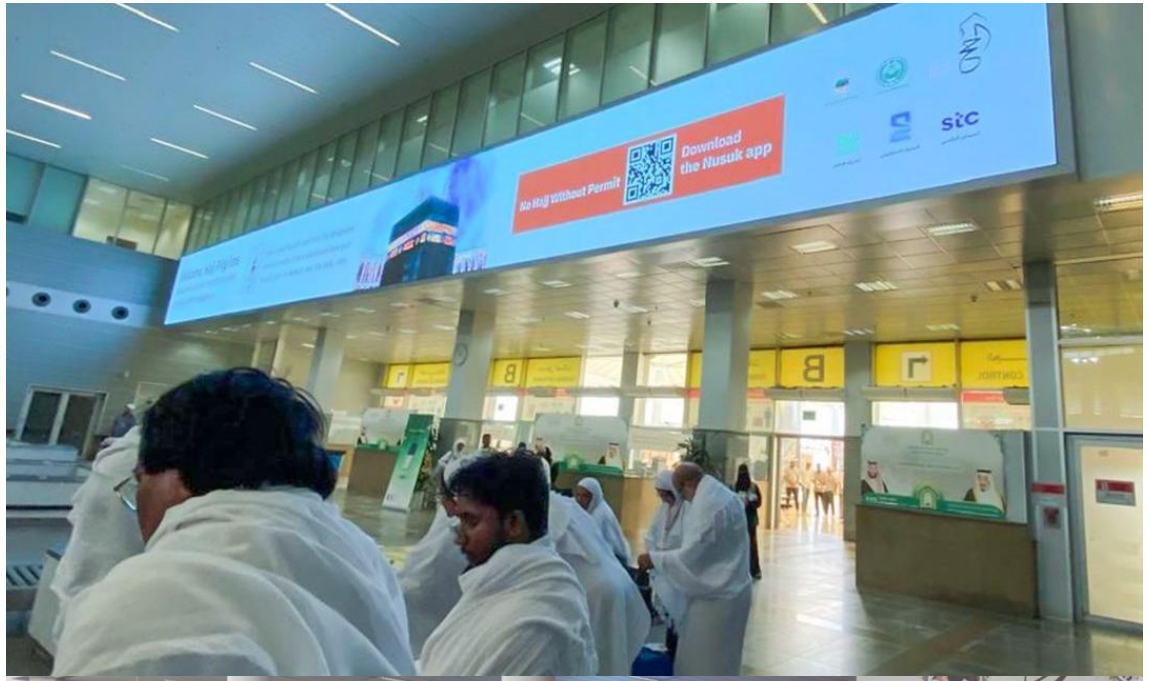
Hajj Terminal | Interior - Digital Formats

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^2





Plaza Screens

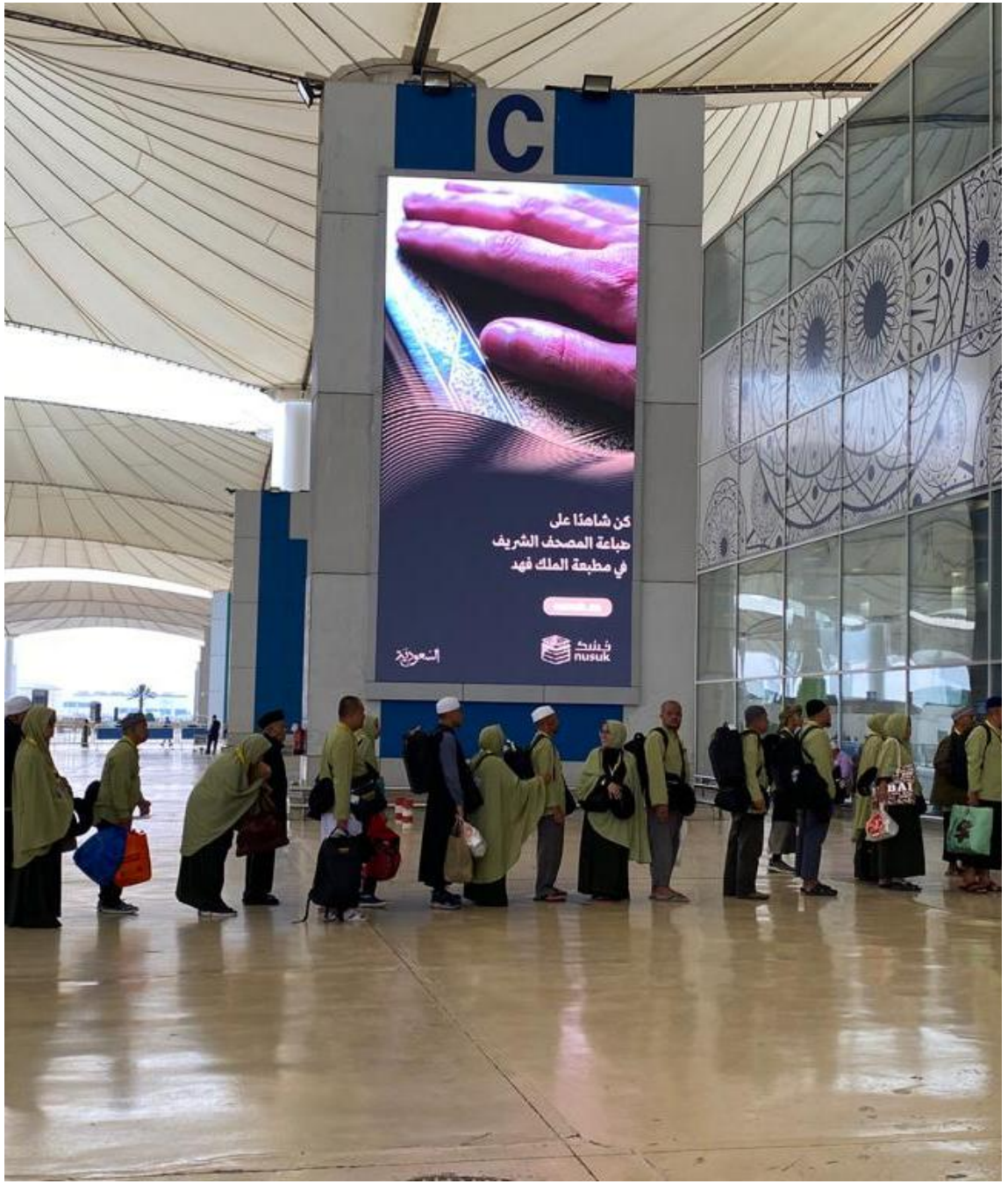
Hajj Terminal | Exterior - Digital Formats

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^2



General Advertising Guidelines

General Advertising Guidelines

PROHIBITED CONTENT

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

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

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

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

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

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

COMPLIANCE WITH PUBLIC ORDER

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

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

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

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

Thank you

ROTANA SIGNS