Rotana Signs

Artwork Specifications, Guidelines and Delivery

ROTANA SIGNS

Table of Contents

Section	Description	Page
01	Digital Building Facades	3
02	Bridges	47
03	Billboards and Screens	54
04	Hoardings	62
05	Riyadh Metro Carriage Screens	66
06	Hajj Terminal – Digital Formats	68
07	Hajj Terminal – Static Formats	75
08	Haramain Highspeed Railway	80
09	Retail Media	84
10	Kingdom Arena	91
11	General Advertising Guidelines	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

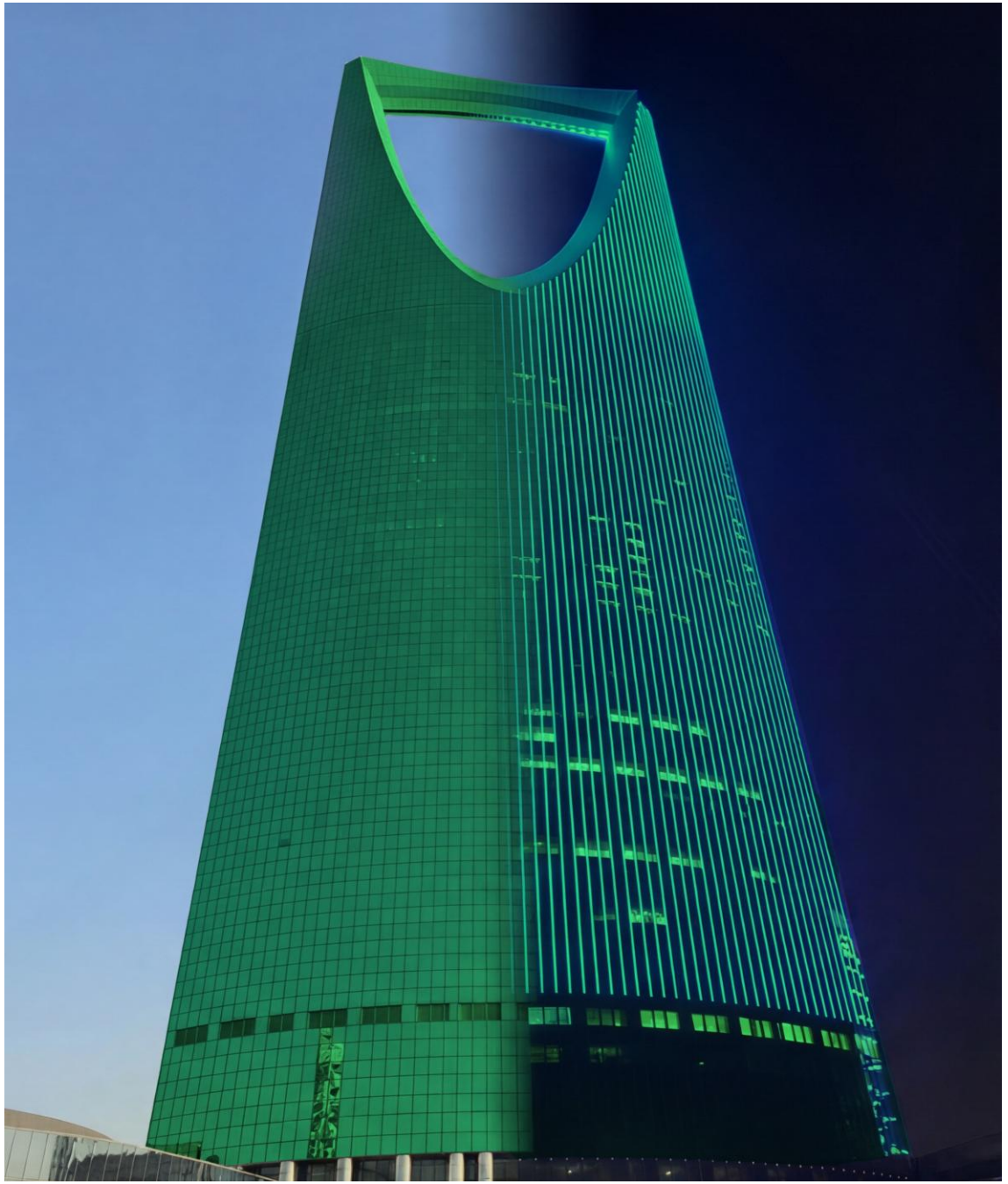
1152 pixels X 4272 pixels

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. 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.** 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.

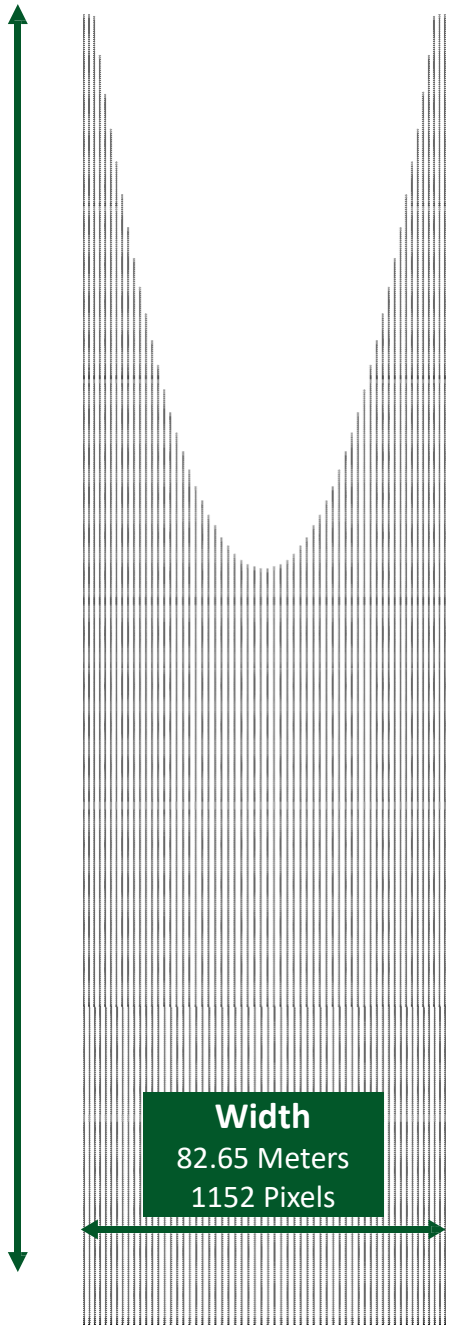
KEY CONSIDERATIONS:

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



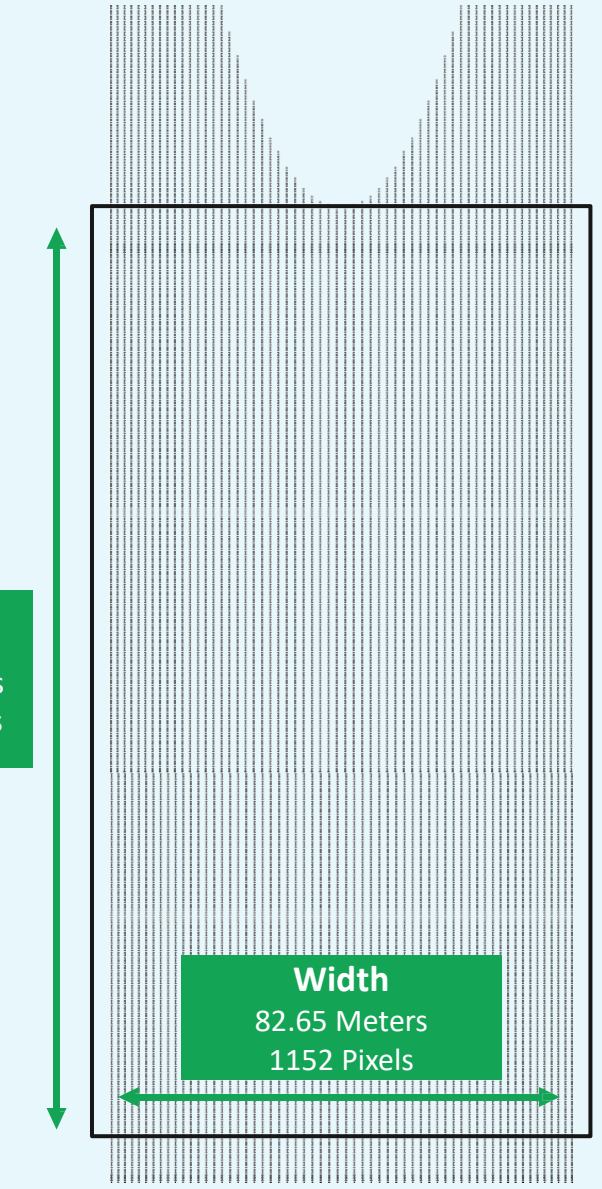


Overview



Branding Focus

15,460 sqm per façade



Design Guidelines

- Content Zones
- Typography
- Colors Application
- Design Recommendations

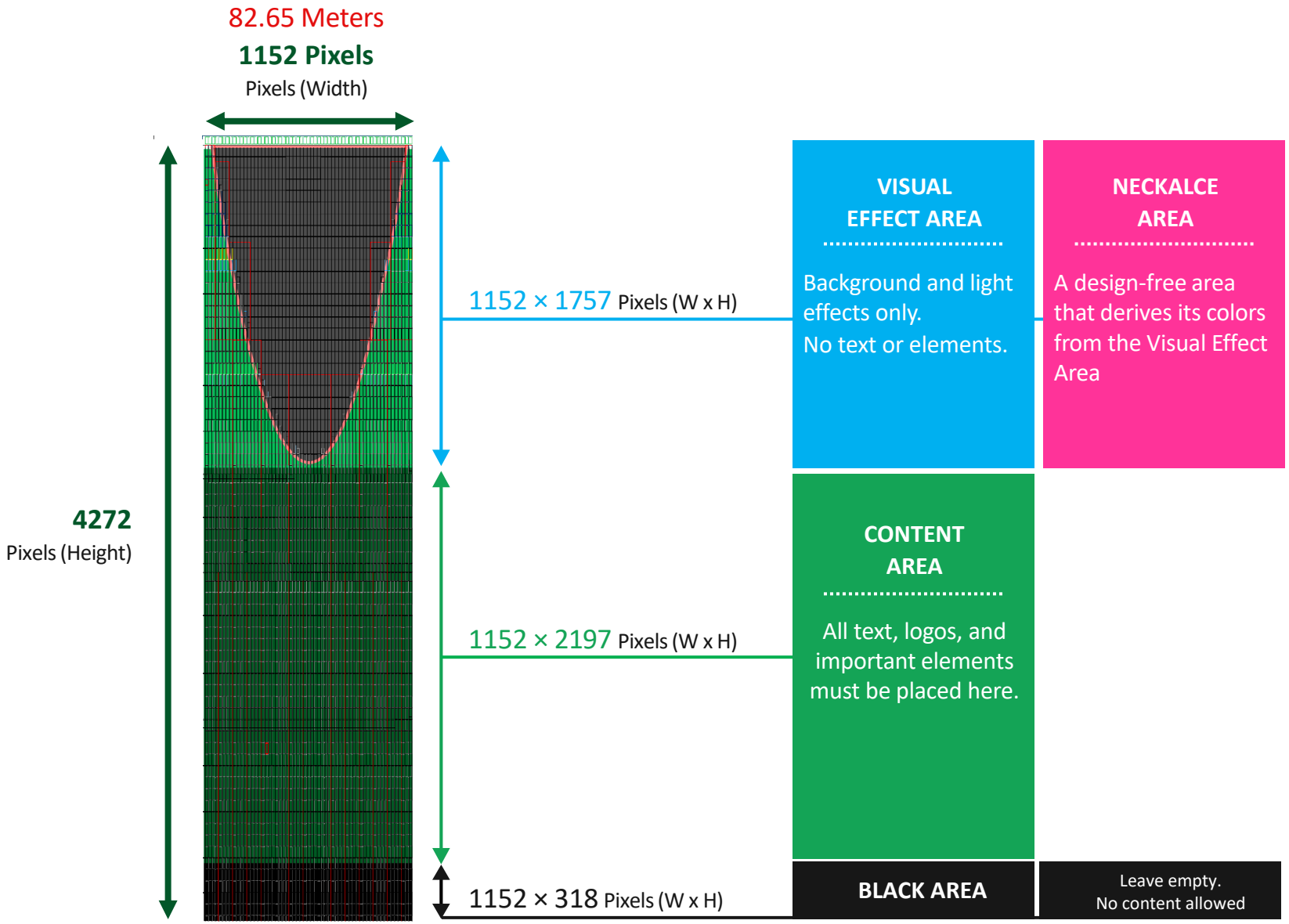
Facade Layout

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.

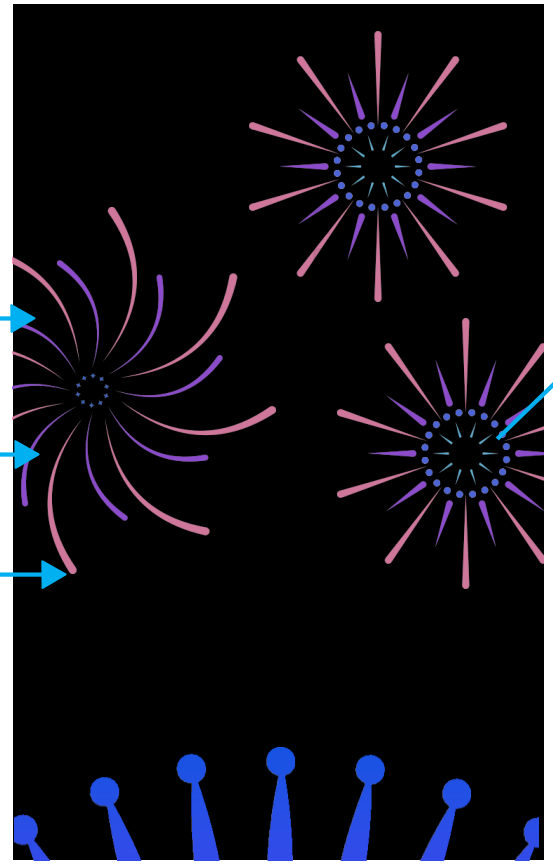
Legend:

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

Visual Only

No text or branding

Must cover the full area



82.65 Meters

1152 Pixels

Pixels (Width)

1757

Pixels (Height)

Necklace Area

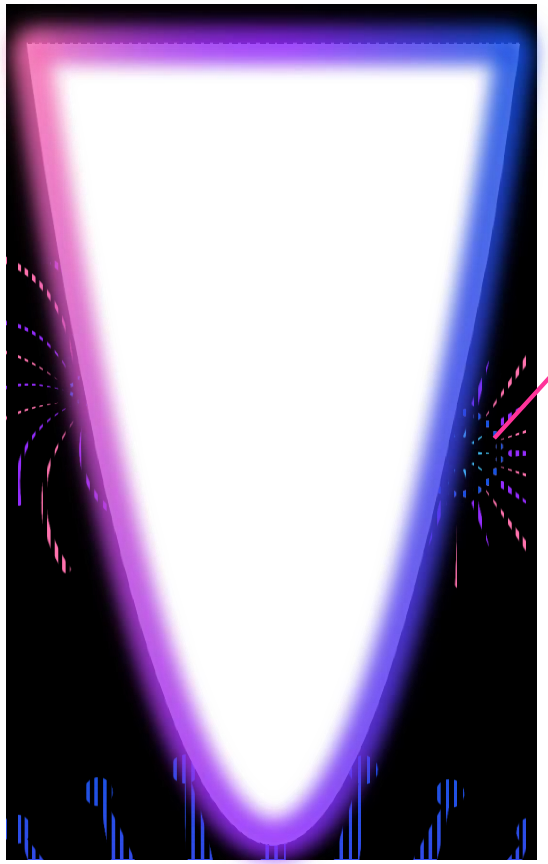
No specific designs, text, logos, or graphic elements should appear in this area.
This area will display colors inspired by the Visual Effect Area.

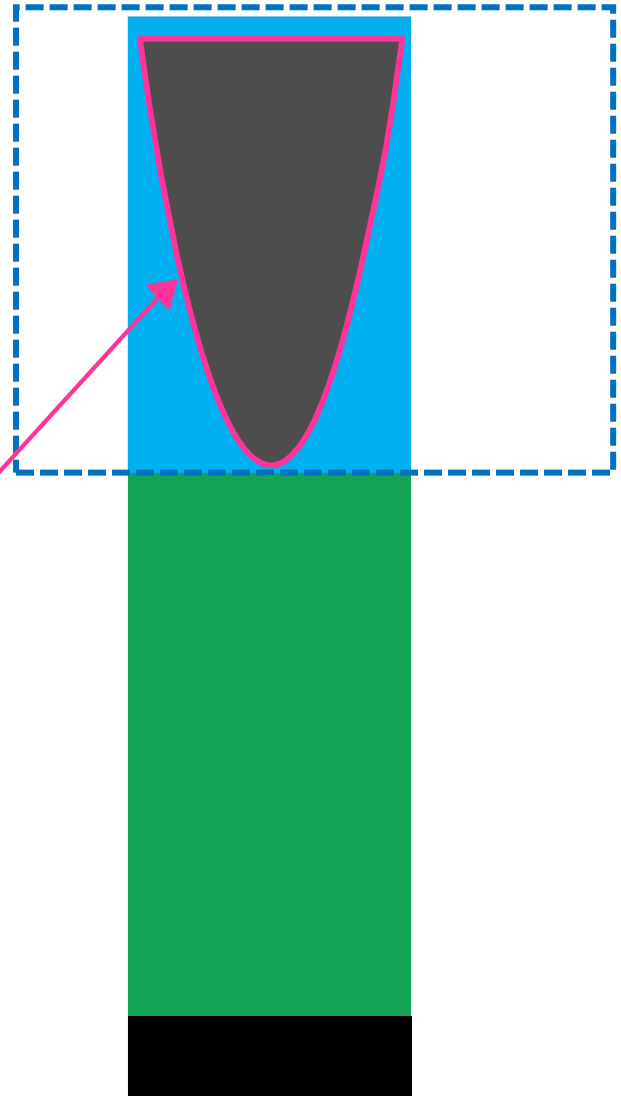
Legend:

- 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:

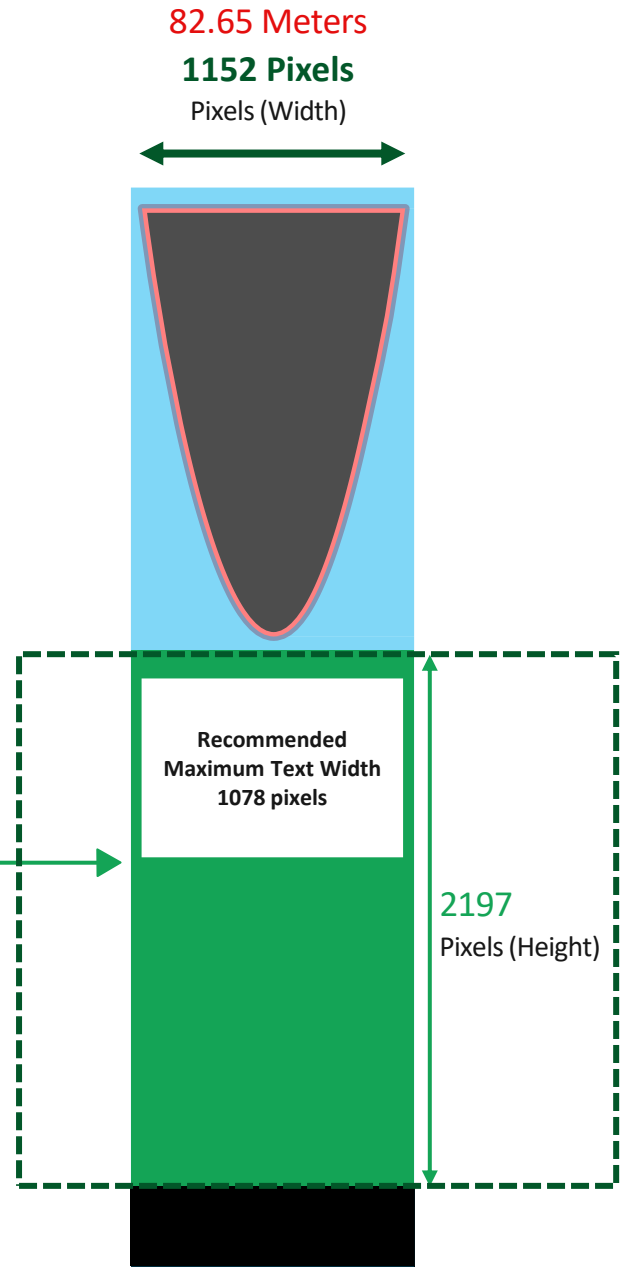
- Visual Effect Area
- Necklace Area
- Content Area
- Black Area

Place text, logos, images, and key visuals inside the area only

Keep key elements centered

Maximum content width: **1078 pixels**





Black Area

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

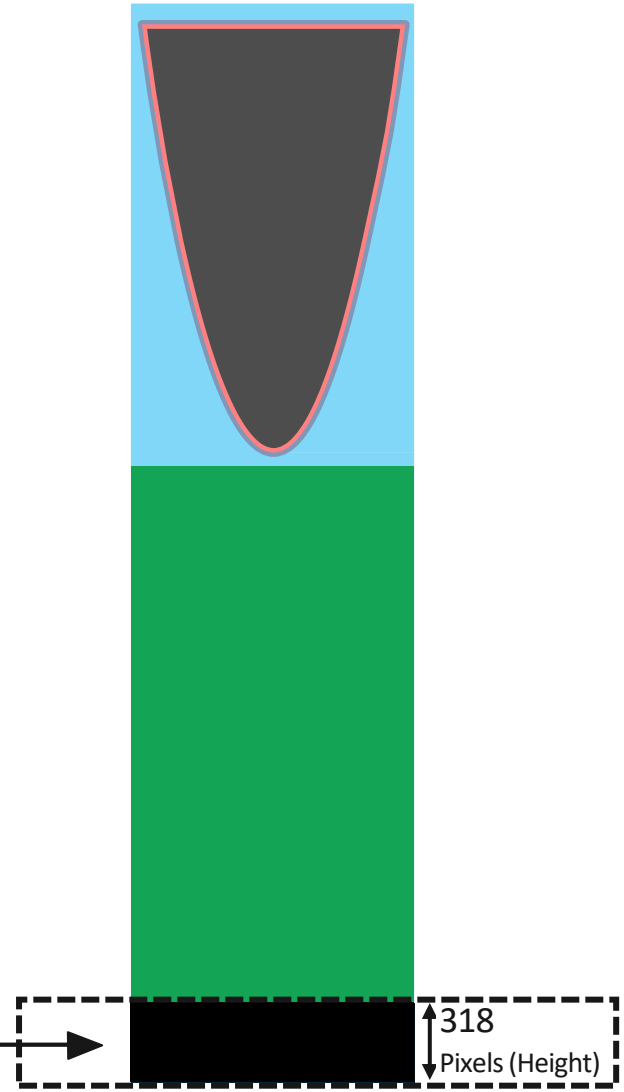
Legend:

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

No content allowed

Keep the area completely empty

Must be black in color



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

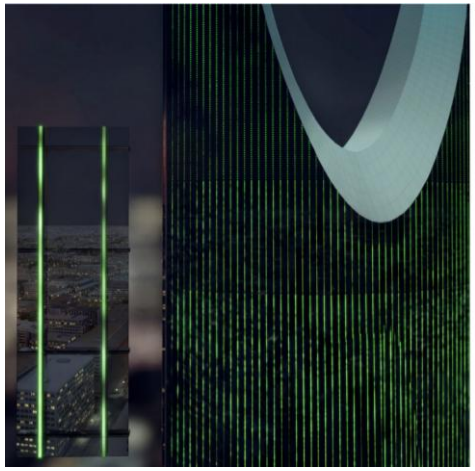
Maximum Text Size
140 Pixels

Bold, High-Contrast Type

7-10 LED Strips per Letter



Vertical Text Allowed
Same Rules Apply



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

Typography Weight | English Test

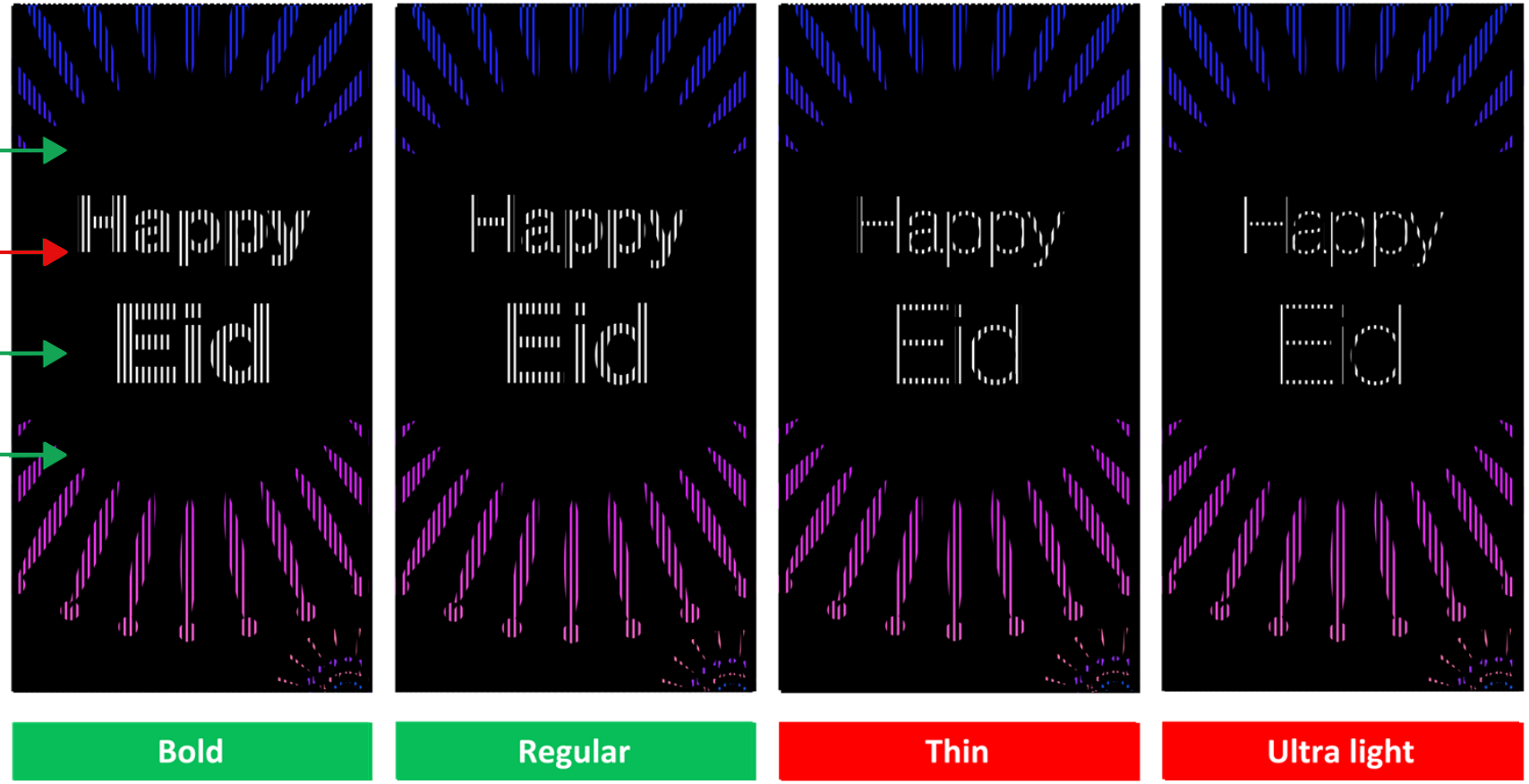
This visual compares different font weights on the screen to show how stroke thickness affects readability and clarity

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

Avoid thin or ultra-light fonts

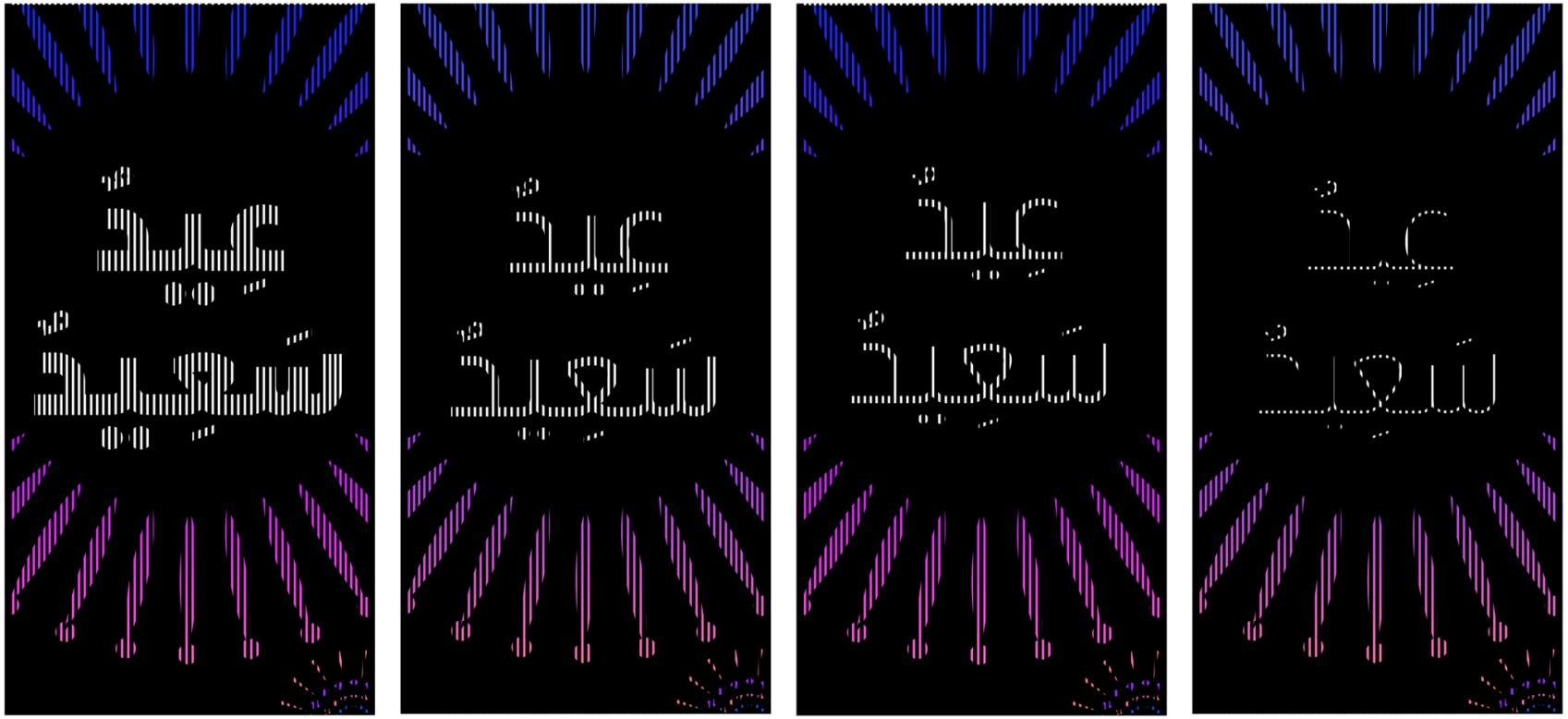
Ensure letters remain clear across viewing distances

Select the weight that provides the strongest legibility on screen



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

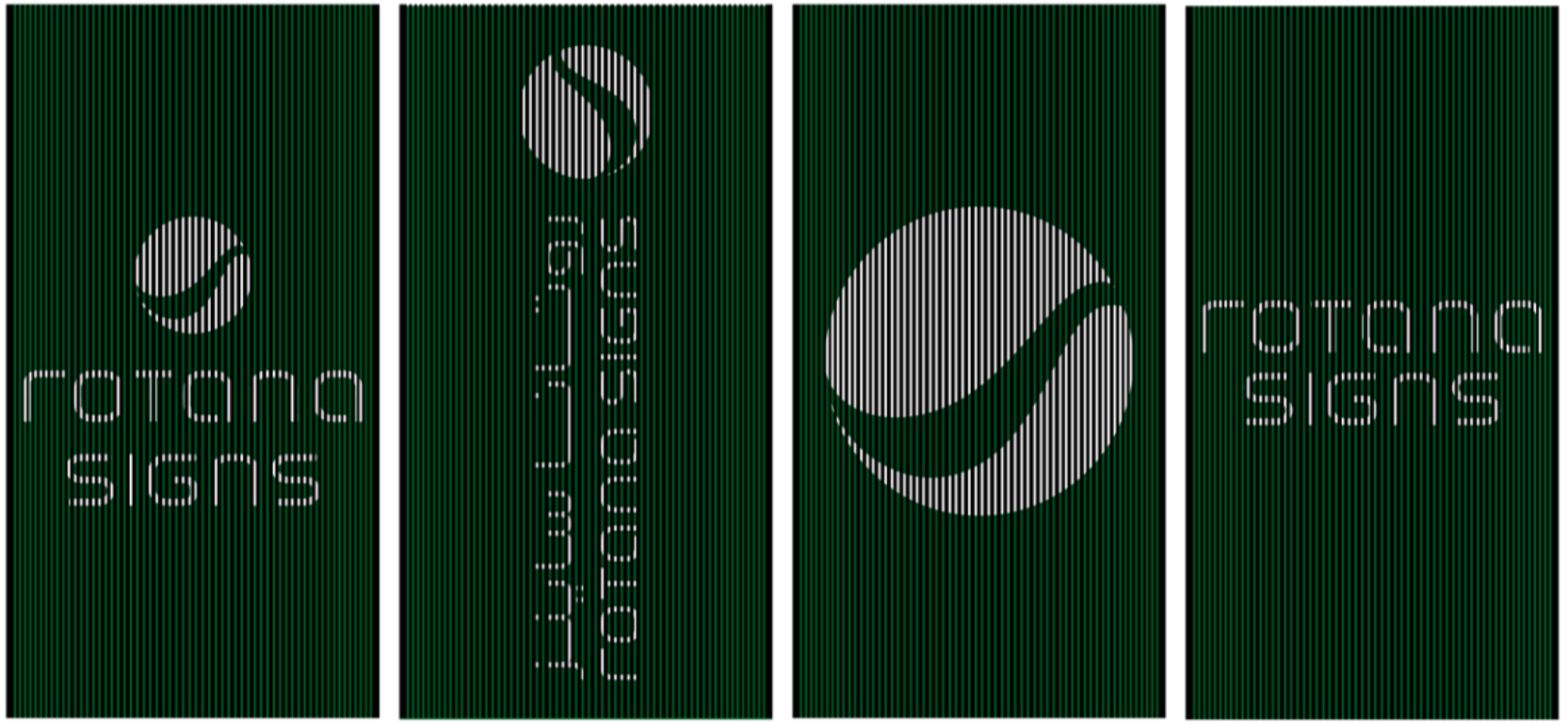
The same typography rules apply across all languages to ensure clarity and consistency on the screen



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.



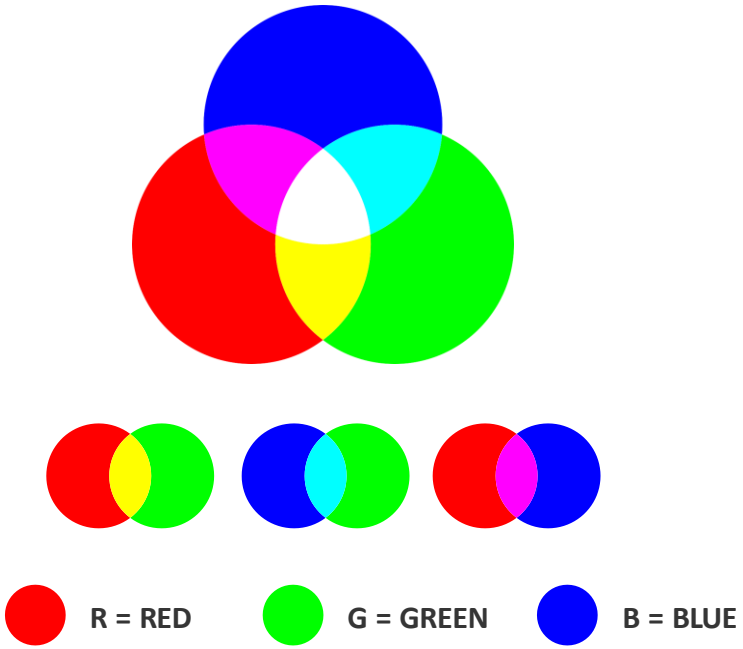
Vertical Logo Most Clear	Horizontal Logo place vertically for better clarity	Icon Only For recognizable brands	logotype Follow Typography Guidelines

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.

Forefround \ Background	Red	Orange	Yellow	Green	Blue	Violet	Black	White	Gray
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 X

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

Design Guidelines

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

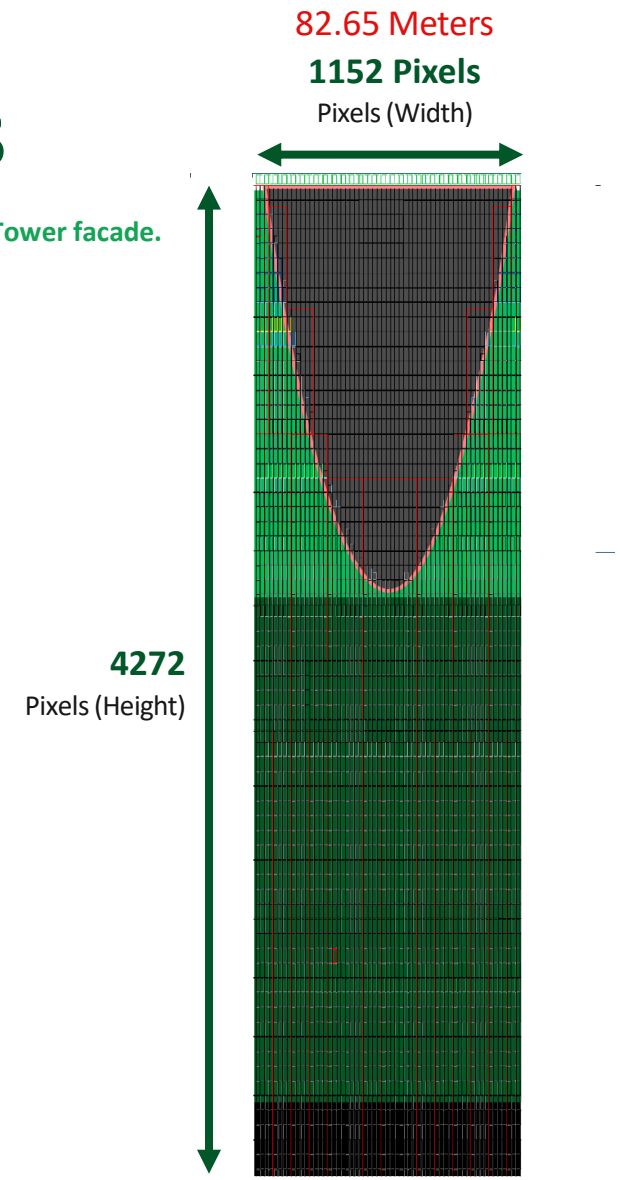
Design Recommendations

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

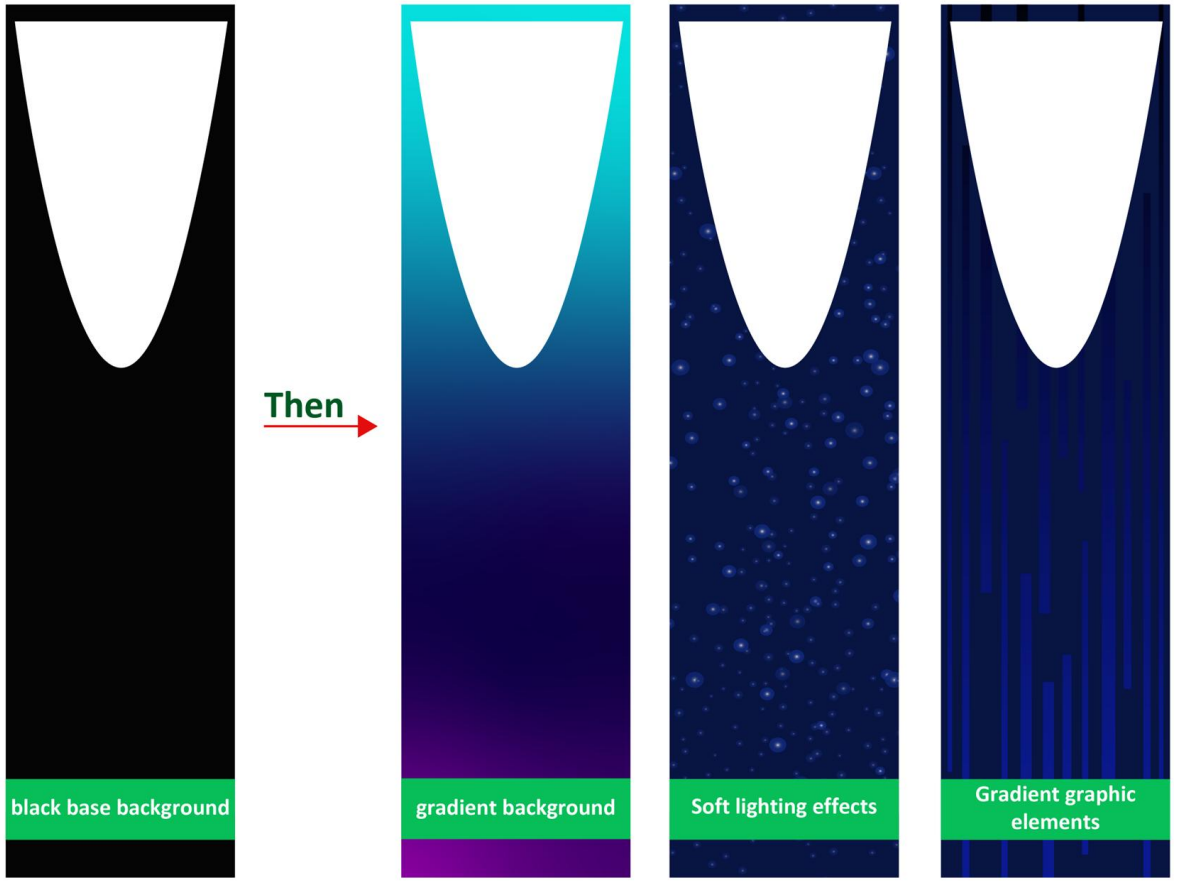
Use a black base background, then add one subtle motion element such as:

- 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



Template available in download link listed on Artwork Specifications Page

Façade Mockup Preview

NOTES

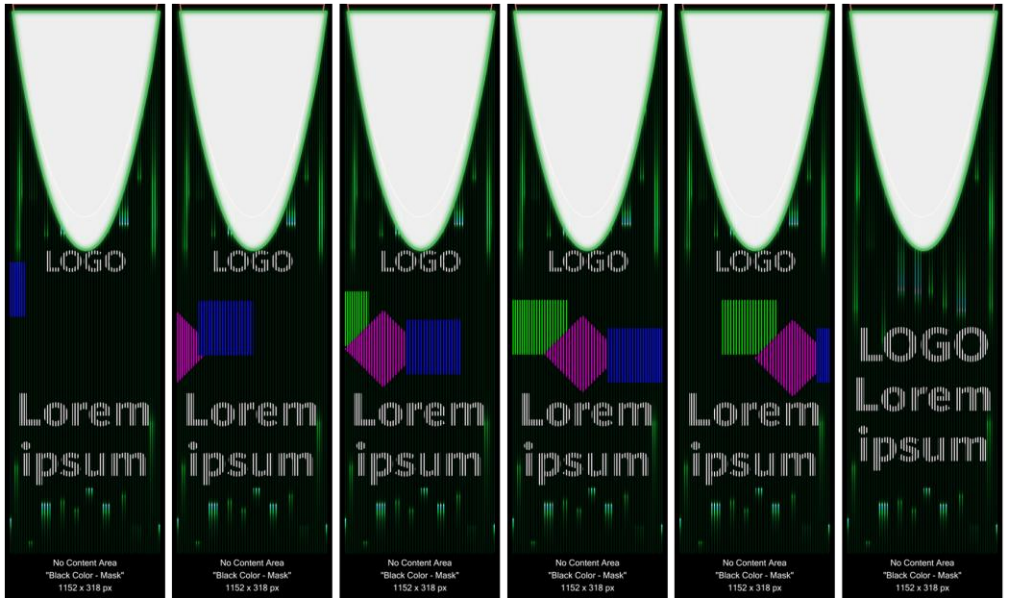
- This mockup represents the visual simulation of the content applied to the Kingdom Tower facade.
- It demonstrates real-world scale, visibility impact, and architectural integration.
- Make use of multiple frames to communicate message



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.



Template available in download link listed on Artwork Specifications Page

Successful applications on Kingdom Tower



Automotive | View Preview



Mothers Day | View Preview

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)

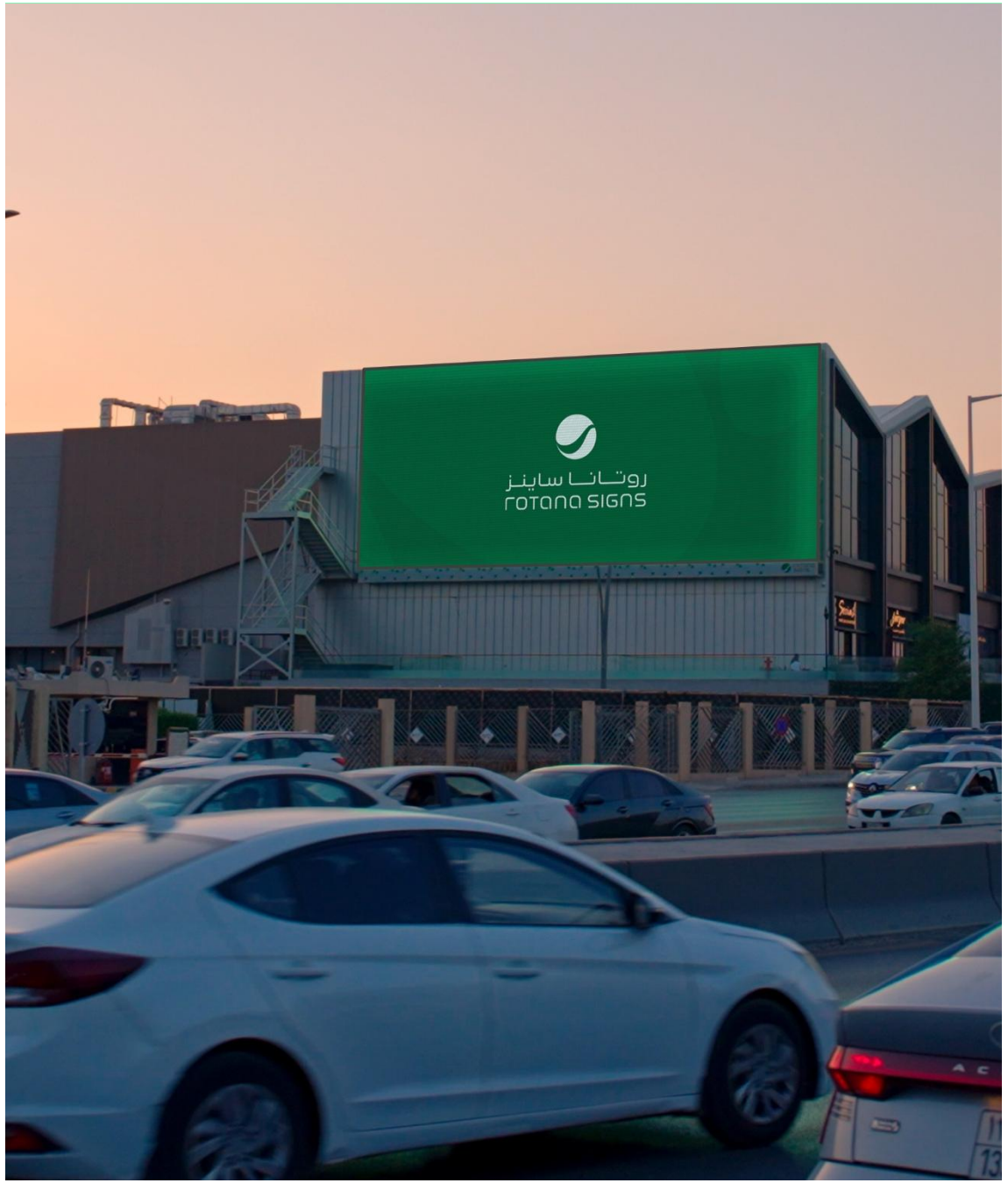
Prince Turki Road, King Saud University District, Riyadh

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^2



Cenomi Nakheel Mall

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

ARTWORK SPECIFICATIONS:

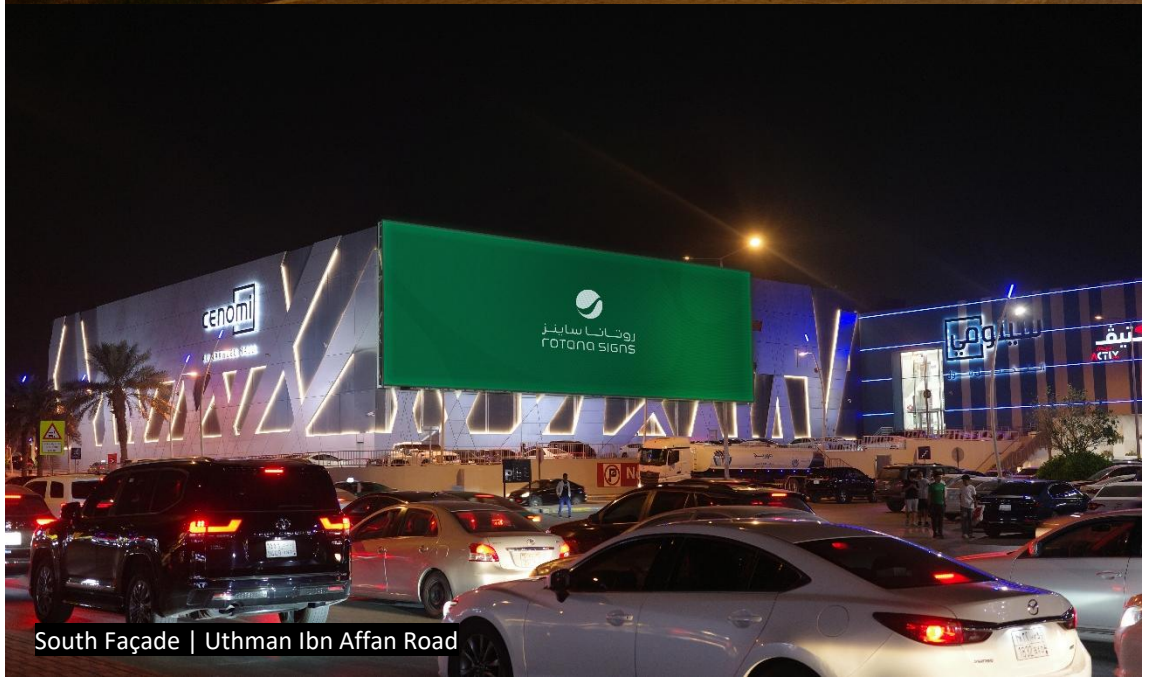
Artwork Delivery:	**5120 pixels x 1536 pixels (W x H)**
File Format:	MP4 or JPG (high resolution)
Resolution:	300 DPI
Ad Duration:	100% Share of Voice
Video Frame Rate:	30 FPS
File Weight:	30 mb maximum
Visibility - EAST:	Click Here
Visibility - SOUTH:	Click Here

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 m² per facade



East Façade | Imam Saud Bin Abdulaziz Road

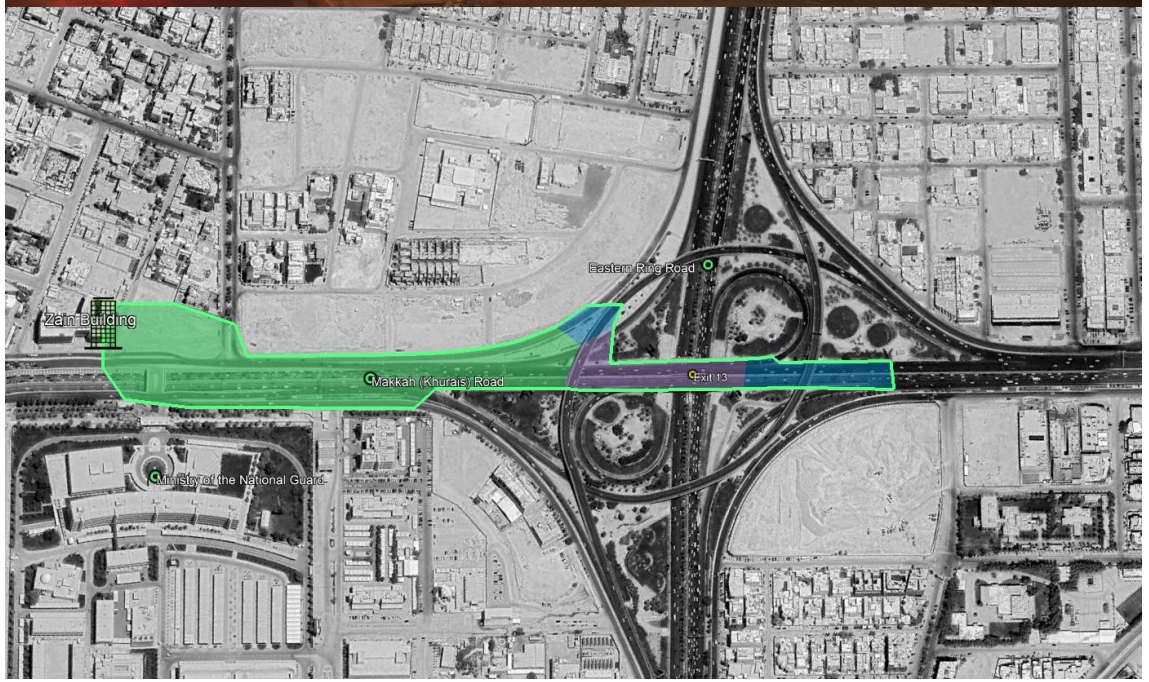


South Façade | Uthman Ibn Affan Road

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 m²

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 m^2



Olaya Avenue

King Fahd Road, King Fahd District, Riyadh

SIZE 1 | SOUTH FAÇADE | TOWARDS EXIT 4/KAFD

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 m².... North | 290 m²



South Façade | King Fahd Road



North Façade | King Fahd Road

Stars Avenue

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

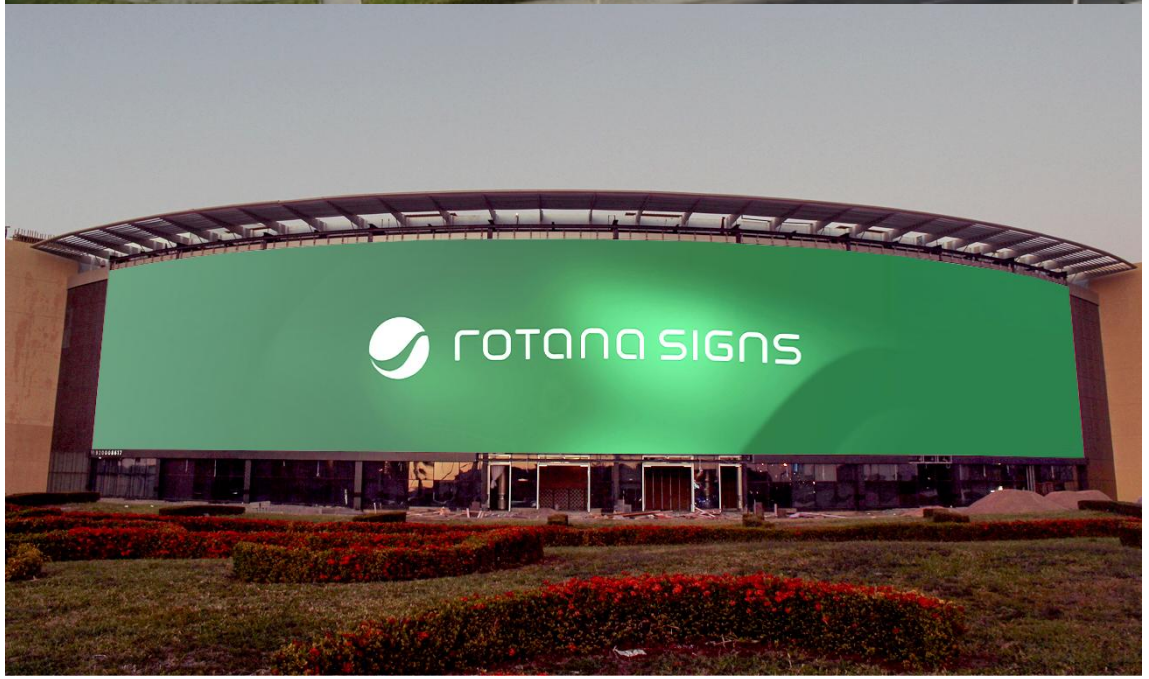
ARTWORK SPECIFICATIONS:

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:	Click Here

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^2





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.

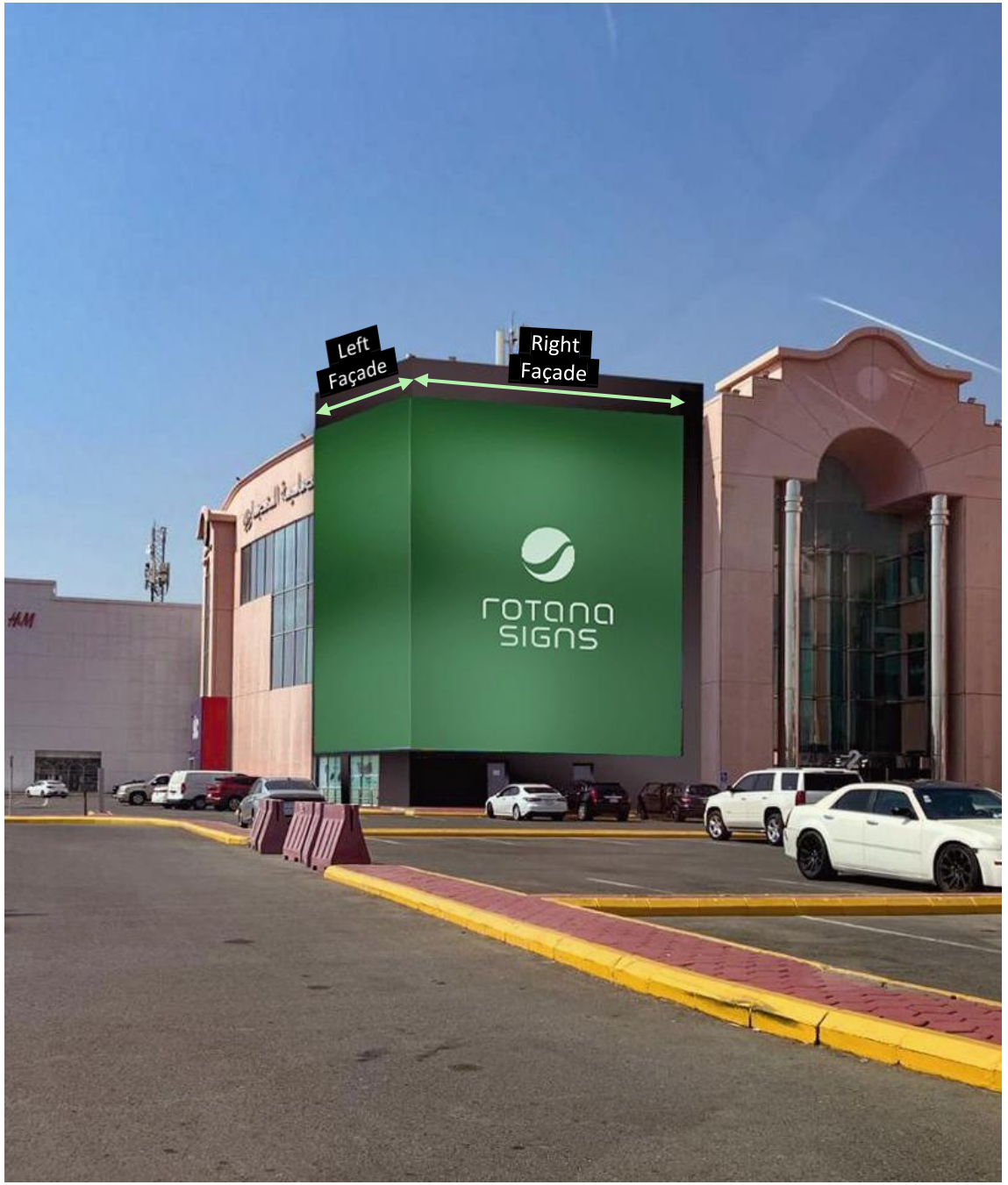
2 SECTIONS INCLUDE:

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^2



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:	Click Here

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 m²



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:	Click Here

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 m²
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 Janubiyyah, Dammam

ARTWORK SPECIFICATIONS:

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

MORE ABOUT 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 m²



Al Khaldi Tower

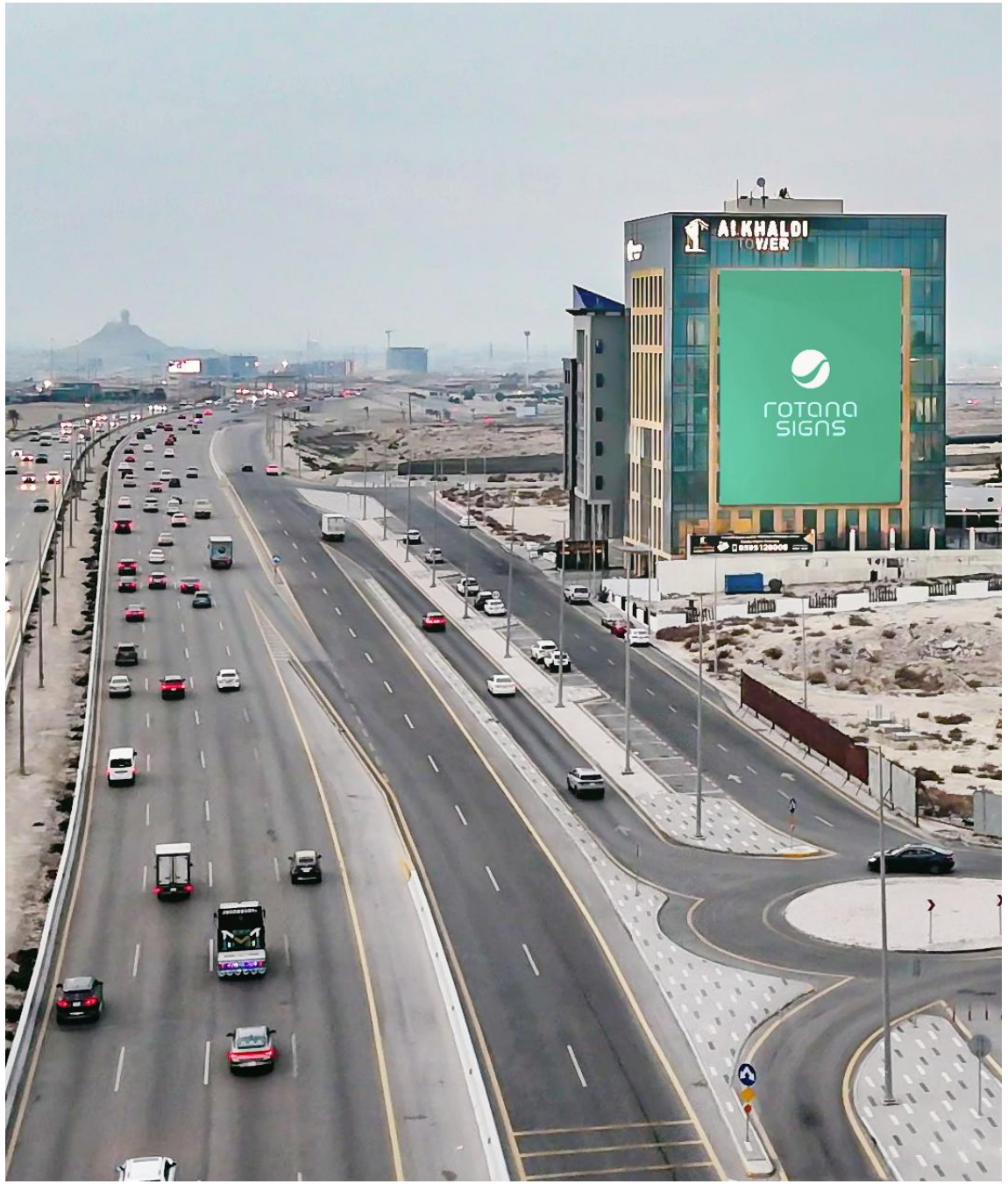
Custodian of The Two Holy Mosques Road, Aljamiah District, Dhahran

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:	Click Here

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 m^2
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:	Click Here

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^2



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:	Click Here

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^2



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^2



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:	Click Here

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 m²



Artwork Guidelines and Delivery

ARTWORK GUIDELINES

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

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

ARTWORK REVIEW

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

ARTWORK DELIVERY

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

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

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

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

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

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	Download PSD File	Rectangle
SB-2	North Only	8040	x	1200	Download PSD File	Curved
	South Only	8040	x	1200	Download PSD File	Curved
SB-3	North & South	8520	x	1200	Download PSD File	Curved
SB-4	North & South	8520	x	1080	Download PSD File	Curved
SB-5	North Only	8280	x	1200	Download PSD File	Curved
	South Only	8280	x	1200	Download PSD File	Curved
SB-6	North & South	8280	x	1200	Download PSD File	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	Download PSD File	Curved
SB-8	North & South	8064	x	1280	Download PSD File	Curved
SB-9	North & South	6240	x	960	Download PSD File	Double - Curved
SB-10	North Only	8576	x	1152	Download PSD File	Curved
	South Only	8576	x	1152	Download PSD File	Curved
SB-11	North & South	8520	x	1080	Download PSD File	Curved
SB-12	East Only	2976	x	576	Download PSD File	Rectangle
	West Only	2976	x	576	Download PSD File	Rectangle





Digital Bridges

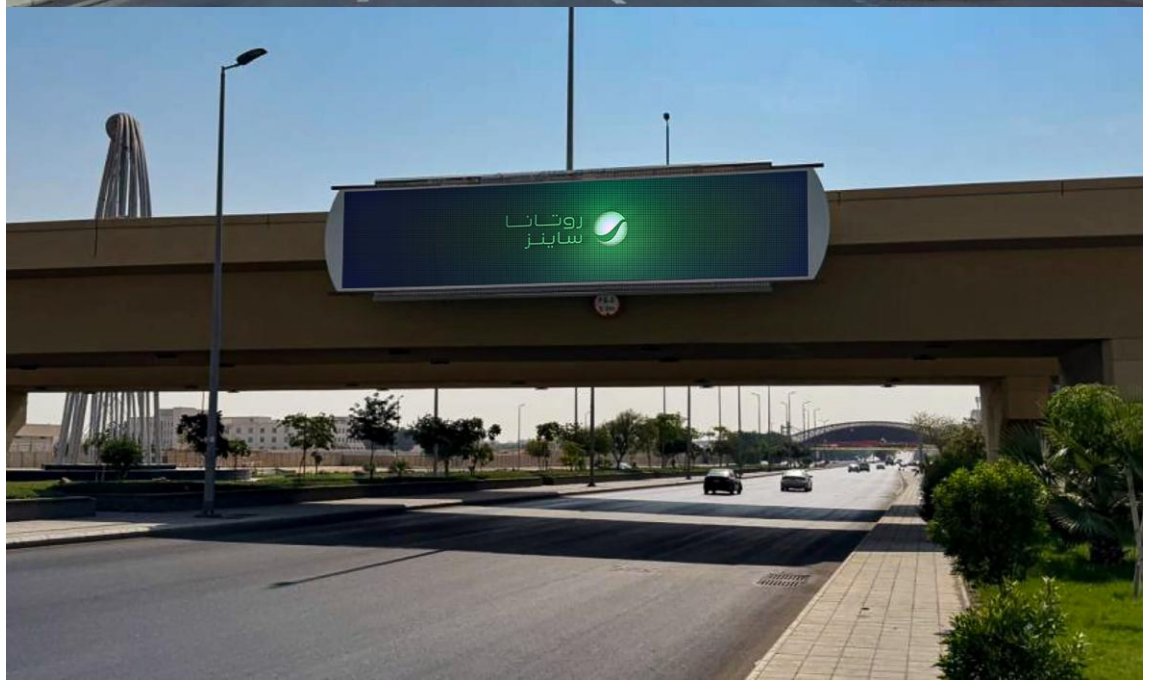
City Wide, Jeddah

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





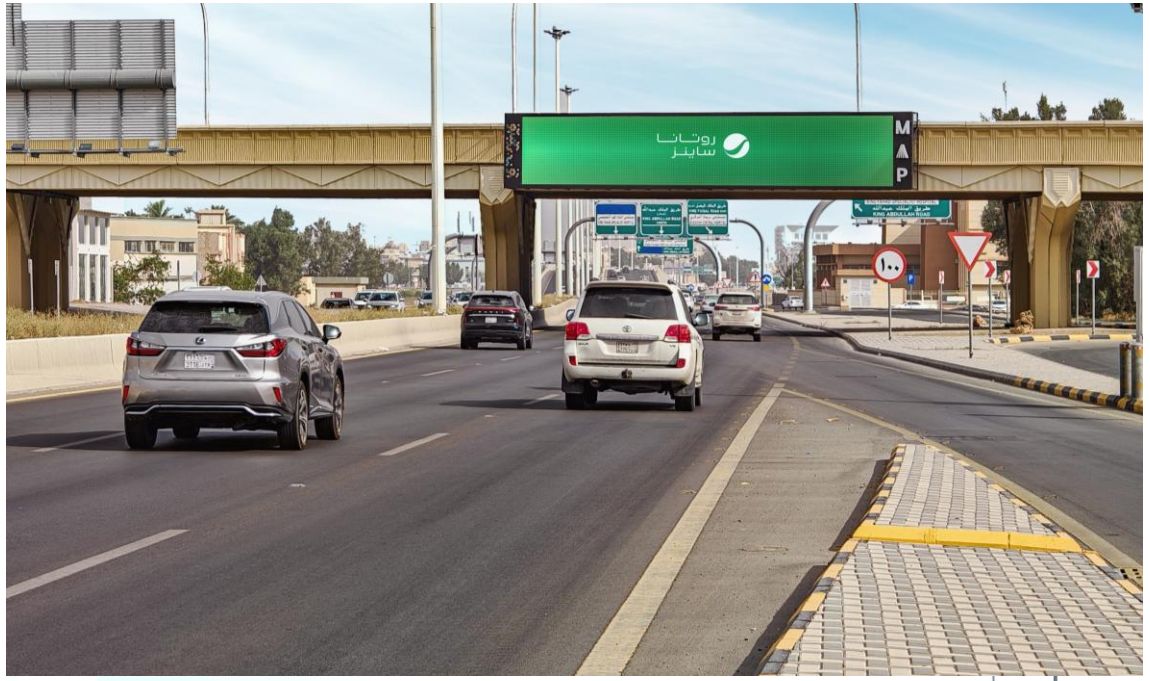
Digital Bridges

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

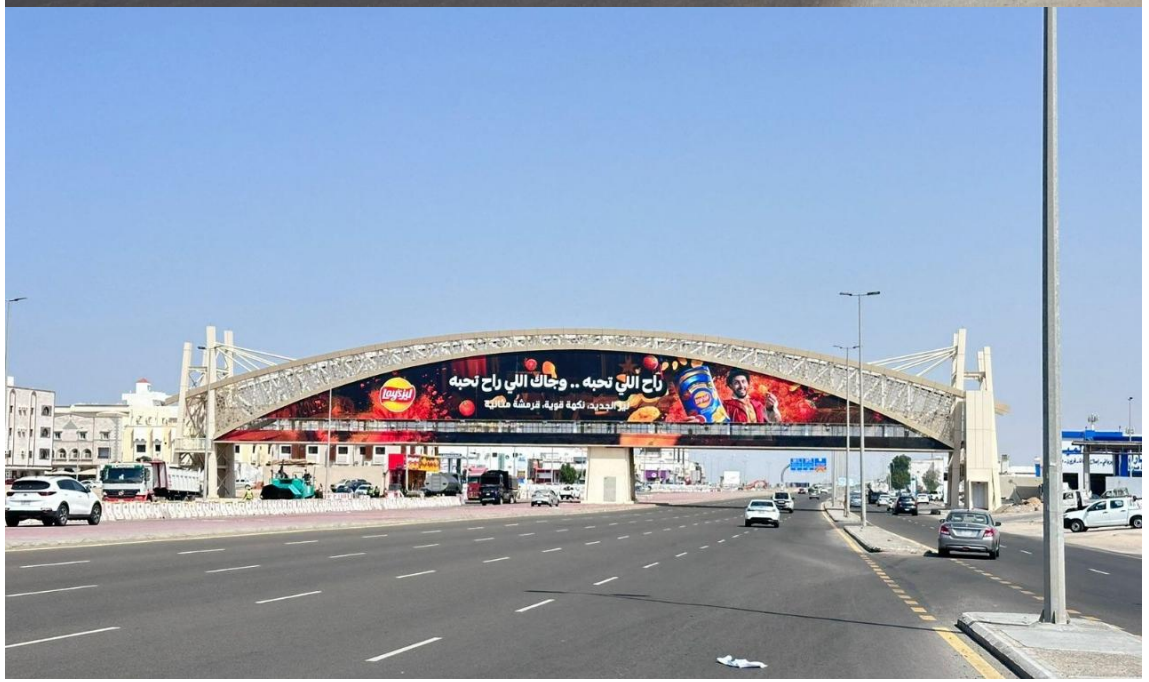
Jeddah

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			Download PSD File	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

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 | Jeddah | Double Face

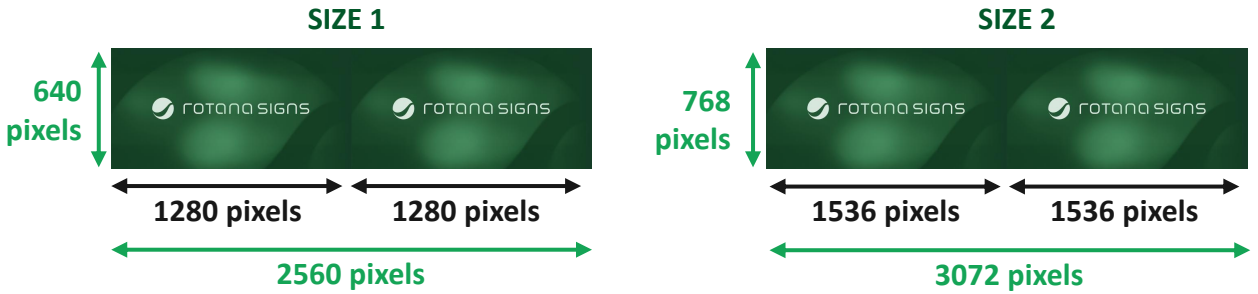
Artwork Delivery:	**2560 pixels x 640 pixels (W x H)**
***Left Side:**	*1280 pixels x 640 pixels (W x H)
***Right Side:**	*1280 pixels x 640 pixels (W x H)

SIZE 2 | Jeddah | Double Face

Artwork Delivery:	**3072 pixels x 768 pixels (W x H)**
***Left Side:**	*1536 pixels x 768 pixels (W x H)
***Right Side:**	*1536 pixels x 768 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 Size 2 creative purposes, please consider that it comprises of 2 sections (left and right).





Maxi Billboard

Dammam/Al-Khobar | Makkah | Tabuk

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 | Dammam/Al-Khobar and Makkah | Double Face

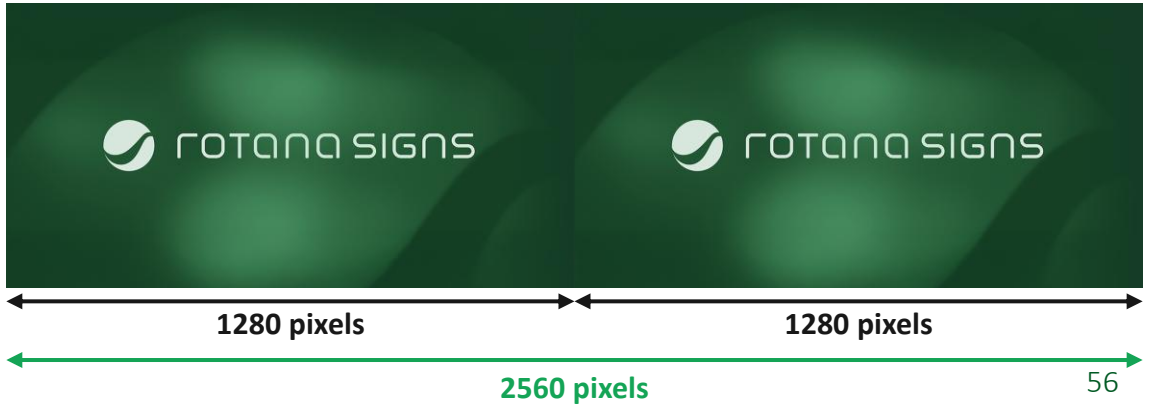
Artwork Delivery:	**2560 pixels x 640 pixels (W x H)**
***Left Side:**	*1280 pixels x 640 pixels (W x H)
***Right Side:**	*1280 pixels x 640 pixels (W x H)
Note:	Artwork sizes to be submitted as a single file (as per Artwork Delivery pixel dimensions stated above in green). For Size 1 creative purposes, please consider that it comprises of 2 sections (left and right).

SIZE 2 - 3 - 4 | Single Face

Dammam/Al-Khobar	**960 pixels x 480 pixels (W x H)**
Dammam/Al-Khobar	**1800 pixels x 600 pixels (W x H)**
Tabuk	**1200 pixels x 600 pixels (W x H)** **1800 pixels x 600 pixels (W x H)**
Note:	Size 2 - 3 - 4 are singular faces as per the above dimensions.



SIZE 1 | Dammam/Al-Khobar and Makkah



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

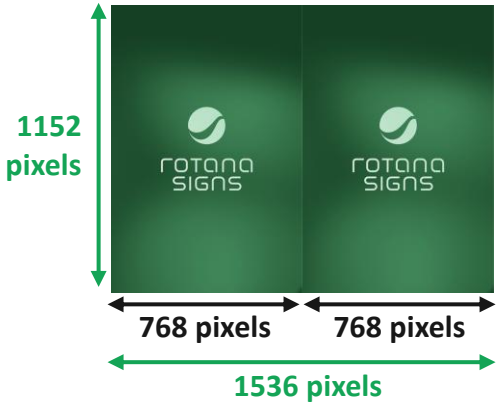
Artwork Delivery:	**1536 pixels x 1152 pixels (W x H)**
***Left Side:**	*768 pixels x 1152 pixels (W x H)
***Right Side:**	*768 pixels x 1152 pixels (W x H)

SIZE 2

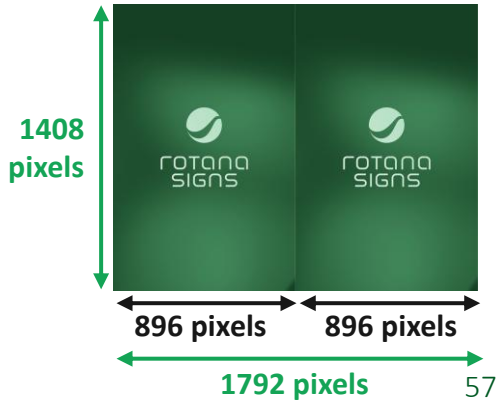
Artwork Delivery:	**1792 pixels x 1408 pixels (W x H)**
***Left Side:**	*896 pixels x 1408 pixels (W x H)
***Right Side:**	*896 pixels x 1408 pixels (W x H)

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).

SIZE 1



SIZE 2



Digital Megacom

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		

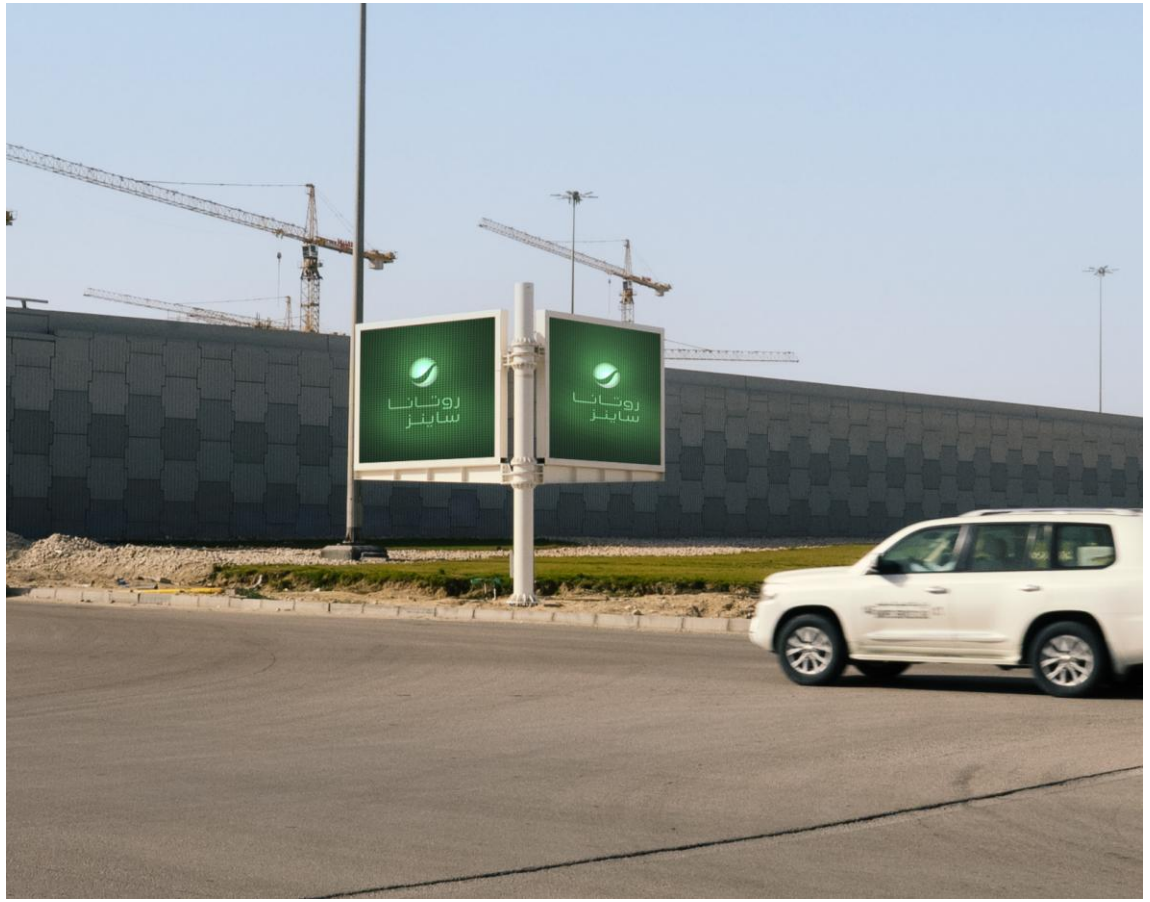
SIZE 1 | MAKKAH

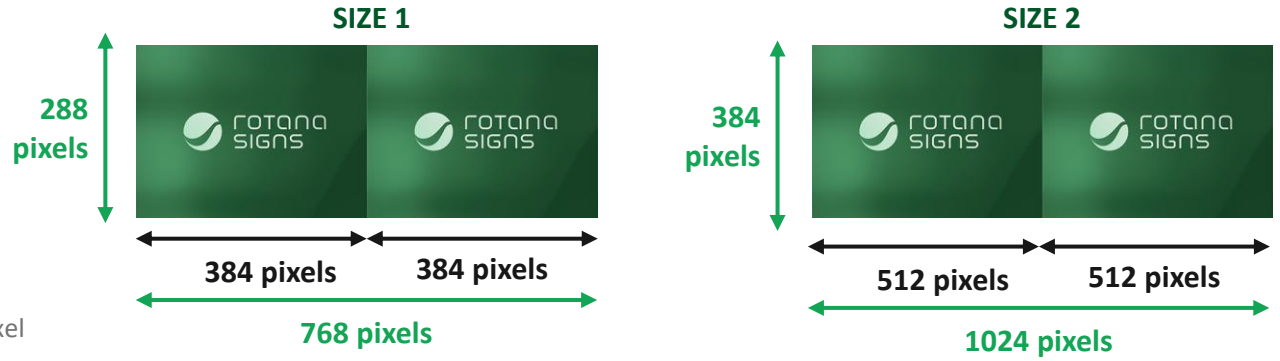
Artwork Delivery:	**768 pixels x 288 pixels (W x H)**
***Left Side:**	*384 pixels x 288 pixels (W x H)
***Right Side:**	*384 pixels x 288 pixels (W x H)

SIZE 2 | DAMMAM/AL-KHOBAR

Artwork Delivery:	**1024 pixels x 384 pixels (W x H)**
***Left Side:**	*512 pixels x 384 pixels (W x H)
***Right Side:**	*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:	PSD, AI, TIFF	**Color Format:**	RGB
Resolution:	300 DPI	**Dimension Metric:**	Meters
File Type:	Open Layered Files		

#	CITY	WIDTH		HEIGHT	SHAPE
1	Hail	**14.65**	x	**4.27**	Rectangle
2	Tabuk	**9.54**	x	**4.55**	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

Madinah | M-DS-02 / 03 / 04

ARTWORK SPECIFICATIONS:

File Format:	MP4 or JPG (high resolution)	**Video Frame Rate:**	24-30 FPS
Resolution:	300 DPI	**File Weight:**	20 mb maximum
Ad Duration:	10 seconds	**Creative Note:**	Slight animation only

SIZE 1 | M-DS-02

Artwork Delivery: **5120 pixels x 1024 pixels (W x H)**

SIZE 2 | M-DS-03

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

- ***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)

SIZE 3 | M-DS-04

Artwork Delivery: **3840 pixels x 768 pixels (W x H)**



SIZE 1 | M-DS-02



SIZE 2 | M-DS-03



SIZE 3 | M-DS-04

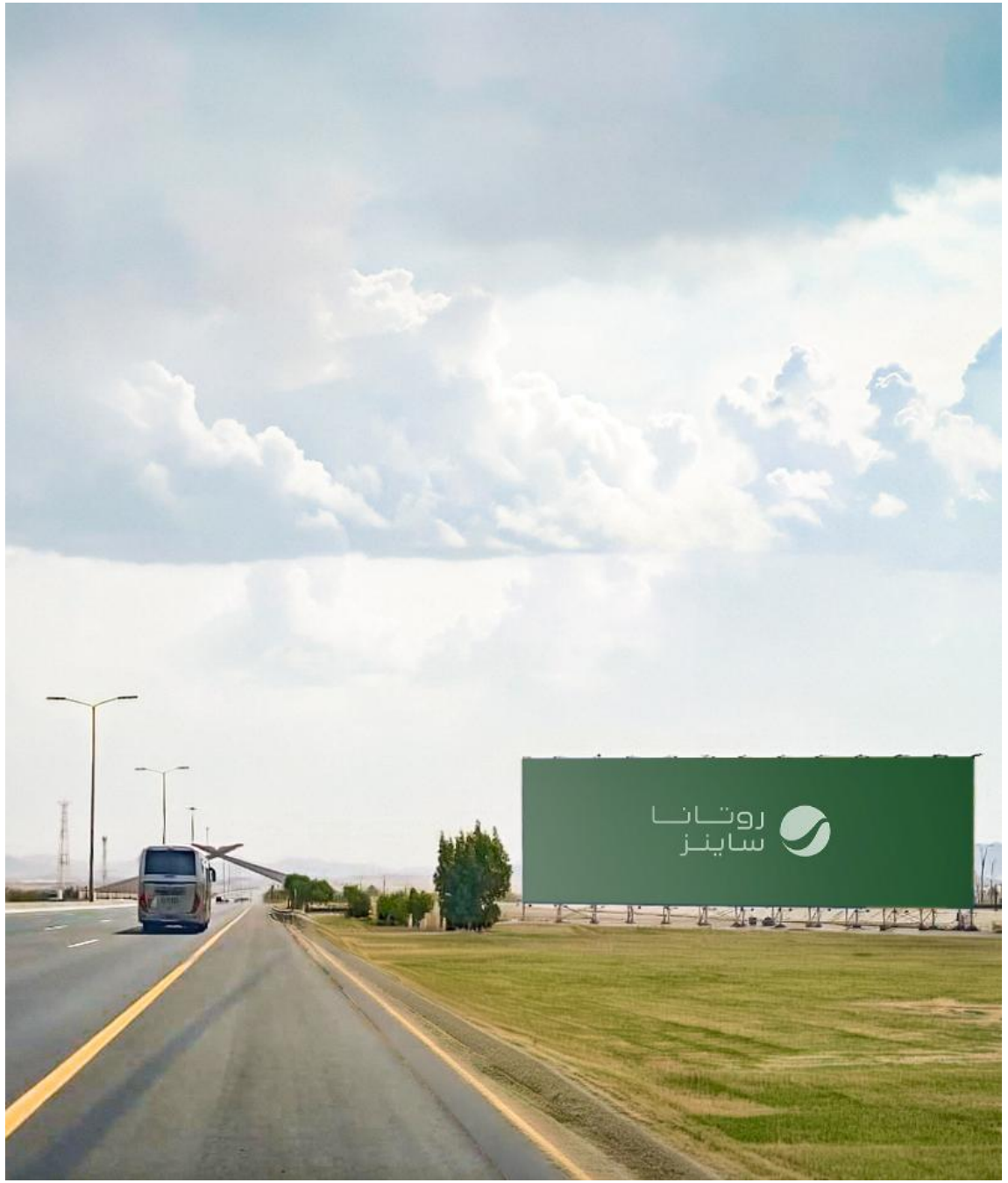
Static Hoarding

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 (meters)		HEIGHT (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 m²





Luggage Area Wall Screens

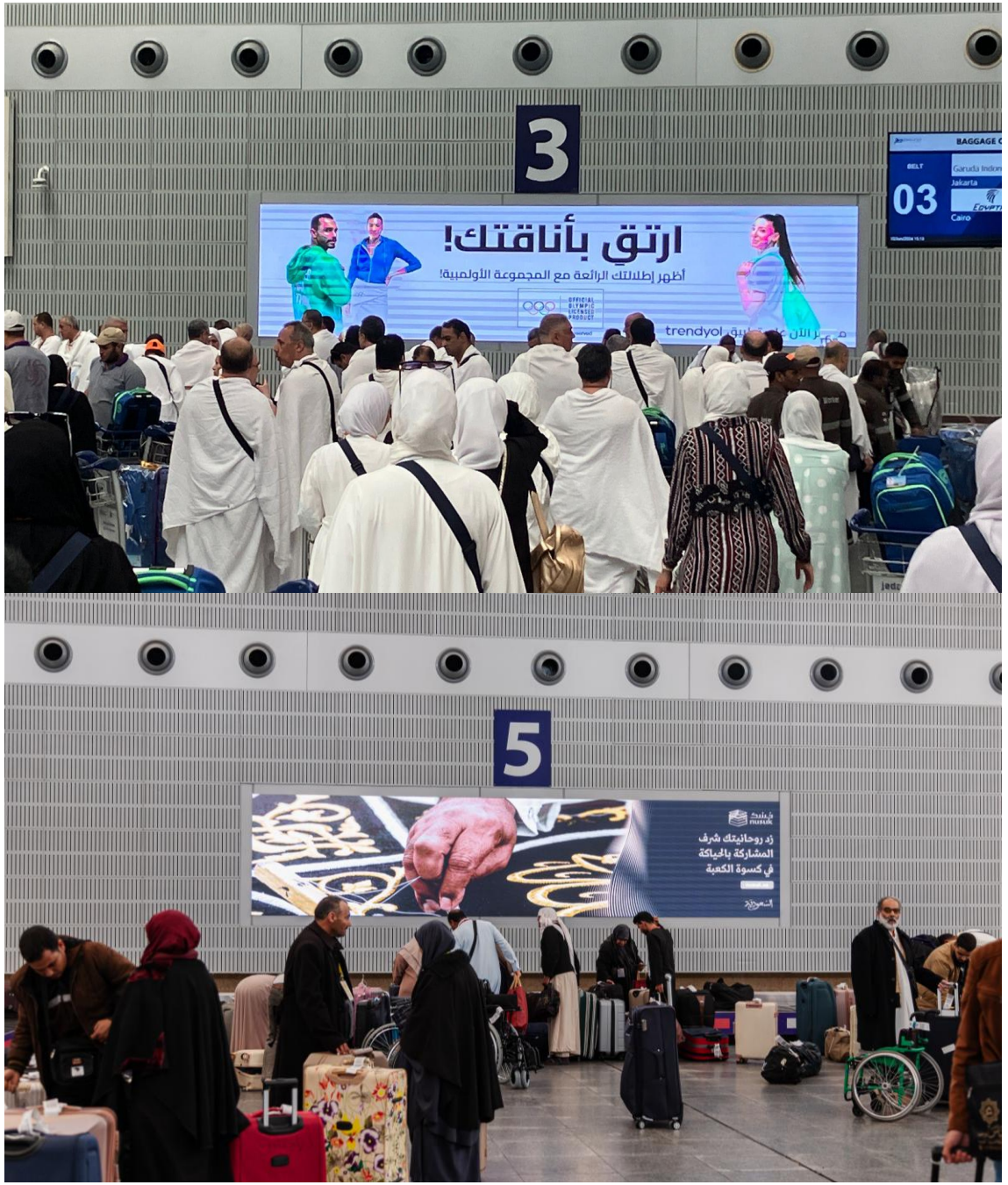
Hajj Terminal | Interior - Digital Formats

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

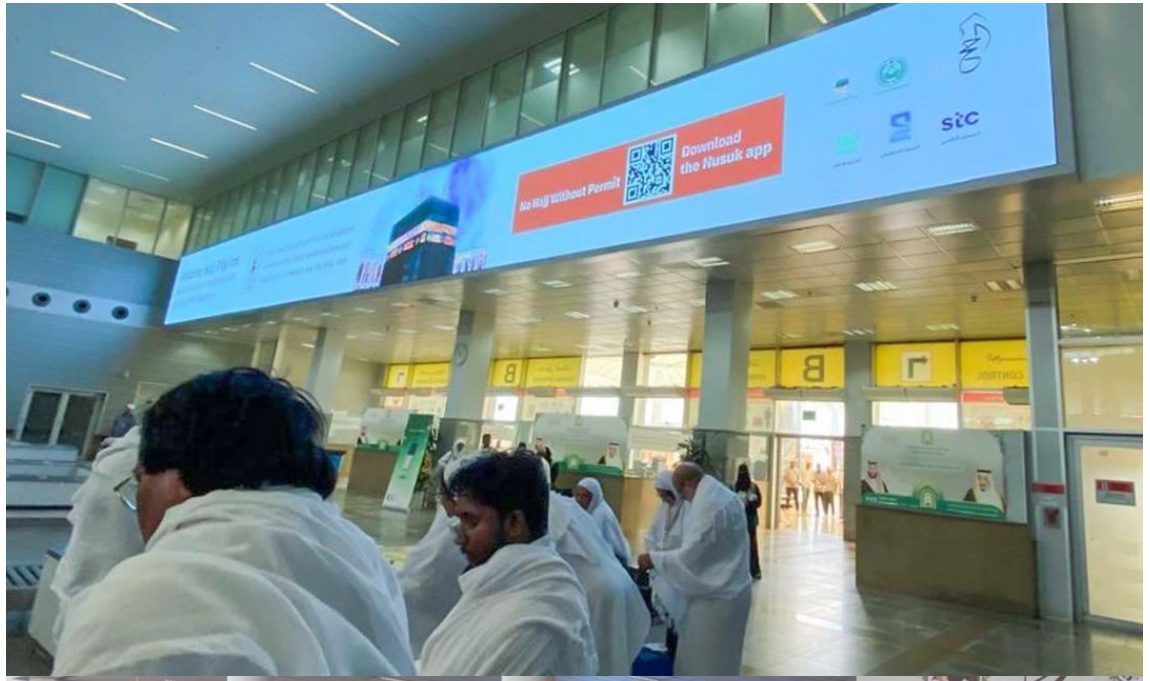
Hajj Terminal | Interior - Digital Formats

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

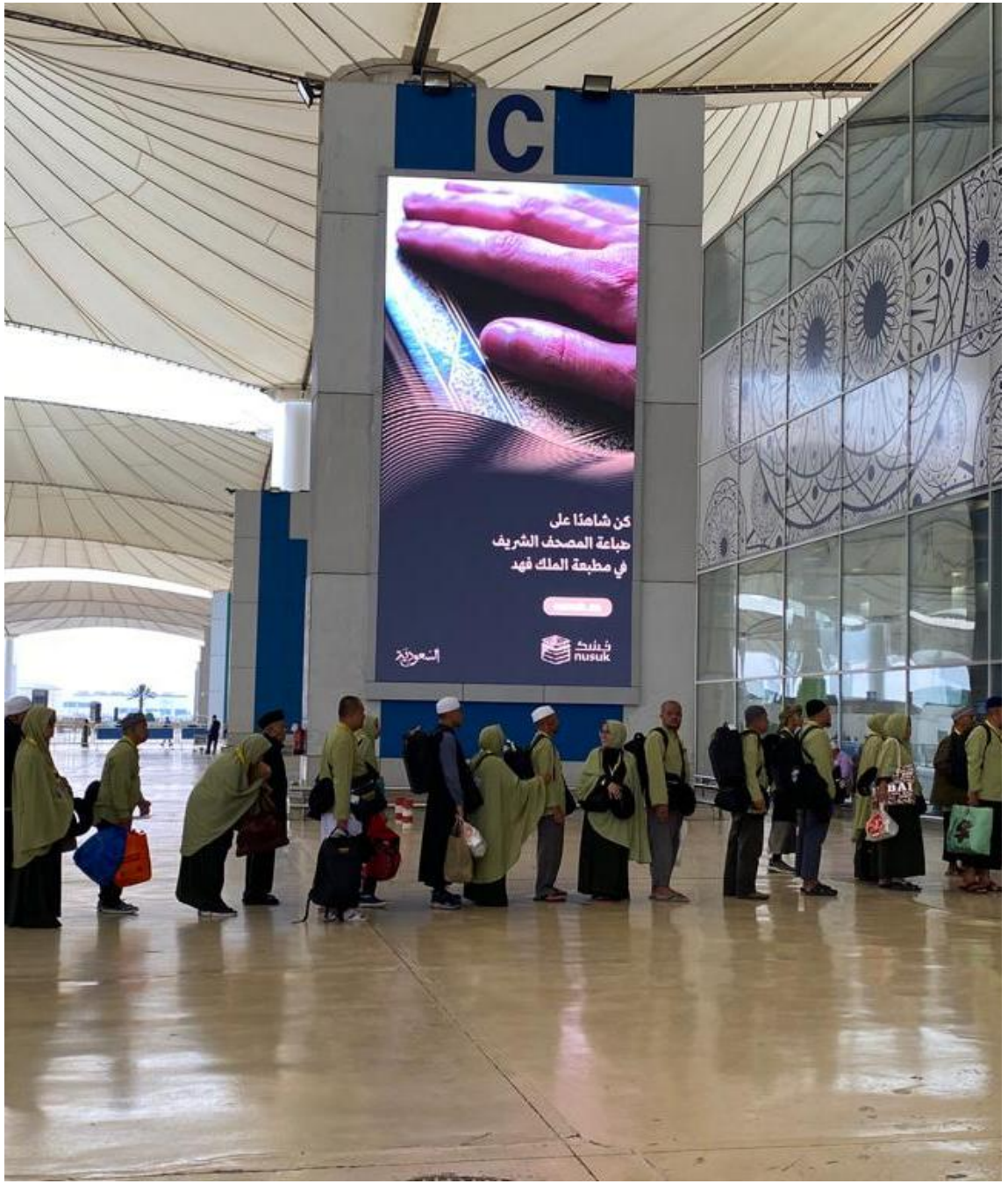
Hajj Terminal | Exterior - Digital Formats

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



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

		TRIM			BLEED		
INSTALLATION	**FORMAT**	**WIDTH**		**HEIGHT**	**WIDTH**		**HEIGHT**
Interior	Arrival Lounge Solid Sticker	**600 m²** 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 separate file.* *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

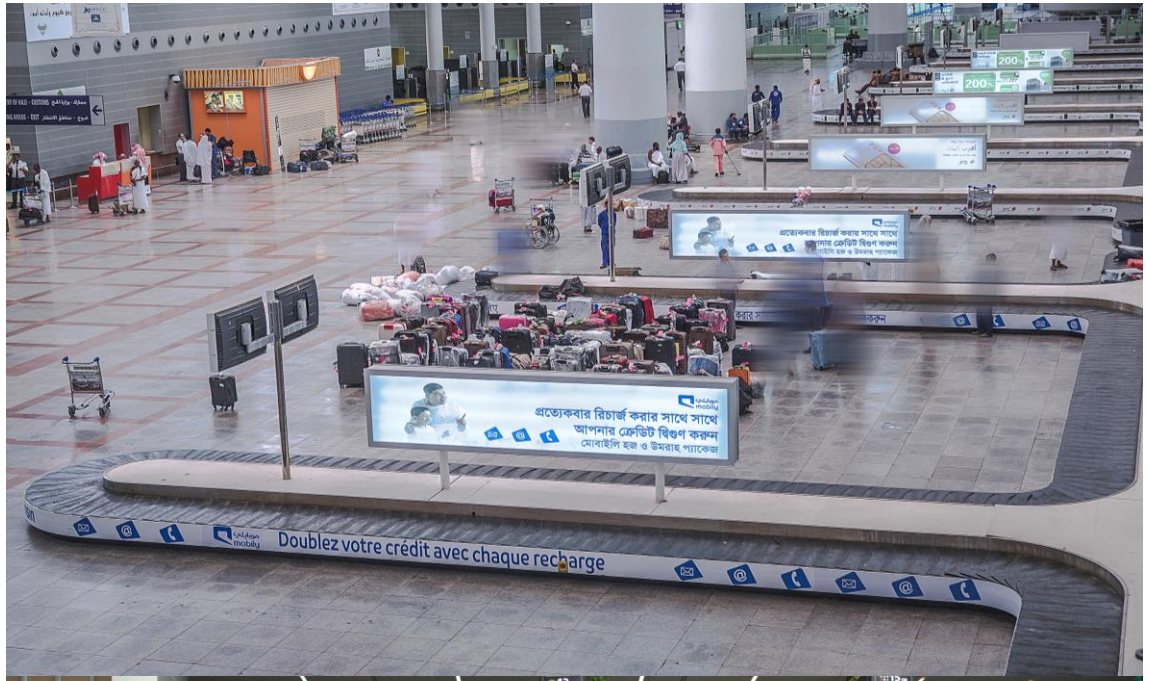
File Type: Open Layered Files

Color Format: CMYK

Material Receipt: 2-3 weeks prior launch

Dimension Metric: Centimeters

		TRIM			BLEED		
INSTALLATION	**FORMAT**	**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

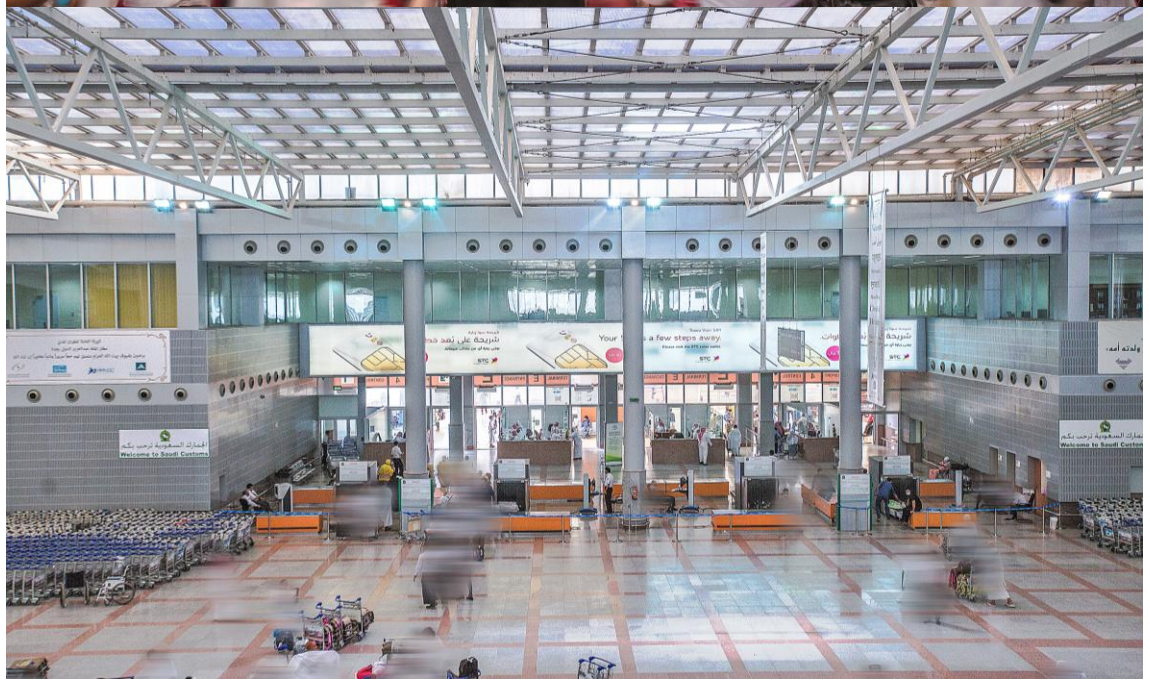
Hajj Terminal | Interior Formats

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

		TRIM			BLEED		
INSTALLATION	**FORMAT**	**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

		TRIM			BLEED		
INSTALLATION	**FORMAT**	**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) 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

File Type: Open Layered Files

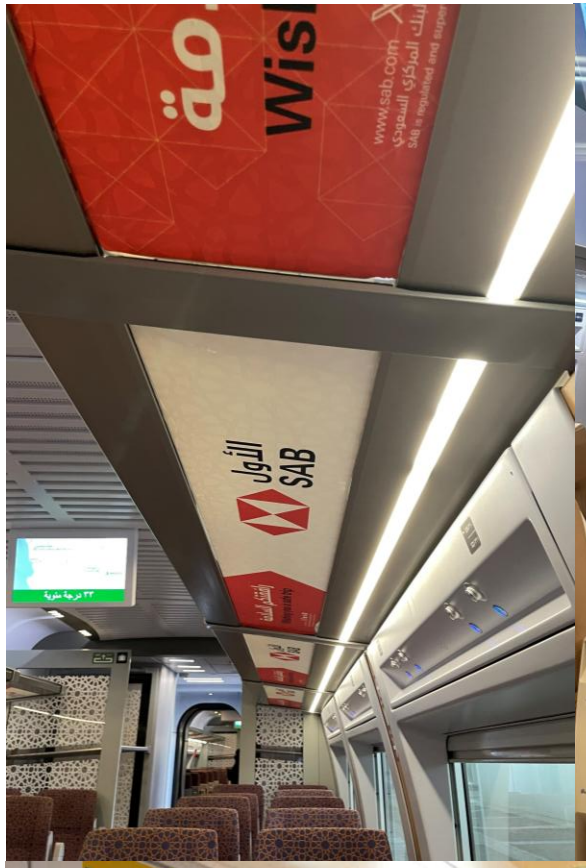
Material Receipt: 2-3 weeks prior launch

Resolution: 300 DPI

Color Format: CMYK

Dimension Metric: Centimeters

		TRIM			BLEED		
INSTALLATION	**FORMAT**	**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

		TRIM			BLEED		
INSTALLATION	**FORMAT**	**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**	Kindly refer to following slides for additional creative details required
5	**2560**	x	**1792**	





Digital Gates

Size #2

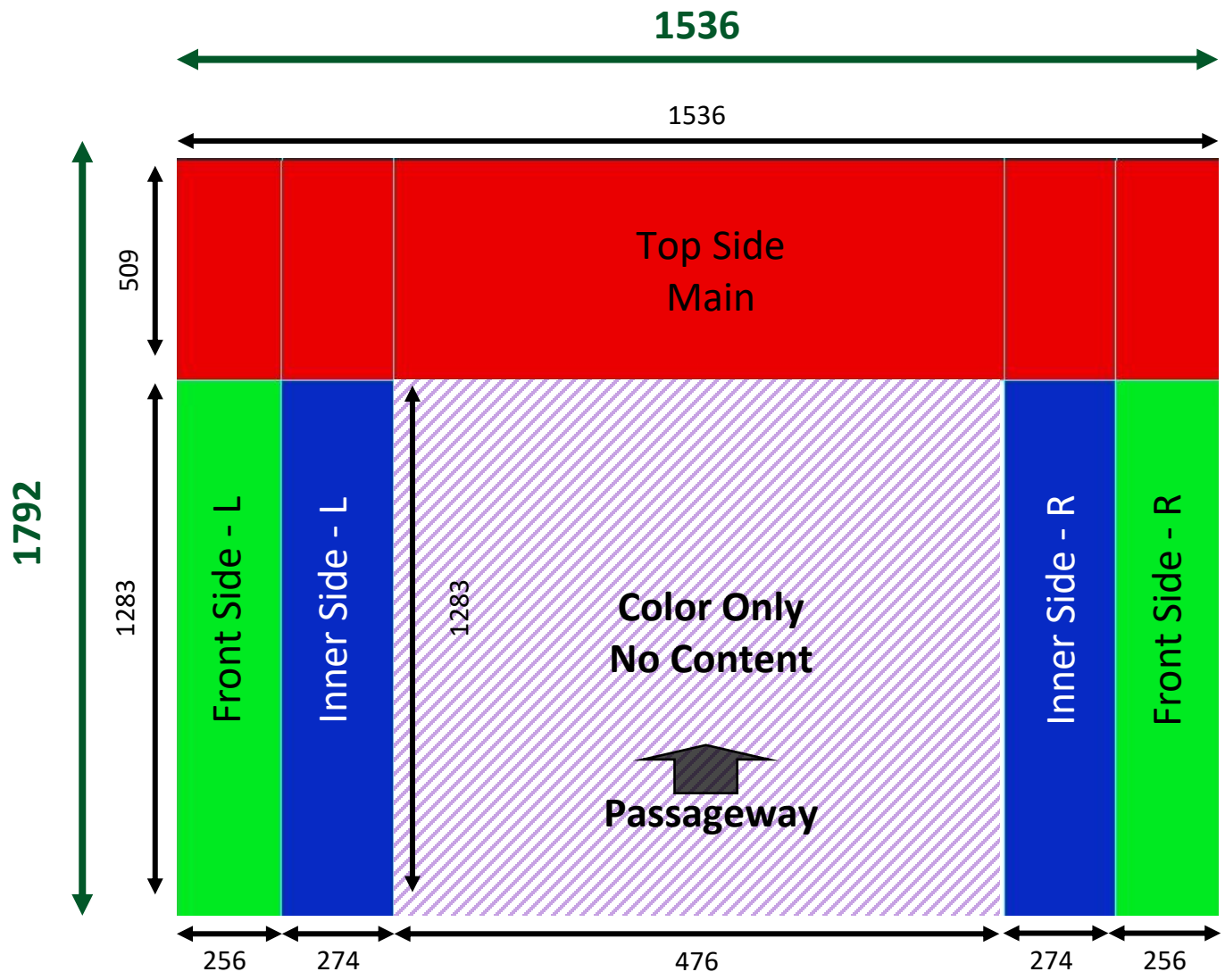
FINAL FILE DESIGN DIMENSION TO BE DELIVERED

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: Download PSD File



Digital Gates

Size #3

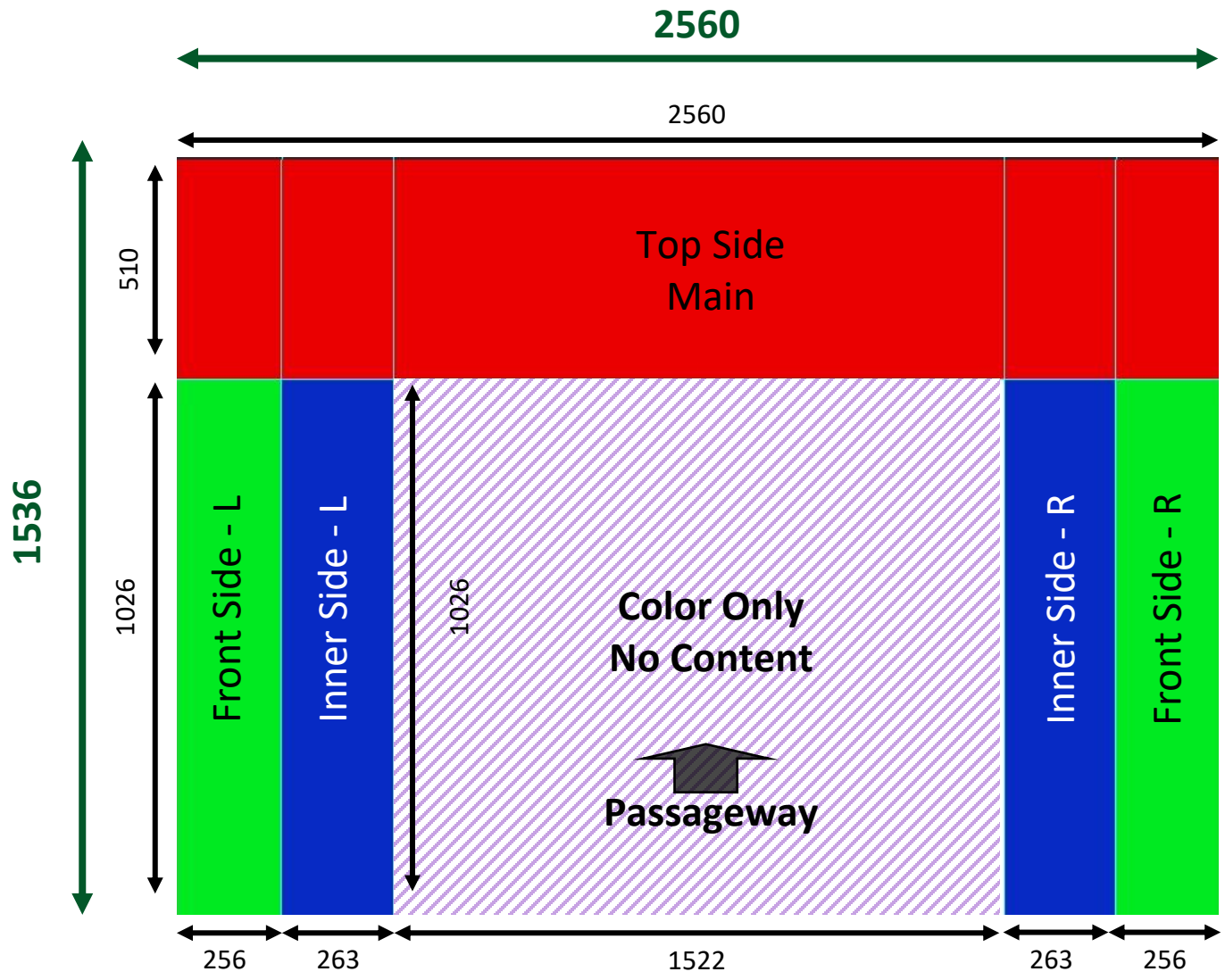
FINAL FILE DESIGN DIMENSION TO BE DELIVERED

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: Download PSD File



Digital Gates

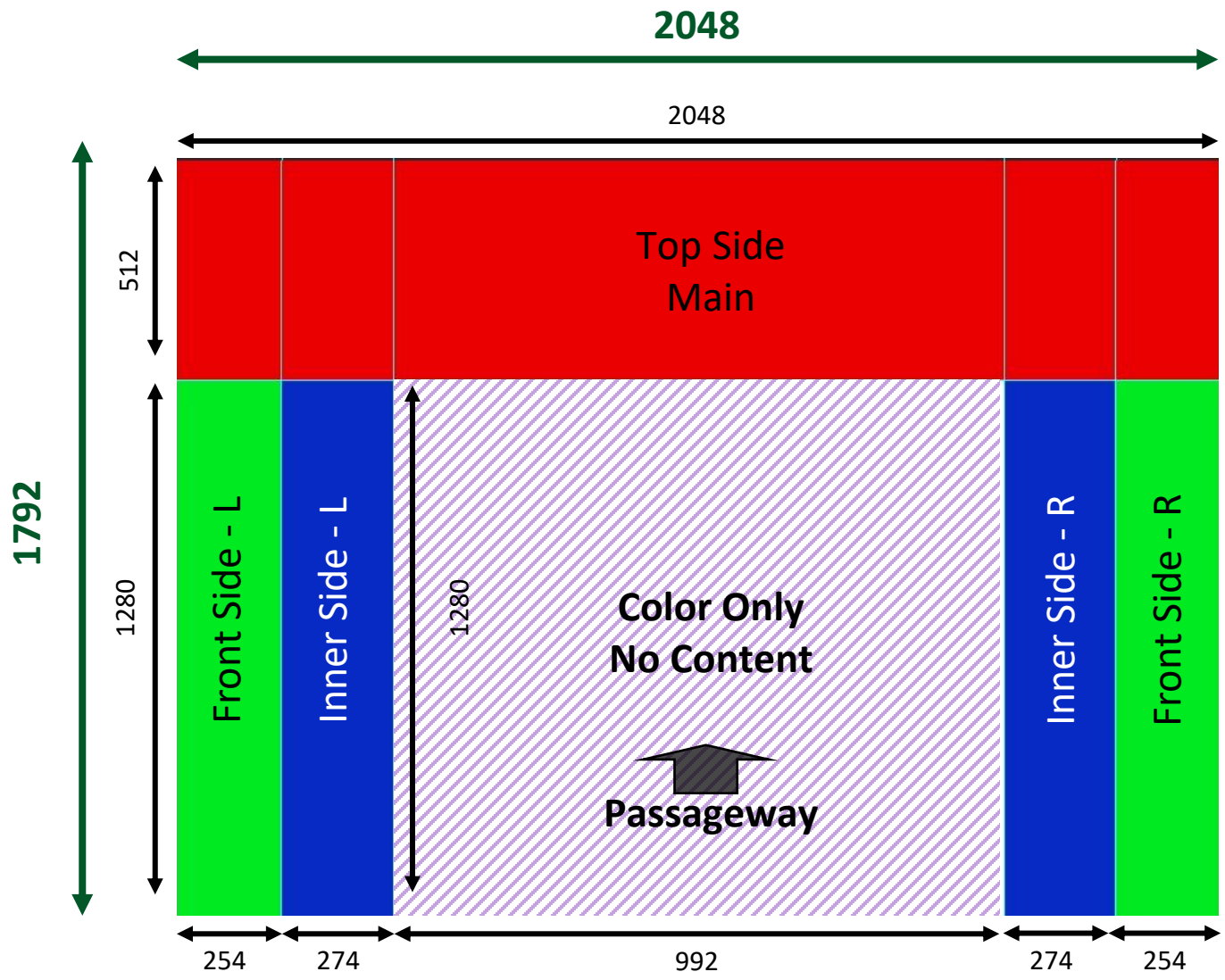
Size #4

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:	Download PSD File	



Digital Gates

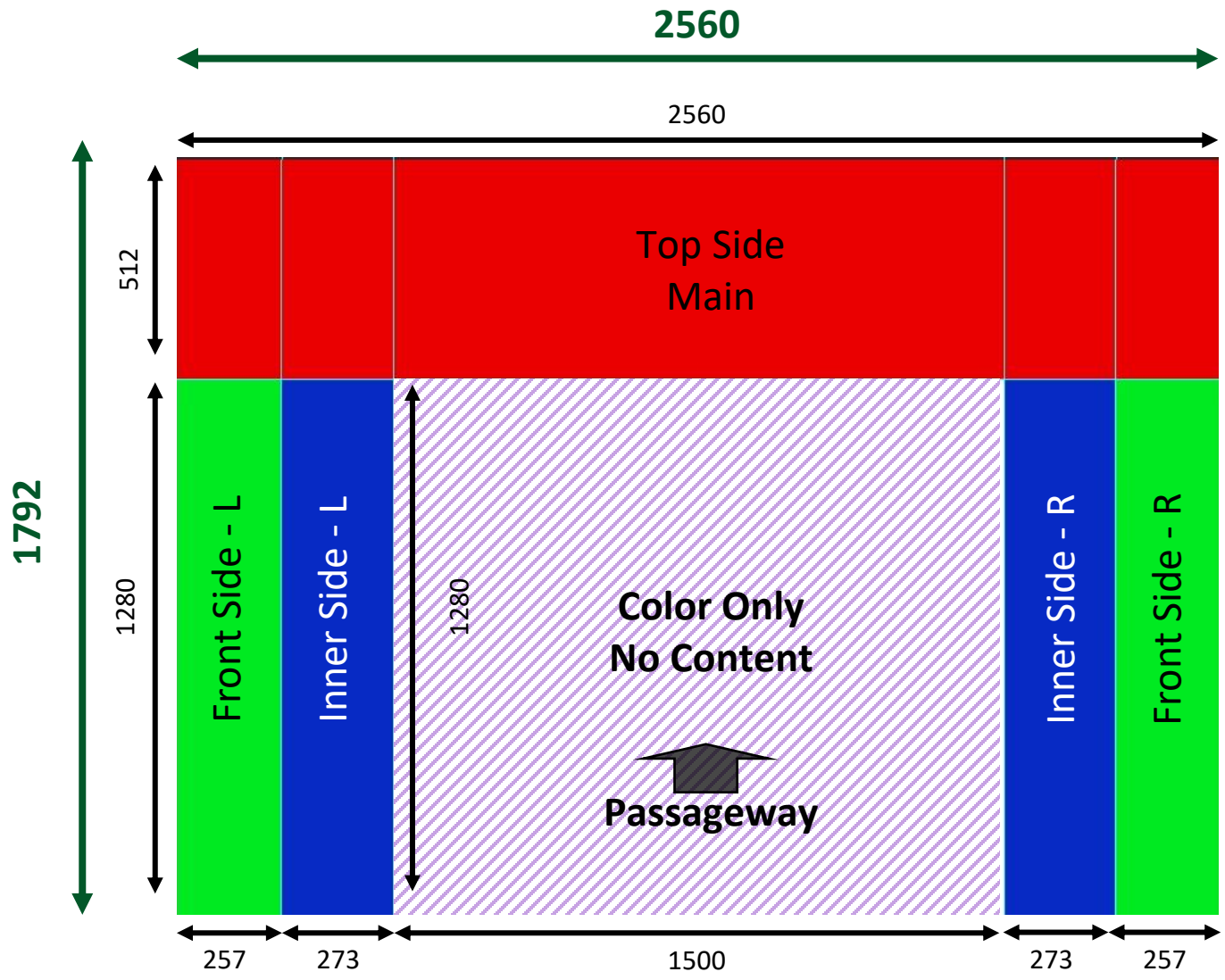
Size #5

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:	Download PSD File	



Kingdom Arena

Riyadh

روتانا ساينز
ROTANA SIGNS

Left Goal Line



Right Goal Line

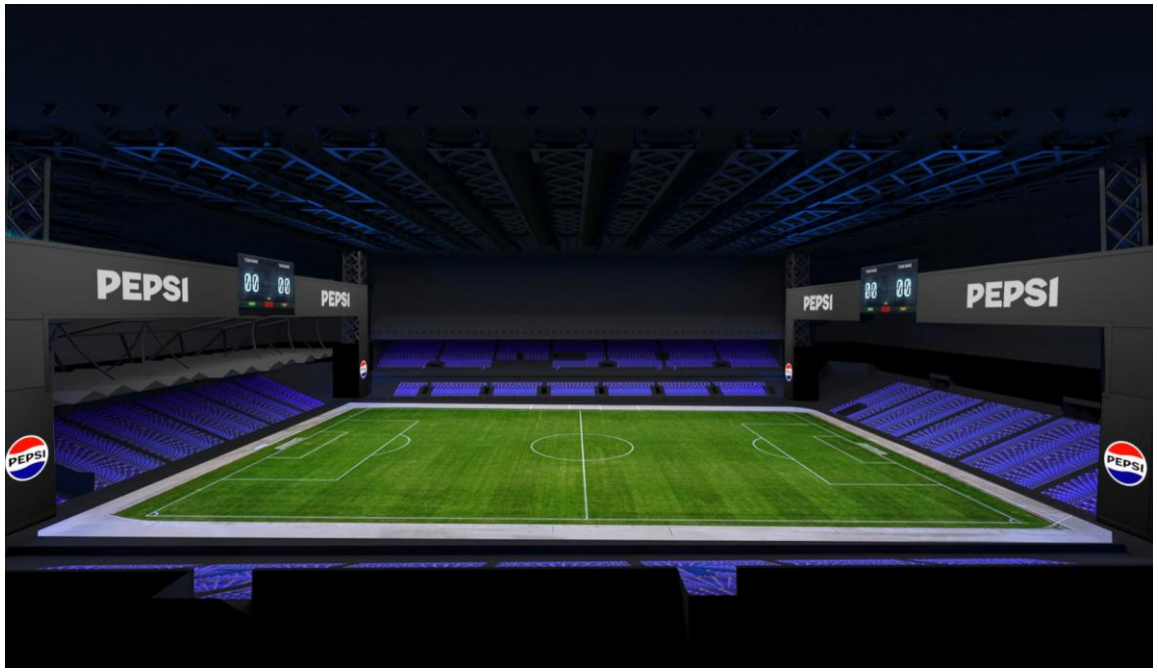


Stadium Dominance

Overview

4 Facades

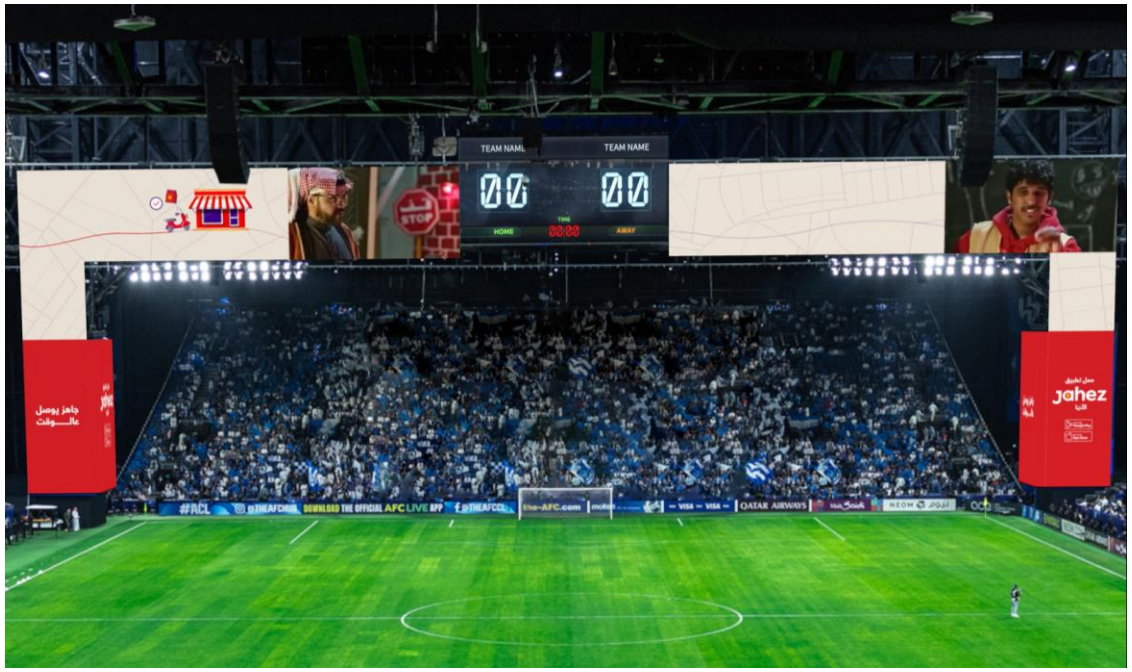
Façade structures located on the Goal Lines of
either side of football pitch (Left and Right goal lines)



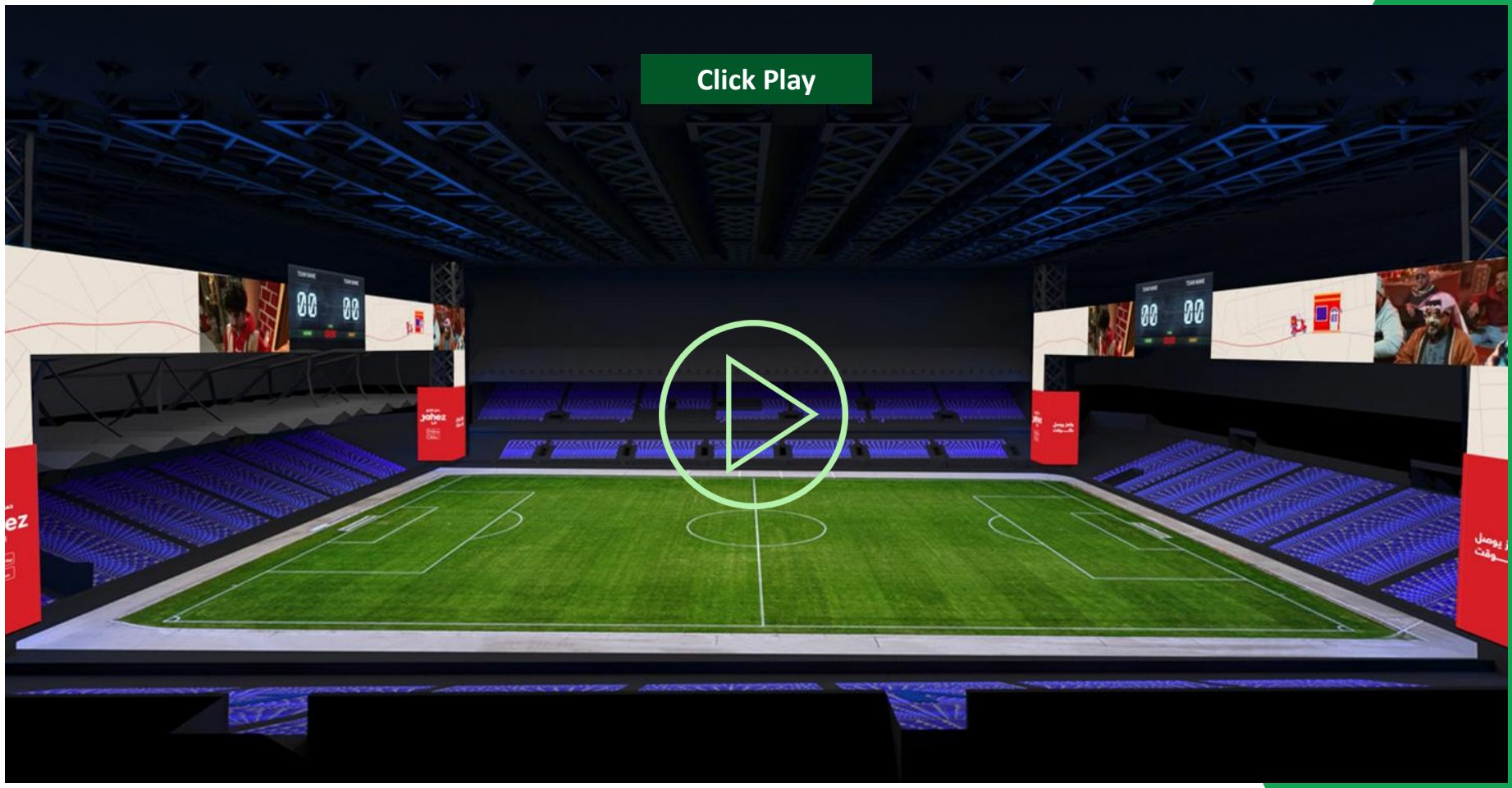
Goal Line Specific (Forward View)

2 Facades

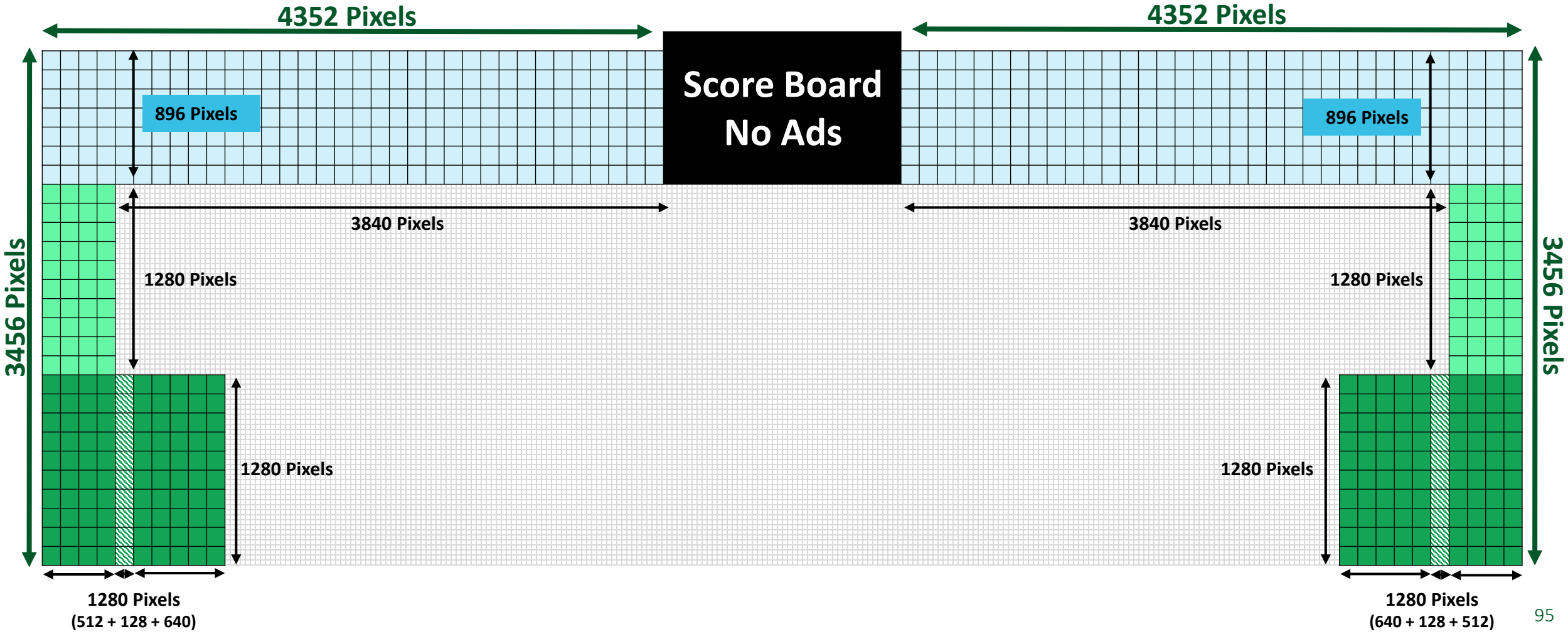
Each goal line consists of 2 Digital Facades
installed on the left & right-side pitch corners



Simulation



Forward View| Left & Right Facades



Left Side Façade

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

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

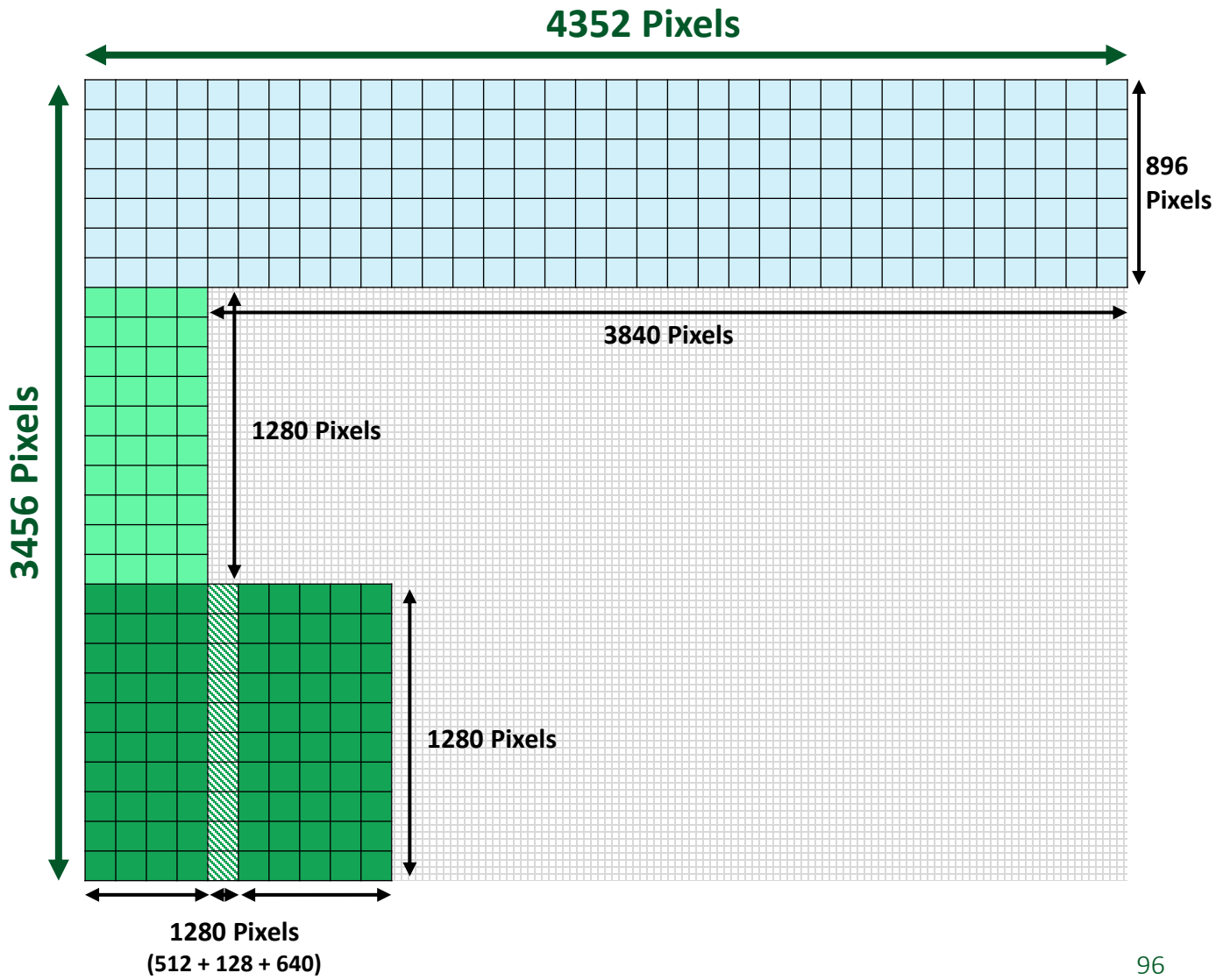
Artwork Delivery:	**4352 pixels x 3456 pixels (W x H)**
File Format:	.MP4 or .PNG (High Resolution)
Ad Duration:	10 Seconds
Frame Rate:	60 FPS
Video Codec:	HAP
Audio Codec:	Not Applicable (N/A)
File Weight:	1 Gigabyte (GB) maximum

CREATIVE DIMENSIONS PER ELEMENT

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

TECHNICAL CONSIDERATIONS

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



Right Side Façade

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

FINAL FILE DESIGN DIMENSION TO BE DELIVERED

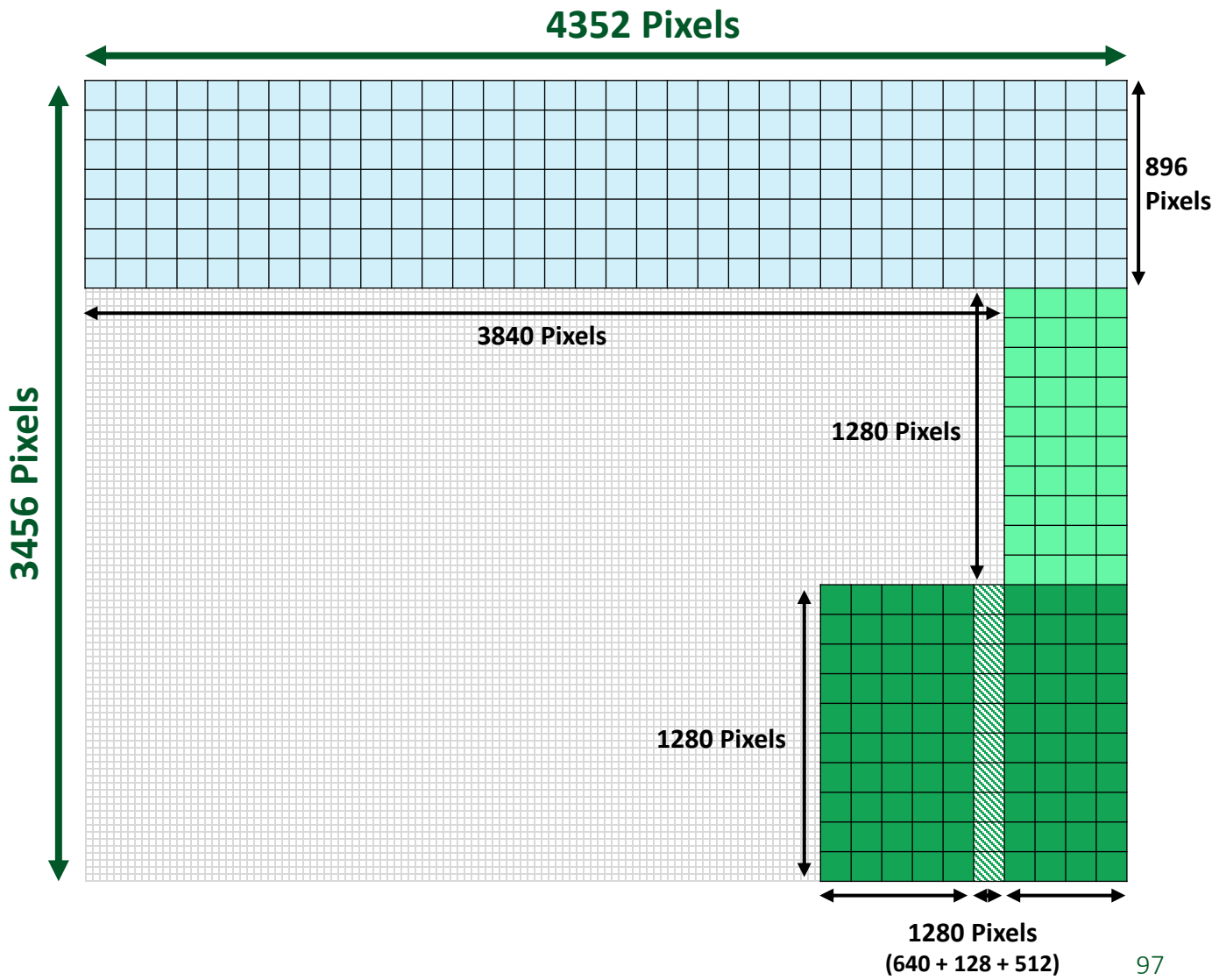
Artwork Delivery:	**4352 pixels x 3456 pixels (W x H)**
File Format:	.MP4 or .PNG (High Resolution)
Ad Duration:	10 Seconds
Frame Rate:	60 FPS
Video Codec:	HAP
Audio Codec:	Not Applicable (N/A)
File Weight:	1 Gigabyte (GB) maximum

CREATIVE DIMENSIONS PER ELEMENT

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

TECHNICAL CONSIDERATIONS

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



Artwork Recommendation

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

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

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



Artwork Appearance, Animation and Delivery

ARTWORK APPEARANCE

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

ARTWORK ANIMATION

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

- Artwork may include subtle and slow-moving elements of animation.
- Avoid incorporating high-speed or disruptive movements in the creative design.
- Fully produced video content is not permitted.
- Avoid using BRIGHT/FLUORESCENT colors for solid only backgrounds.



ARTWORK REVIEW

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

ARTWORK DELIVERY

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

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

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

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

- 1x Left Façade
- 1x Right Façade

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


nhc.sa
حياة نبنيها
NHC
PROUD TO BE HILALI
لوجهات ملهمة
ROSHN SAUDI LEA


nhc.sa
حياة نبنيها
NHC
PROUD TO BE HILALI
SAVVY GAMES GROUP


PLAY LIFE
Qiddiya
القديـة
PROUD TO BE HILALI
PLAYING. TOGETHER.


PROUD TO BE HILALI

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

Address Details

Riyadh
Rotana Signs, Floor 58, Kingdom Tower, King Fahd Road,
Al Olaya, Riyadh 12214, Saudi Arabia

Dubai
Rotana Signs, Villa 23, Boutique Offices, Dubai Knowledge
Park, Al Sufouh, Dubai, United Arab Emirates

Contact Us

Email: info@rotanasigns.com
Contact Form: Let's Collaborate

Website

www.rotanasigns.com

ROTANA SIGNS