Rotana Signs

Company Overview 2026

rotana SIGNS

About Rotana Signs

Redefining the urban landscape & product offering

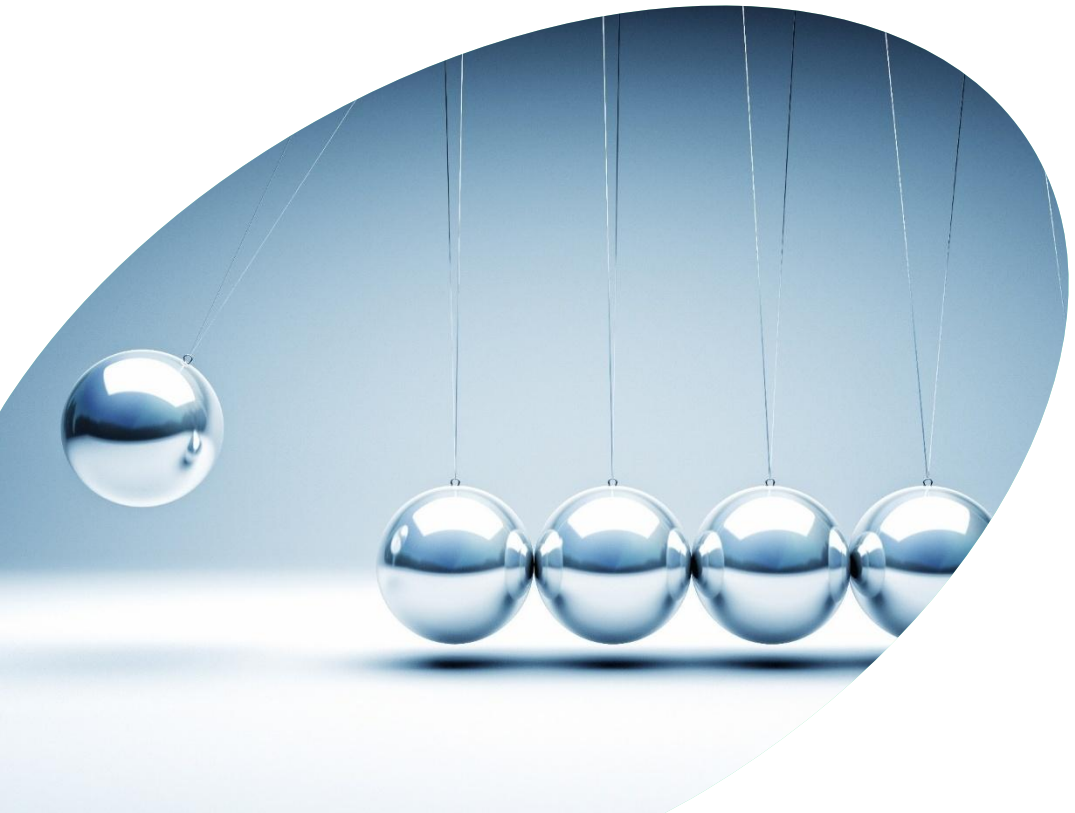
Rotana Signs stands as the most recent entrant in the Kingdom's out-of-home media landscape, introducing a pioneering array of innovative advertising platforms poised to redefine the urban visual environment.

This enterprise epitomizes the prevailing spirit of advancement within the Kingdom, stemming from the partnership of two esteemed media entities, Rotana Media Services and Saudi Signs Media.

In unison, we leverage decades of invaluable experience, insights and extensive industry understanding that will orchestrate our approach to address the diverse requirements of advertisers while providing highly sought-after solutions.



Our Purpose



The Vision Statement

Become the region's leading provider of disruptive media solutions, transforming outdoor experiences into extraordinary brand engagements.

The Mission Statement

Innovating and transforming cities into vibrant stages for brands, our mission is to redefine media experiences, embody the kingdom’s future while delivering global exposure that turns moments into market dominance.

Our Market Offering

Unparalleled Brand Experience

Providing local, regional, and international advertisers' exceptional platforms through which they can leave an indelible impression on their target audiences.

Beacon of Excellence

Elevating Riyadh, Jeddah, Dammam and future cities into a world class reference of advertising excellence and accommodate our clients with best-in-class service.

Large Format Network

Ensure advertisers leverage cutting-edge display technology across some of the most expansive and prominent facades in urban environments, ensuring unmatched visibility and impact.

Icons of Engagement

Our formats deliver a commanding on-ground presence with their impactful and inspiring designs. Their sheer grandeur and dominance have naturally established them as iconic landmarks, driving consumer and brand engagement both offline and online, amplifying reach and visibility through organic sharing.



Values That Guide Our Organization

Transformation
Dedicated to reshaping the urban landscape and redefining the future of advertising by transforming cities into vibrant, interactive platforms for brands.

Innovation
Pioneering new approaches in media representation by adopting the latest technologies and delivering creative advertising solutions.

Excellence:
Committed to excellence by upholding the highest standards in service, consistently delivering superior quality and impactful results that drive brand success and meaningful audience engagement.

Transparency:
Fostering trust with our partners and clients through open communication, clearly defined metrics, and demonstrable results.

Responsibility:
Upholding ethical practices that drive sustainable growth for our clients, partners, and the communities we serve.

Out-of-Home

Create Memories For Your Brands Most Important Moments Across City Skylines



Cultural Seasons

Join the celebration and be part of the nation's most cherished moments, sparking meaningful conversations



Milestones & Moments

Showcase your company and brand's achievements in a visually stunning manner capturing attention and driving admiration



Branding & Promotions

Turn the city into a living canvas—launch and promote your brand and products on the Kingdom's largest digital facades and take command of the skyline

Series Collection

Our **Series Collection** consists of a dynamic portfolio of high-impact advertising solutions strategically designed to maximize brand visibility, engagement, and impact across every consumer touchpoint.



Legacy Series

Iconic outdoor formats delivering novelty presence with enduring impact

Digital Series

Widely distributed outdoor formats delivering dynamic brand messaging in premium locations

Classical Series

Timeless power of traditional outdoor formats offering clear visibility and long-term brand presence

Transit Series

Opportune touchpoints for brands to accompany travelers and commuters along their journeys

Entertainment Series

An immersive advertising presence that puts brands at the center of a live and engaging experience

Retail Series

In-store dominance that connects brands with audiences throughout their shopping journey

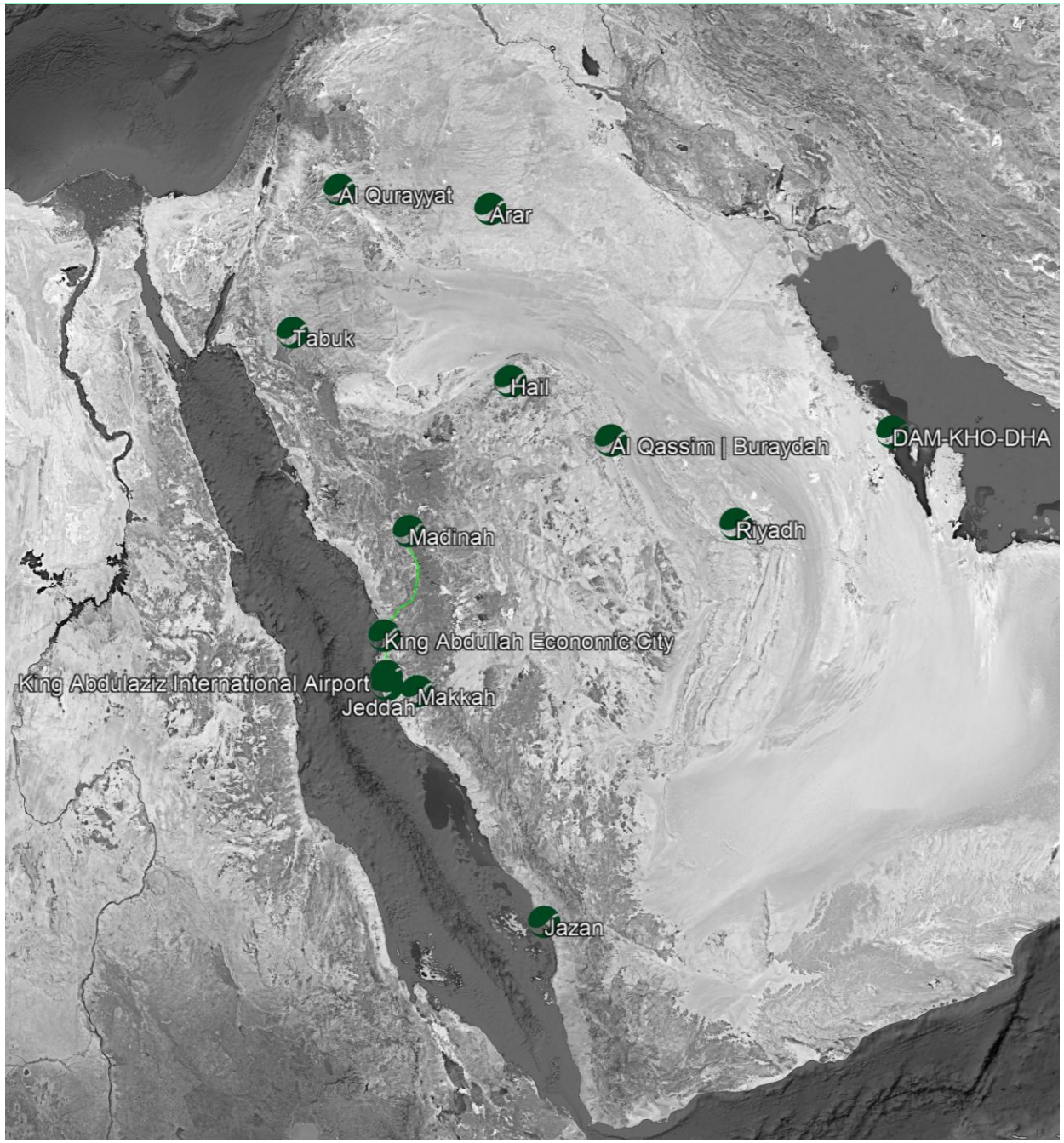
Rotana Signs OOH Media Network Expands Across The Kingdom With Presence In Key Locations

9,000+
Faces

13
Cities

Riyadh
Riyadh Metro
Jeddah
Hajj Terminal
Haramain Highspeed Railway
Dammam
Al Khobar
Dhahran

Makkah
Madinah
Al Qassim
Hail
Al Qassim
Jazan
Arar
Tabuk



Introducing Seiki, The Mobility Intelligence Platform

40+ Markets

CESP Certified

4 Data Layer Analysis

The Mobility Intelligence Company

Seiki is a leading mobility intelligence company, utilized in **over 40 markets** around the world that measures and predicts how people move through cities.

Its CESP-certified *(Centre d'Etude des Supports de Publicité)* methodology provides advertisers with a clear understanding of billboard exposure and various metrics.



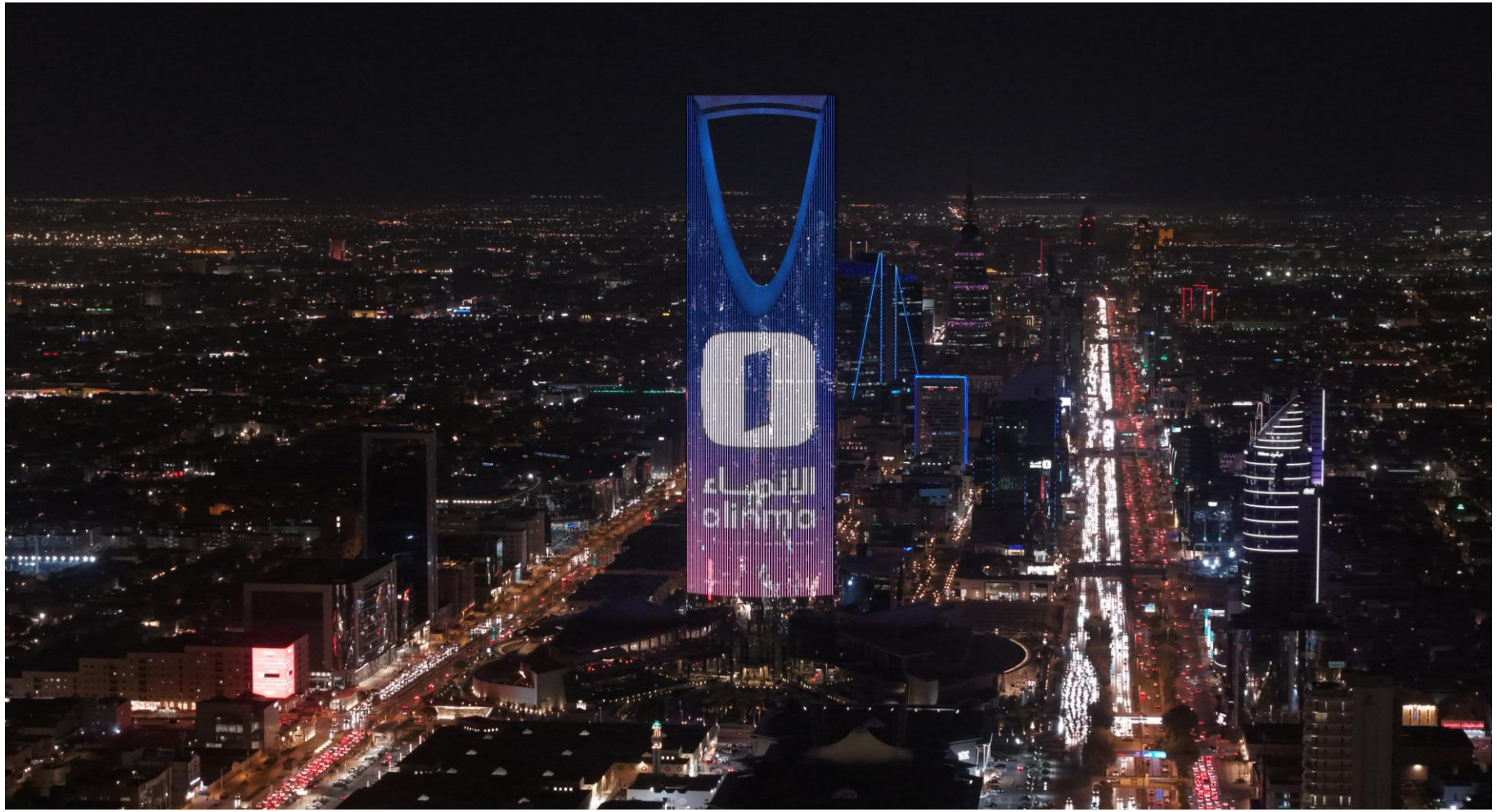
Independently audited and aligned with global industry standards!

Riyadh

Kingdom Tower

King Fahad Road, Al Olaya District, Riyadh

Series:	**Legacy Series**
Market:	Riyadh
Facades:	2
Installation:	North & South Façade
Orientation:	Portrait
Total Dimension:	82.65 meters x 253 meters
Total Façade Space:	15,462m² per façade
Location Map:	Click Here

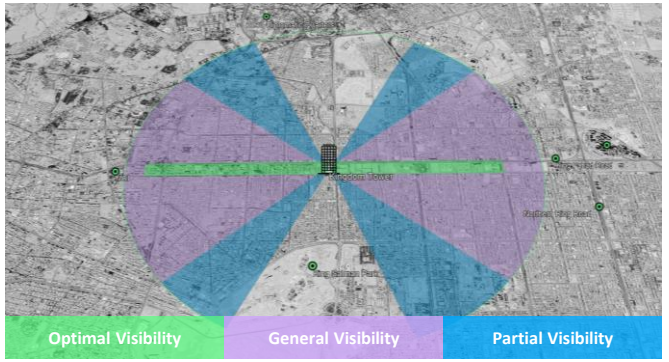


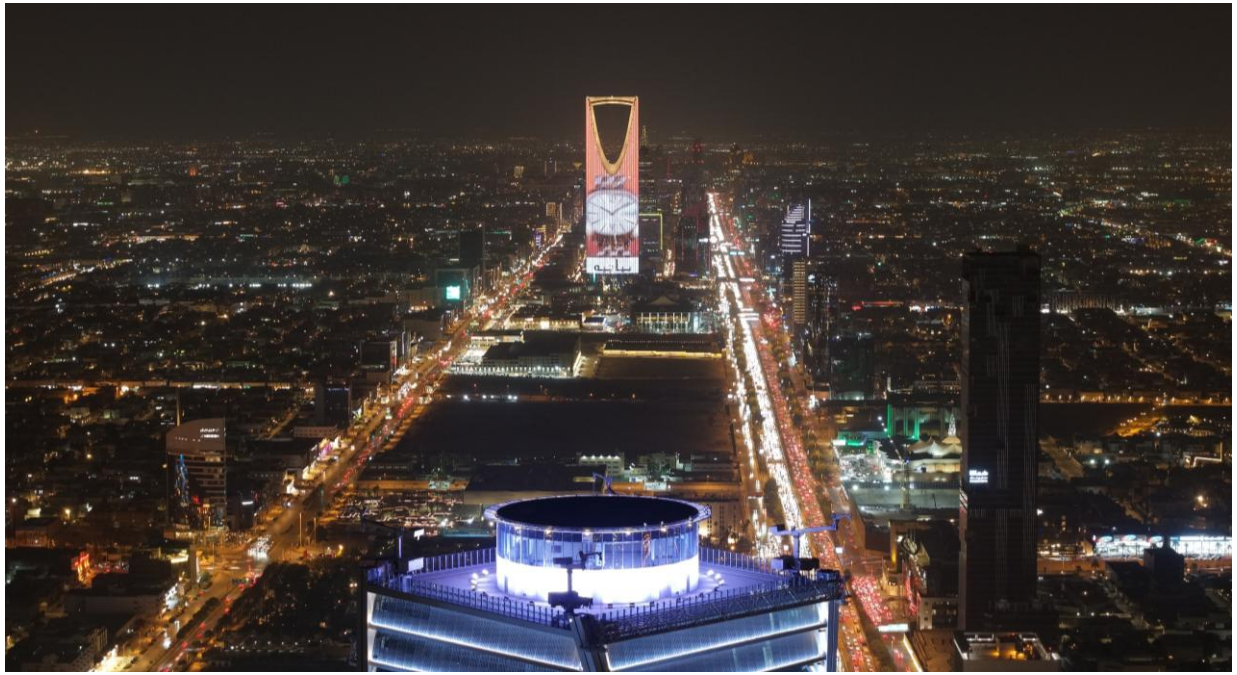
Overview

Rising 300 meters above Riyadh, Kingdom Tower is a defining symbol of ambition and achievement in the city's heart.

Nestled between King Fahad Road and Olaya Street in the Al Olaya District, it's surrounded by leading business and residential hubs.

Visible from nearly every part of Riyadh, it stands as one of Saudi Arabia's most recognizable landmarks.



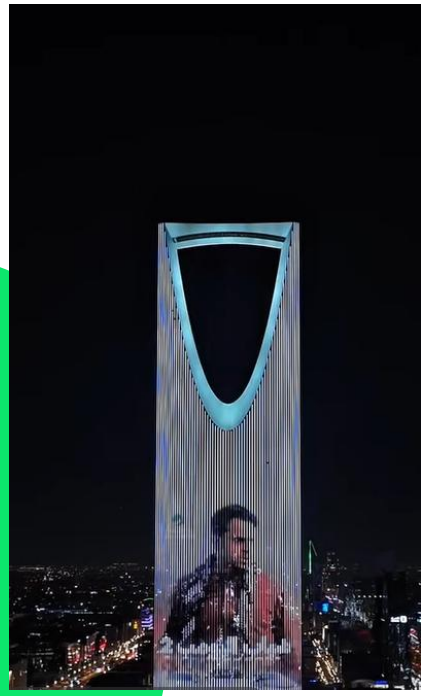



رؤية
أنت
أساسها
VISION
2030


SAMSUNG


NHC
لأننا
الخيار
الأول

Kingdom Tower Is Repeatedly Bridging Offline Executions With Online Scale and Action



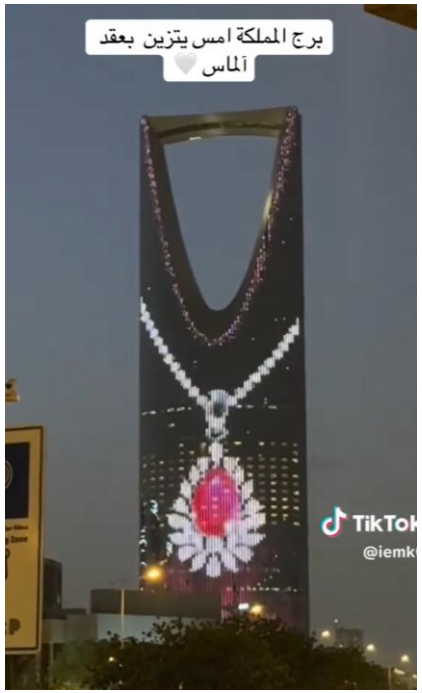
Shabab Al Bomb

6.9m



Half Million

1.1M



Rotana Luxury

760.8K



Best Shield

133.5K

**Views Effective as of 7-July-2026*

Olaya Avenue

King Fahd Road, King Fahd District, Riyadh

Series:	**Legacy Series**
Market:	Riyadh
Facades:	1
Installation:	South Façade
Orientation:	Landscape
Total Dimension:	29 meters x 12 meters (W x H)
Total Façade Space:	348 m²
Location Map:	Click Here

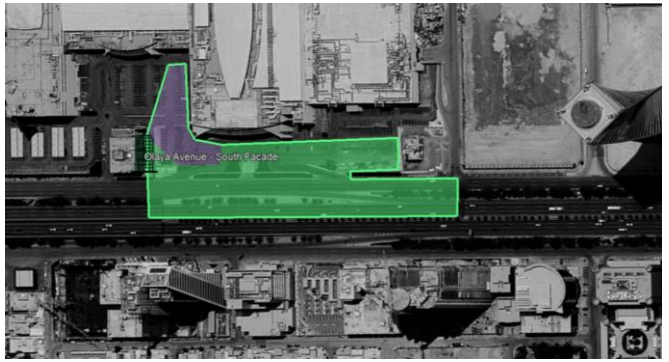


Overview

Installed adjacent to Riyadh Gallery Mall on King Fahd Road, the Olaya Avenue – South Façade Digital Building Façade benefits from prominent visibility to motorists travelling northbound towards Exit 4 and King Abdullah Financial District.

Positioned directly alongside the highway, the façade commands attention from traffic on both the main and service road lanes, ensuring broad viewing opportunities.

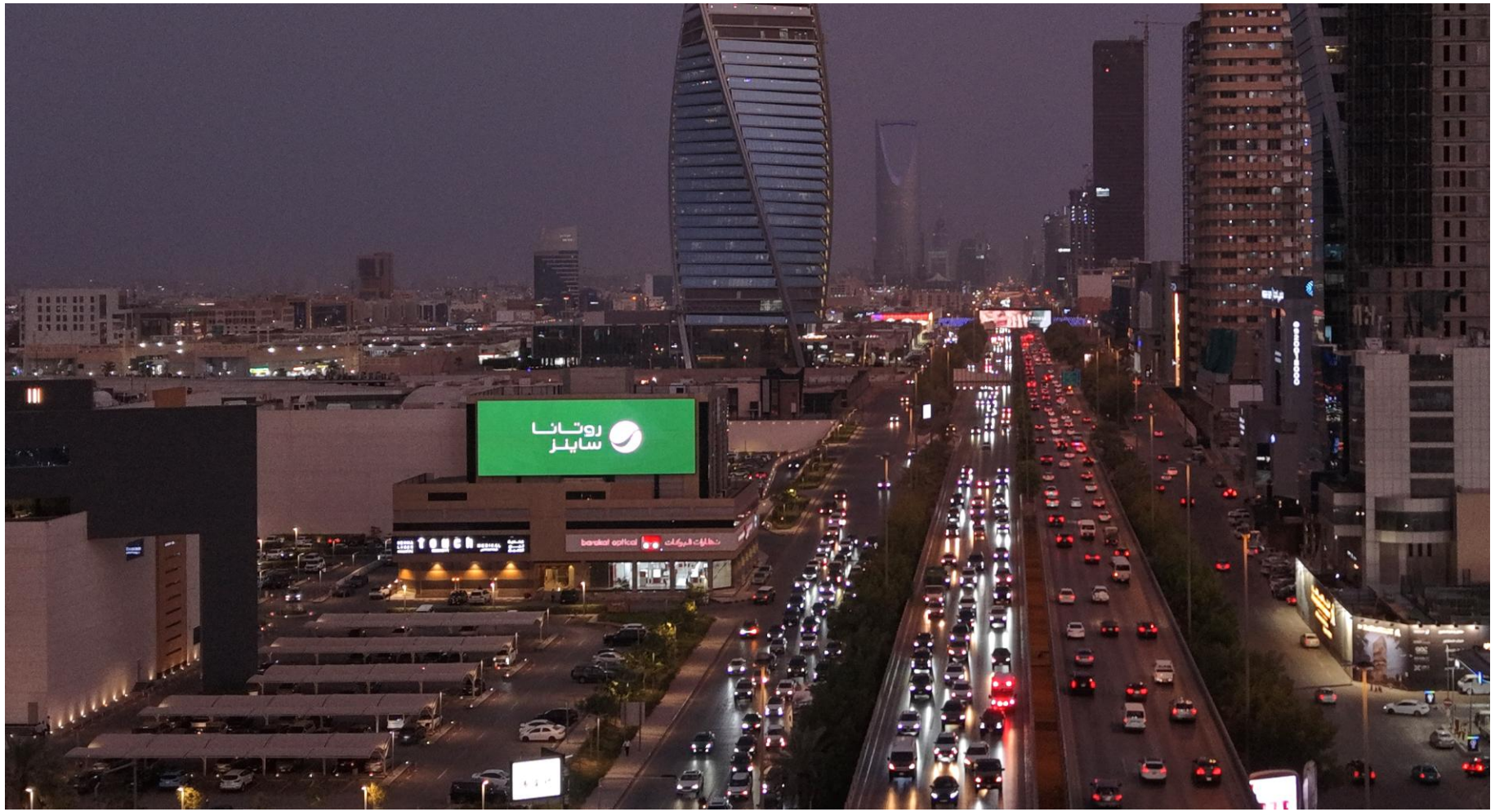
Key surrounding landmarks include Majdoul Tower, Riyadh Gallery Mall (home to Hyper Panda, AMC Cinemas Riyadh Gallery and leading retail brands), Burger King and Al Rajhi Tower.



Olaya Avenue

King Fahd Road, King Fahd District, Riyadh

Series:	**Legacy Series**
Market:	Riyadh
Facades:	1
Installation:	North Façade
Orientation:	Landscape
Total Dimension:	29 meters x 10 meters (W x H)
Total Façade Space:	290 m²
Location Map:	Click Here

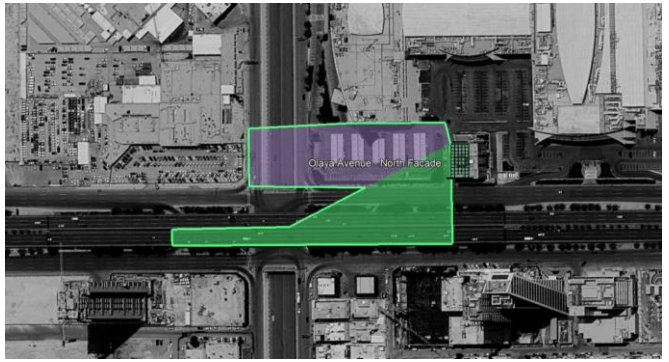


Overview

A landmark Digital Building Façade strategically positioned along King Fahd Road, targeting southbound traffic travelling towards the heart of city.

Located adjacent to Riyadh Gallery Mall ON King Fahd Road, the North Façade captures uninterrupted visibility along the overpass, providing advertisers with extended viewing opportunities.

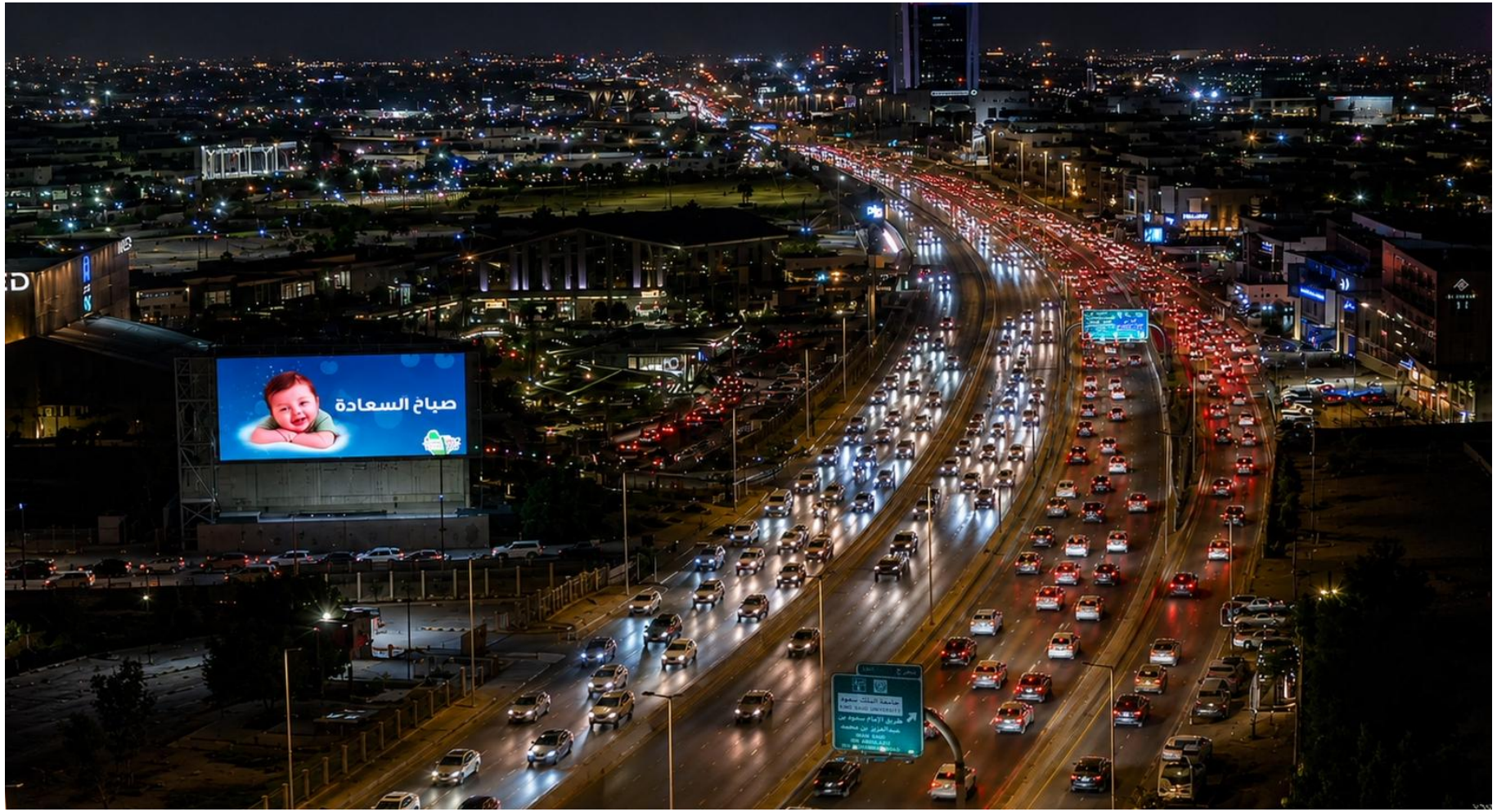
Benefiting from continuous traffic volumes, the location sits along one of Riyadh's most prominent inner-city (north → south) routes leading towards Kingdom Tower, Al Faisaliah Tower and Tahlia Street.



Esplanade (Vox)

Prince Turki Road, King Saud University District, Riyadh

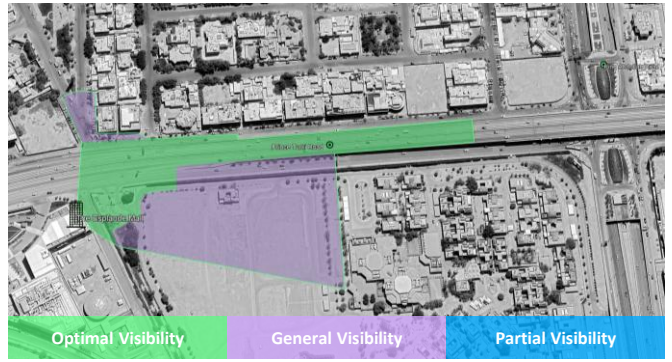
Series:	**Legacy Series**
Market:	Riyadh
Facades:	1
Installation:	South Façade
Orientation:	Landscape
Total Dimension:	24 meters x 10 meters
Total Façade Space:	240m² per facade
Location Map:	Click Here



Overview

Positioned along Prince Turki Road on The Esplanade Mall's southern wall, this Digital Building Façade commands attention from motorists heading north toward Digital City, U-Walk, and King Saud University.

Visible even from the nearby overpass, it offers powerful exposure in one of Riyadh's most vibrant commercial and lifestyle areas.



Solitaire

King Abdulaziz Road, As Sahafah District, Riyadh

Series:	**Legacy Series**
Market:	Riyadh
Facades:	1 | L-Shape
Installation:	South & East Façade
Orientation:	Landscape
Total Dimension:	77 meters x 18 meters (W x H)
Total Façade Space:	1,386 m²
Location Map:	Click Here



Overview

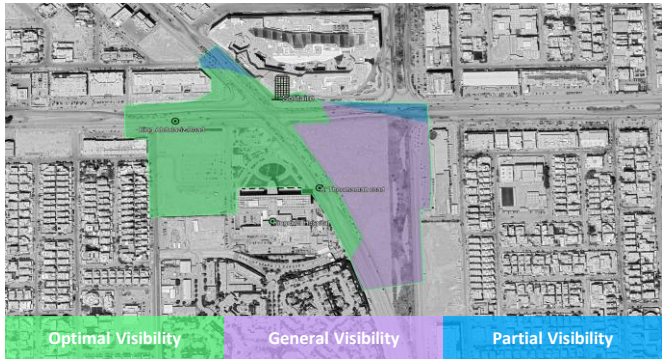
Installed on the south-east side of Riyadh's newest high luxury mall, this Digital Building Façade comprised of 2 sides will act as a singular touchpoint.

Eastern Façade

With direct exposure to motorists on Al Thoumamah Road heading west and those on King Abdulaziz Road heading south.

Southern Façade

With direct exposure to motorists on King Abdulaziz Road heading north and those on Al Thoumamah Road heading east.



Cenomi Nakheel Mall

Imam Saud Bin Abdulaziz Road, An Mughrizat District, Riyadh

Series:	**Legacy Series**
Market:	Riyadh
Facades:	1
Installation:	East Façade

Orientation:	Landscape
Total Dimension:	40 meters x 12 meters
Total Façade Space:	480 m²
Location Map:	Click Here

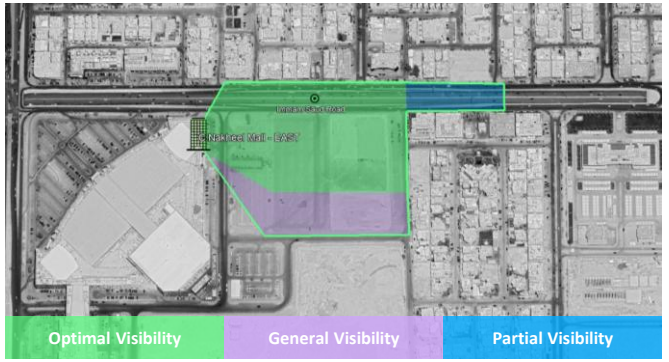


Overview

Set in a prime, high-traffic hub, the new Digital Building Façade installation is the first of its size and prominence in such a strategic position against the vibrant backdrop of Cenomi Nakheel Mall.

Eastern Façade

With direct exposure to motorists travelling westwards (from exit 9) along Imam Saud Bin Abdulaziz Road (towards Digital City).



Cenomi Nakheel Mall

Uthman Ibn Affan Road, An Mughrizat District, Riyadh

Series:	**Legacy Series**
Market:	Riyadh
Facades:	1
Installation:	South Façade

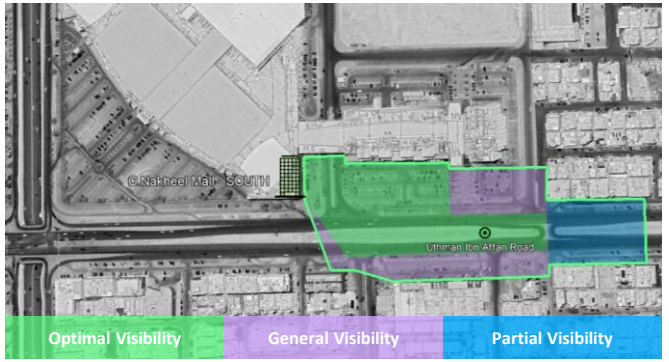
Orientation:	Landscape
Total Dimension:	40 meters x 12 meters
Total Façade Space:	480 m²
Location Map:	Click Here



Overview

Installed on the opposite side of the Cenomi Nakeel Mall – East facade, this new Digital Building Façade is fixed on the southern wall of the mall.

Due to its positioning, this façade supports advertiser campaigns driving northwards along Uthman Bin Affan Road capturing all traffic originating from Al Mughrizat and An Nuzhah districts.



Zain Building

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

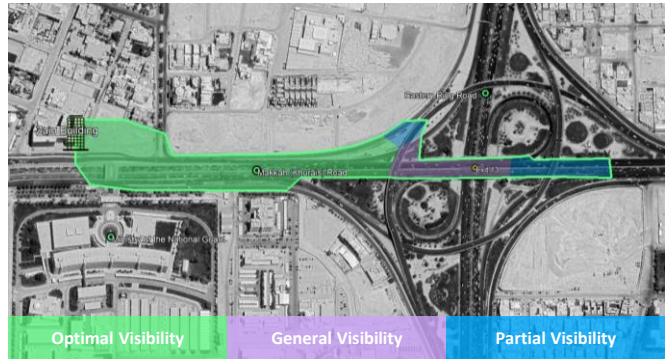
Series:	**Legacy Series**
Market:	Riyadh
Facades:	1
Installation:	East Façade
Orientation:	Landscape
Total Dimension:	42 meters x 11 meters (W x H)
Total Façade Space:	462 m²
Location Map:	Click Here



Overview

Positioned on the high-traffic Khurais Road, just after Exit 13 and before the King Abdulaziz Public Library, the Zain Digital Building Façade offers prime visibility along one of Riyadh's most vital east-west corridors.

Facing westbound traffic, this expansive screen captures the daily attention of thousands of commuters, making it a commanding landmark for advertisers seeking consistent, high-frequency exposure in a zone that is a gateway into the heart of Riyadh City.



Metro Carriage Screens

Carriage Cars, Riyadh Metro

Series:	**Transit Series**
Market:	Riyadh
Trains / Screens:	183 Trains / 2,688 Screens
Installation:	Carriage Interior
Orientation:	Landscape
Dimension:	18” and 19”
Screens per Carriage:	6
Location Map:	N/A



9.9M	25.6%	23 Minutes	+21%	74%
Av. Monthly Pax Jan-Aug 2026	Increase in Ridership Jan-Aug 2025 vs. 2026	Average Trip Duration	Unaided Brand Recall	Actively Look At Screens

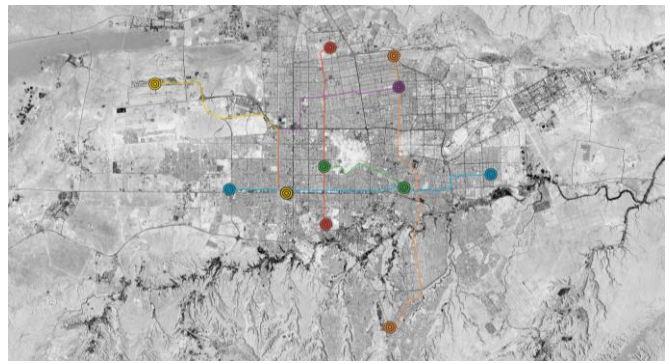
Overview

Engage thousands of daily commuters through high-impact digital advertising inside Riyadh Metro Carriages.

Each carriage features up to six strategically placed screens, ensuring full visibility for seated and standing passengers.

With long dwell times in a distraction-free environment, brands benefit from high exposure, strong recall, and repeated impressions.

This exclusive platform offers direct access to a diverse, captive audience within one of the region’s fastest-growing transport networks.



**Archers Research & Brand Consultancy: Metro Screens Advertising Effectiveness, August 2025*

Stadium Dominance

Kingdom Arena | Souwaid Ibn Harithah, Hittin, Riyadh

Series:	**Entertainment Series**	**Orientation:**	Arch
Market:	Riyadh	**Dimension:**	34 meters x 27 meters
Screens / Sides:	4 Screens / 2 Sides	**Screens per Carriage:**	1,512m²
Installation:	Goal Lines	**Location Map:**	Click Here



Overview

Experience the future of stadium advertising with Rotana Signs' groundbreaking digital façade inside the Kingdom's largest indoor football stadium, home to Al Hilal FC.

Featuring four high-definition LED facades positioned at each corner and converging toward the central scoreboard along the goal lines, the 1,512m² display offers unmatched visibility and immersion.

For over 90 minutes, brands command the arena's visual space, achieving maximum exposure in one of the region's most dynamic sporting environments.




نزّل التطبيق
trendyol
ALHILAL 0 02:17 0 ALQADISIYAH
PROUD TO BE BLUE
ROSHN SAUDI LEAGUE


وأنت من أهله
أفعالنا تجعل
PROUD TO BE HILALI
SAVVY GAMES GROUP


PLAY LIFE
Qiddiya
القدية
PROUD TO BE HILALI


RedBull MOBILE
PROUD TO BE HILALI

Jeddah

Digital Steel Bridge

City Wide Distribution, Jeddah

Series:	**Digital Series**
Market:	Jeddah
Location / Faces:	12 Locations / 24 Faces
Installation:	City Wide
Orientation:	Landscape
Av. Dimension:	≈77 meters x 9 meters (W x H)
Av. Space:	≈500m² per facade
Location Map:	Click Here



Overview

A true innovation in Jeddah's OOH landscape, the Digital Steel Bridges span major highways as iconic, full-width LED structures.

With over 500m² of premium display space, they deliver unmatched visibility, brand impact, and dual-sided exposure while serving as safe pedestrian crossings.

Each bridge supports static, animated, and day-part messaging on high-profile routes.



Digital Bridge

City Wide Distribution, Jeddah

Series:	**Digital Series**
Market:	Jeddah
Location / Faces:	Check Map Link
Installation:	Tunnels and Overpasses
Orientation:	Landscape
Total Dimension:	14 meters x 3 meters
Total Façade Space:	42 m²
Location Map:	Click Here



Overview

A network of 20 new Digital Bridges are being installed across the vibrant west coast city of Jeddah, extending high-impact visibility along key east–west and north–south corridors.

Designed as the dynamic counterpart to the Digital Steel Bridges, this new series captures the attention of thousands of residents and commuters daily, reinforcing brand presence across connected neighborhoods and communities.

Placement will be included across:

- East/West Roads x Madina Road (Overpass / Tunnels)
- King Abdullah Road
- Al Andalus Road
- Sari Road
- King Fahed Street (Sitteen)



*Quantities and locations subject to change without prior notice / Panel inventory is rolling out in phases. Please consult your sales contact


خلّك مليونير
مع كل صيانة تزيد فرصتك للفوز
25


من 0 إلى 200 كلم/ساعة..
في 3.9 ثانية!
هذه هي الطاقة
aramco


أرمي جوعك على
أقرب شباك ماكدونالدز


اشتري نظارة و الثانية
مجاناً
eyewa
eyewaPRO
عينك قدها


SAMSUNG
Galaxy Z Fold5 | Z Flip5
samsung.com

Stars Avenue

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

Series:	**Legacy Series**
Market:	Jeddah
Facades:	1
Installation:	South Façade

Orientation:	Landscape
Total Dimension:	77.6 meters x 12.6 meters
Total Façade Space:	977.8 m²
Location Map:	Click Here



Overview

The Stars Avenue Digital Building Façade is a high-definition display along Jeddah's busy King Abdulaziz Road.

A well-known city landmark crossing Sari Road, its curved, low-level design maximizes visibility and captures attention from motorists in every direction



Tahlia Mall

Tahlia Mall, Tahlia Road, Ar Rawdah District, Jeddah

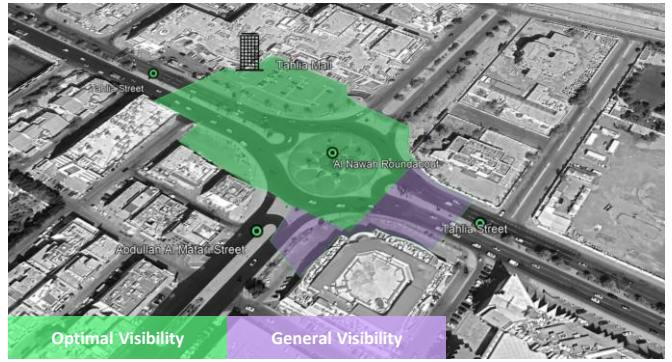
Series:	**Legacy Series**
Market:	Jeddah
Facades:	1 | L-Shape
Installation:	South & East Façades
Orientation:	Landscape
Total Dimension:	23.2 meters x 16.2 meters
Total Façade Space:	375.84 m²
Location Map:	Click Here



Overview

Installed in 2025, the Tahlia Mall Digital Building Façade spans two sides of the mall along Jeddah's prime Tahlia Road.

Positioned at eye level and 3D-capable, it offers clear visibility to westbound motorists near Al Nawah Roundabout, ensuring extended exposure as traffic slows at this busy junction.



Sari Road

Sari Road, As Salamah District, Jeddah

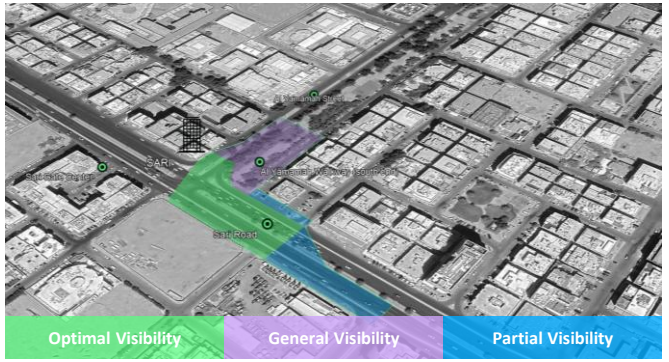
Series:	**Legacy Series**
Market:	Jeddah
Facades:	1
Installation:	East Facade
Orientation:	Portrait
Total Dimension:	9.76 meters x 15.36 meters
Total Façade Space:	149.9 m²
Location Map:	Click Here



Overview

Located at the junction of Sari Road and Al Yamamah Street in central Jeddah, this Digital Building Façade offers prime visibility amid heavy traffic.

As one of the city's key east–west routes, Sari Road ensures repeated exposure, making it a major advertising landmark for daily commuters.



Prestige Billboard

City Wide Distribution, Jeddah

Series:	**Digital Series**	**Orientation:**	Landscape / Portrait
Market:	Jeddah	**Av. Dimension:**	7m x 11m / 6m x 9m
Location / Faces:	2 / 4 – Currently Rolling Out	**Av. Space:**	77 m² / 54 m²
Installation:	Roadside	**Location Map:**	Click Here



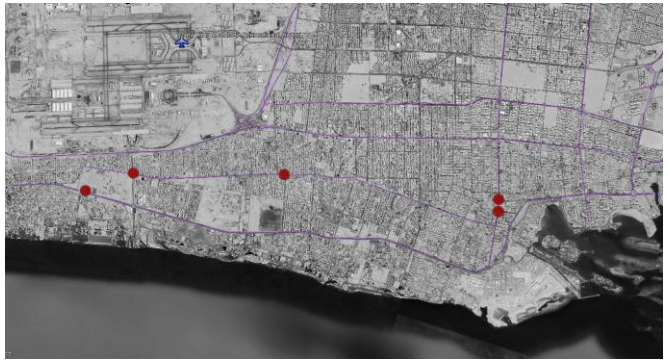
Overview

As part of the dynamic transformation of the out-of-home advertising landscape in Saudi Arabia, Jeddah has welcomed an exciting new addition that redefines visibility for advertisers.

With strategically chosen locations in high profile areas, the Prestige Billboard installations are designed to keep the community informed while delivering exceptional exposure for local, regional, and international brands.

Orientated in a portrait nature, the Prestige Billboards are positioned in well-established neighborhoods and key roads such as:

- Tahlia Street
- Prince Sultan
- King Abdulaziz Road



*Panel inventory is rolling out in phases. Please consult your sales contact

Maxi Billboard

City Wide Distribution, Jeddah

Series:	**Digital Series**
Market:	Jeddah
Location / Faces:	Check Map Link
Installation:	Roadside
Orientation:	Landscape
Av. Dimension:	10m x 5m / 14.7m x 4.3m
Av. Space:	50 m²
Location Map:	Click Here



Overview

Maxi Billboards redefine high-impact digital out-of-home across Jeddah's established and fast-growing districts, expanding brand visibility into previously untapped areas of the city.

These structures deliver powerful, dominant exposure across Jeddah's key road networks, including King Abdulaziz Road, King Fahd Road (Sitteen), Madinah Road, Prince Mohammad Road (Tahlia), Ring Road (Haramain Road) and more.

Maxi Billboards offer city-wide coverage, high frequency, and consistent visibility, creating exceptional exposure opportunities across Jeddah's most vibrant urban zones.



*Panel inventory is rolling out in phases. Please consult your sales contact

Static Steel Bridge

Al Makarunah Street, An Nuzhah Distrct, Jeddah

Series:	**Classical Series**
Market:	Jeddah
Location / Faces:	1 Location / 2 Faces
Installation:	Pedestrian Bridge
Orientation:	Landscape
Av. Dimension:	≈66 meters x 8.7 meters
Av. Space:	≈410m² per facade
Location Map:	Click Here



Overview

Located in Jeddah's northern An Nuzhah district along Al Makarunah Street, the Static Steel Bridge offers brands exclusive 24/7 visibility and complete share of voice.

Installed on a prominent route, it provides clear dual-sided exposure to both motorists and pedestrians while serving as a safe crossing.

Designed for impactful static displays, it stands as a powerful landmark for sustained brand presence in a prime city location.



Hajj Terminal

King Abdulaziz International Airport, Jeddah

Series:	**Transit Series**	**Orientation:**	Landscape & Portrait
Market:	Jeddah	**Av. Dimension:**	Various
Faces:	744 Faces	**Av. Space:**	Various
Installation:	Interior & Exterior	**Location Map:**	Click Here

7 Million PAX ‘24

30,000+ Flights

40+ Countries of Origin

80+ Airlines



Duty Free



Luggage Area Wall Screens



Luggage Area Belt Screens



Passport Control Screens



Exit Screens



Plaza Screens



Jet Bridges



Stickers



Square Pillars



Luggage Belt Wall Screens

**Quantities and locations subject to change without prior notice*

Hajj Terminal

King Abdulaziz International Airport, Jeddah

Series:	**Transit Series**	**Orientation:**	Landscape & Portrait
Market:	Jeddah	**Av. Dimension:**	Various
Faces:	744 Faces	**Av. Space:**	Various
Installation:	Interior & Exterior	**Location Map:**	Click Here

7 Million PAX ‘24

30,000+ Flights

40+ Countries of Origin

80+ Airlines



Light-Box’s & Baggage Stickers



Columns



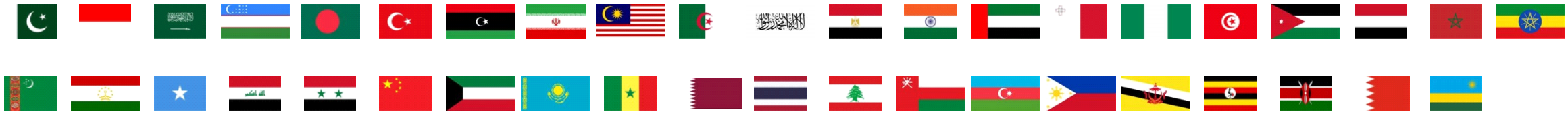
Promotional Stand



Waiting Area Light Boxes



Totems

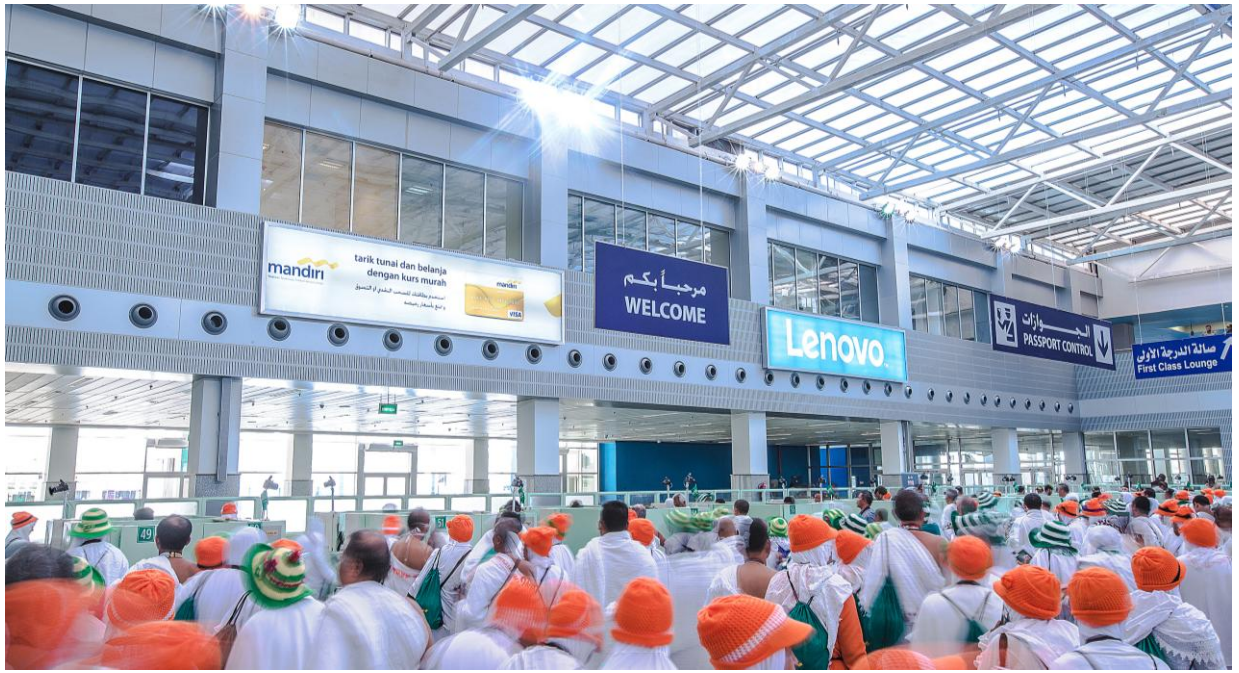


**Quantities and locations subject to change without prior notice*


Transit Series


كل عناصر النجاح موجودة
لخلق شيء عظيم وكبير
Bringing You Closer
تقرب لك البعيد


ZOIN
E8


mandiri
tarik tunai dan belanja
dengan kurs murah
مرحباً بكم
WELCOME
Lenovo
PASSPORT CONTROL
First Class Lounge

Haramain Highspeed Railway

Series: Transit Series

Stations Covered By Train:
- Makkah
- Jeddah
- King Abdulaziz Int'l Airport
- KAEC
- Madinah

Trains: 35 Trains

Installation: Interior & Exterior

Orientation: Landscape & Portrait

Location Map: Click Here

9.1 Million PAX '24

5 Stations

35 Operating Trains

450 KM of Track



Overhead LED Screen



Interior Sliding Doors



Overhead Luggage Rack



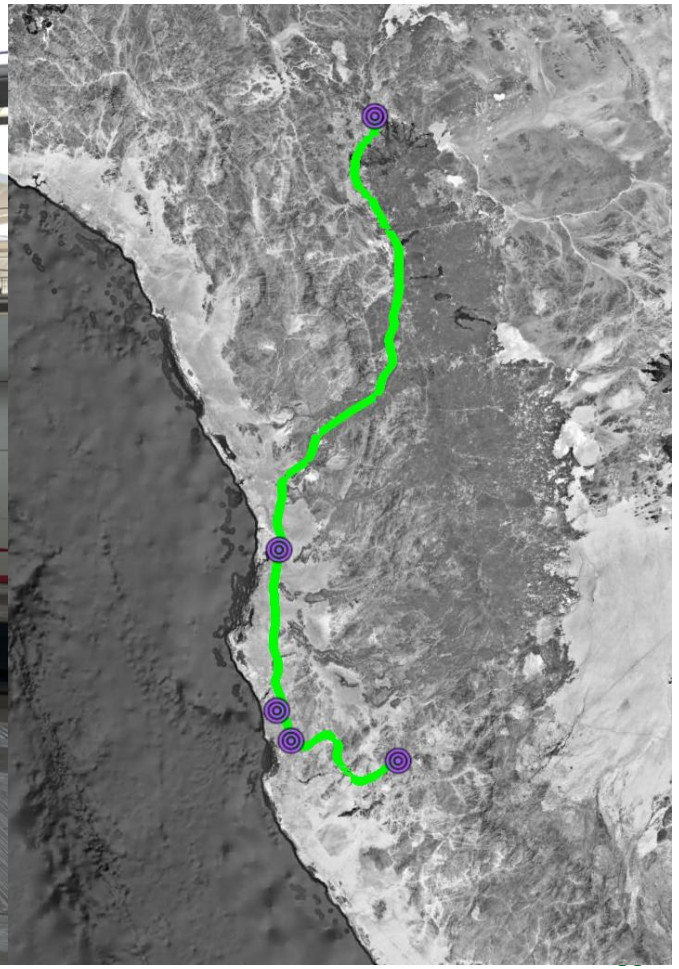
Train Wrapping

*Quantities and locations subject to change without prior notice

9.1m Passengers Utilized HHR in 2024

Makkah | Jeddah - Al Sulaymaniyah | Jeddah - King Abdulaziz international Airport | King Abdullah Economic City | Madinah





Dammam / Al-Khobar

Al Abdulkarim Tower

King Fahad Road, Al Qashlah, Dhahran

Series:	**Legacy Series**
Market:	Dhahran
Facades:	1
Installation:	North Facade

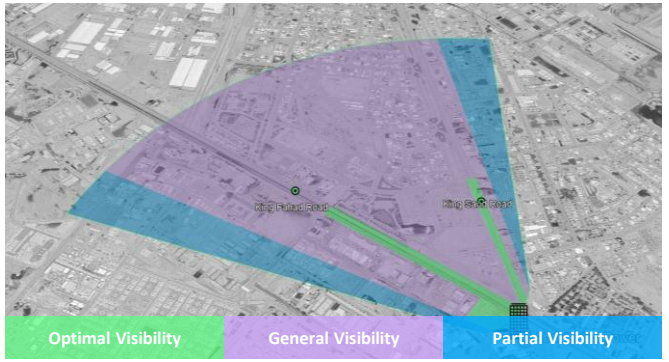
Orientation:	Portrait
Total Dimension:	30 meters x 90 meters
Total Façade Space:	2,700 m²
Location Map:	Click Here



Overview

Rising 150 meters with 41 floors, Al Abdulkarim Tower is the tallest commercial building in the Eastern Province, located at the King Fahad and King Saud Roads intersection in Dhahran.

Its northern façade hosts one of the province's largest digital screens, offering strong visibility to motorists traveling between Dammam, Khobar, and Dhahran.



Al Khaldi Tower

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

Series:	**Legacy Series**
Market:	Dhahran
Facades:	1
Installation:	South Facade

Orientation:	Portrait
Total Dimension:	20 meters x 25 meters
Total Façade Space:	500 m²
Location Map:	Click Here



Overview

Strategically located in Dhahran along the bustling Custodian of The Two Holy Mosques Road, AlKhalidi Tower stands opposite the iconic Ithra and near the Saudi Aramco vicinity.

Its state-of-the-art digital screen commands visibility along one of the Eastern Province's key arteries, connecting Dhahran, Dammam, and Al Khobar, and engaging motorists traveling toward major destinations including Al Qatif, Al Jubail, and Bahrain.



Gulf Center

Prince Turkey Street, Al Corniche, Al Khobar

Series:	**Legacy Series**
Market:	Al Khobar
Facades:	1 | L-Shape
Installation:	North & West Façade
Orientation:	Landscape
Total Dimension:	95 meters x 9 meters
Total Façade Space:	855 m²
Location Map:	Click Here



Overview

Located on Al Khobar's Corniche along Prince Turkey Street, the Gulf Center features an L-shaped digital façade with north and west exposure for maximum visibility.

Positioned at a key T-junction connecting Dammam, Dhahran, and Al Khobar, it offers unobstructed views and continuous exposure to high daily traffic to motorists entering and leaving the Al Khobar Corniche area.



Mousa Tower

King Fahad Road, Al Khalidiyyah Al Janubiyyah, Dammam

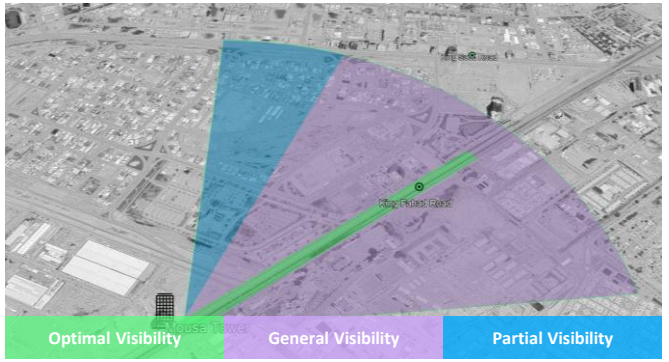
Series:	**Legacy Series**
Market:	Dammam
Facades:	1
Installation:	South Facade
Orientation:	Portrait
Total Dimension:	40 meters x 60 meters
Total Façade Space:	2,400 m²
Location Map:	Click Here



Overview

Mousa Tower, located along King Fahad Road in East Dammam, features a prominent southern façade digital screen visible from over 1 km away.

It targets northbound traffic from Al Khobar and nearby areas, offering prime exposure to motorists heading toward Dammam's key residential, commercial, and port districts.



Digital Megacom

City Wide Distribution, Greater Dammam

Series:	**Digital Series**
Market:	Dammam / Al-Khobar / Dhahran
Faces:	Check Map Link
Installation:	Inner-City/Roadside
Orientation:	Square
Total Dimension:	4 meters x 3 meters
Total Façade Space:	12 m²
Location Map:	Click Here



Overview

The Digital Megacom network across Dammam and Al Khobar represents a strategically deployed mid sized format designed to provide extensive reach and consistent brand exposure.
It offers an effective platform for building awareness and delivering strong visibility across key urban touchpoints.

Installed throughout the active road infrastructure of Greater Dammam, the Digital Megacom format benefits from steady vehicular movement and commuter traffic, supporting clear and continuous visibility from all directions.



*Panel inventory is rolling out in phases. Please consult your sales contact

Maxi Billboard

City Wide Distribution, Greater Dammam

Series:	**Digital Series**
Market:	Greater Dammam
Location / Faces:	Check Map Link
Installation:	Roadside
Orientation:	Landscape
Av. Dimension:	10 meters x 5 meters (W x H)
Av. Space:	50m² per façade
Location Map:	Click Here



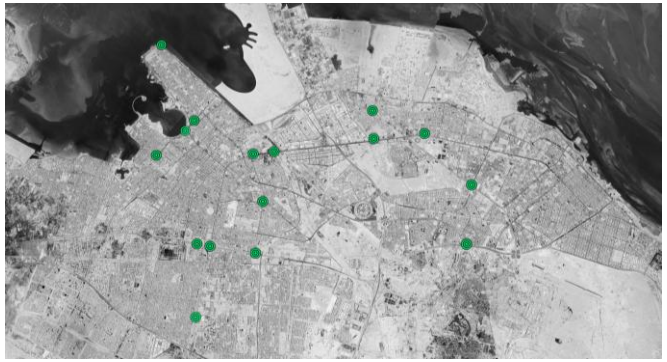
Overview

Maxi Billboards are the latest in large digital out of home network assets installed with the Dammam Metropolitan Area (Dammam, Al-Khobar, Dhahran).

Measuring 10 x 5, they are being strategically installed on key major and main roads which experience continuous high traffic which serve as major mobility routes for local and visiting audiences.

Currently found on King Saud Road, King Fahd Road, Gulf Road and others, the inventory is growing with new installations.

Due to the asset structure size and placement, they are highly visible and serve advertisers needs to promote both branding and tactical campaigns.



*Panel inventory is rolling out in phases. Please consult your sales contact

Street LED

City Wide Distribution, Dammam/Al-Khobar

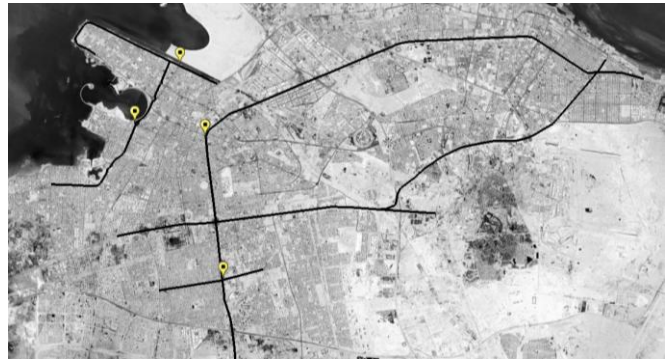
Series:	**Digital Series**
Market:	Dammam/Al-Khobar
Location / Faces:	4 Locations / 4 Faces
Installation:	Traffic Intersections
Orientation:	Square
Av. Dimension:	8 meters x 8 meters
Av. Space:	64m² per façade
Location Map:	Click Here



Overview

Street LEDs have become a key feature of urban advertising, delivering dynamic, high-impact content at busy intersections.

These versatile 8m x 8m displays suit all campaign types and engage motorists during standstill traffic in community hotspots.



Makkah

Digital Megacom

City Wide, Makkah

Series:	**Digital Series**
Market:	Makkah
Faces:	Check Map Link
Installation:	Inner-City/Roadside
Orientation:	Square
Total Dimension:	4 meters x 3 meters (W x H)
Total Façade Space:	12 m²
Location Map:	Click Here



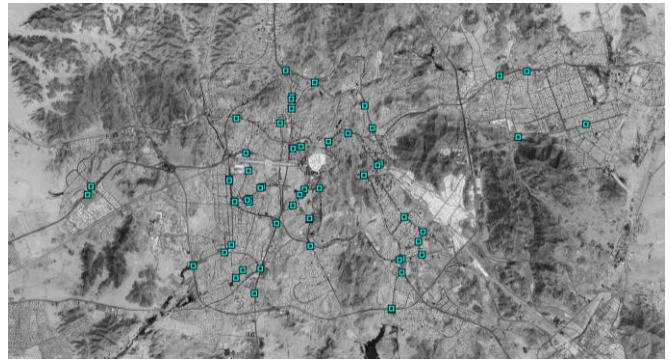
Overview

This mid-sized tactical format within the city of Makkah is being installed and is a wonderful medium designed for broad reach, high frequency and a tool for immediate awareness.

With congested and smaller streets found in Makkah, the Digital Megacom's result in clearer exposure from either side of the road.

Structurally attractive, the Digital Megacom is 4x3 in size and will be situated along:

- All major city roads
- Inner-city streets
- Traffic intersections
- Key residential and business vicinities



*Panel inventory is rolling out in phases. Please consult your sales contact

Maxi Billboard

City Wide Distribution, Makkah

Series:	**Digital Series**
Market:	Makkah
Location / Faces:	Check Map Link
Installation:	Roadside
Orientation:	Landscape
Av. Dimension:	10 meters x 5 meters (W x H)
Av. Space:	50m² per façade
Location Map:	Click Here

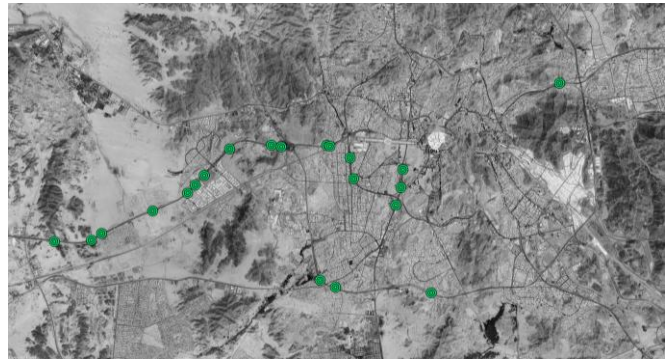


Overview

Maxi Billboards are the newest form of large digital out of home network assets in Makkah, whereby they are inherently serving to uplift the exposure opportunities for advertisers within the holy city.

Similar to Maxi Billboards in Jeddah and Dammam, these formats are being installed on major and main roads leading in and out of the city center.

From the Central Ring Road, Third and Fourth Ring Road, Jeddah-Makkah Road, and many others, Maxi Billboards, Makkah are designed to for broad reach and scale, capturing the attention the audiences both local and international.



*Panel inventory is rolling out in phases. Please consult your sales contact

Static Hoarding

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

Series:	**Classical Series**
Market:	Makkah
Facades:	1
Installation:	West Façade
Orientation:	Landscape
Total Dimension:	60 meters x 20 meters
Total Façade Space:	1200 m²
Location Map:	Click Here

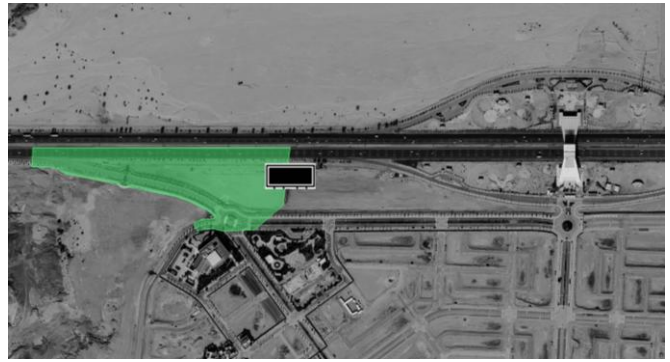


Overview

Strategically placed for dominant exposure, this Static Hoarding is located at one of the most significant city gateways in the nation.

Positioned on the Jeddah-Makkah Highway it is installed roughly 600 meters before crossing the iconic Main Makkah Gate.

Serving millions of pilgrims, visitors, and residents annually, it represents a powerful point of arrival where audiences transition into a destination of importance.



Madinah

Digital Hoarding

Al Imam Al Muslim Road, Jable Jammah and Ghurabah, Madinah

Series:	**Legacy Series**
Market:	Madinah
Facades:	2
Installation:	East & West Façade
Orientation:	Landscape
Total Dimension:	40 meters x 8 meters
Total Façade Space:	320 m² per facade
Location Map:	Click Here

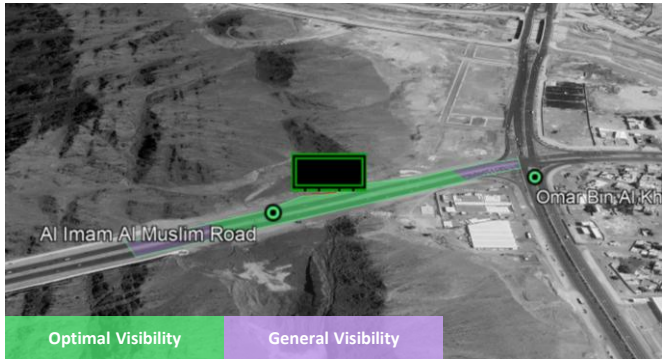


Overview

As Saudi Arabia's first Digital Hoarding installation, these two 40 x 8 meter structures mark a milestone in the Kingdom's OOH evolution.

Positioned on Al Imam Al Muslim Road southwest of the Holy Mosque, they command heavy traffic flow connecting major city routes.

The project reflects Madinah's urban growth and rising demand for dynamic advertising platforms.



Digital Hoarding

King Abdallah Road (Second Ring Road) after Al-Faleh Sport Center, Madinah

Series:	**Legacy Series**
Market:	Madinah
Facades:	1
Installation:	East Façade
Orientation:	Landscape
Total Dimension:	50 meters x 8 meters
Total Façade Space:	400 m²
Location Map:	Click Here



Overview

As part of the continued development of Madinah's out-of-home media landscape, a third premium Digital Hoarding has been strategically installed along King Abdullah Road (Second Ring Road), reinforcing the city's high-impact advertising network.

Located just 1.1 km south of the King Abdulaziz x King Abdullah Junction, this prime digital site sits on the eastern stretch of the Second Ring Road a key artery connecting motorists to and from Prince Mohammad bin Abdulaziz International Airport and the Haramain High-Speed Railway Station.

The location delivers strong reach, consistent frequency, and impactful brand exposure across one of Madinah's most vital transit corridor.



Jood Tower

King Abdallah Bin Abdulaziz Road (Second Ring Road), Al Aridh District, Madinah

Series:	**Legacy Series**
Market:	Madinah
Facades:	1
Installation:	North Façade

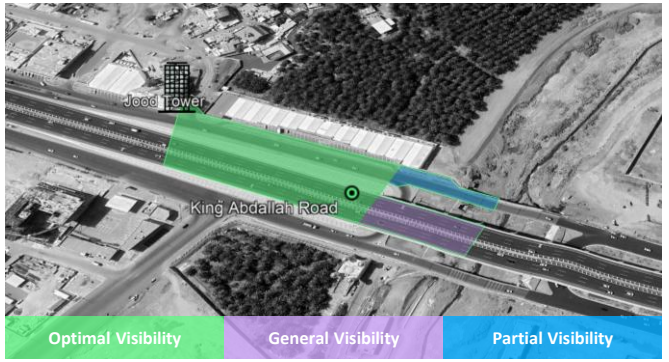
Orientation:	Portrait
Total Dimension:	13 meters x 19 meters
Total Façade Space:	247 m²
Location Map:	Click Here



Overview

Installed on the northeast section of Madinah's Second Ring Road (King Abdullah Road), this Digital Building Façade faces southbound traffic near Al Rashid Mall.

Just 400 meters away, the site experiences heavy flow toward King Abdulaziz Junction and is surrounded by hotels and commercial venues serving both residents and visiting pilgrims.



Other Cities

Digital Bridge

City Wide Distribution, Buraydah, Al Qassim

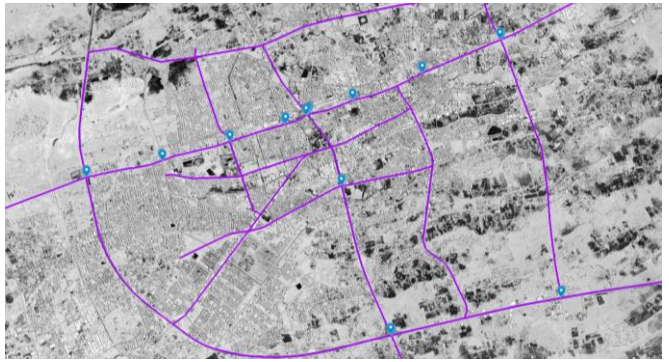
Series:	**Digital Series**
Market:	Buraydah, Al Qassim
Location / Faces:	12 Locations / 24 Faces
Installation:	Tunnels & Overpass
Orientation:	Landscape
Av. Dimension:	15.83 meters x 2.88 meters
Av. Space:	≈45.6m² per facade
Location Map:	Click Here



Overview

Buraydah, the capital of Al Qassim province and known as Saudi Arabia's "food basket" for its rich agricultural output, is home to 24 Digital Bridges across major roads and intersections.

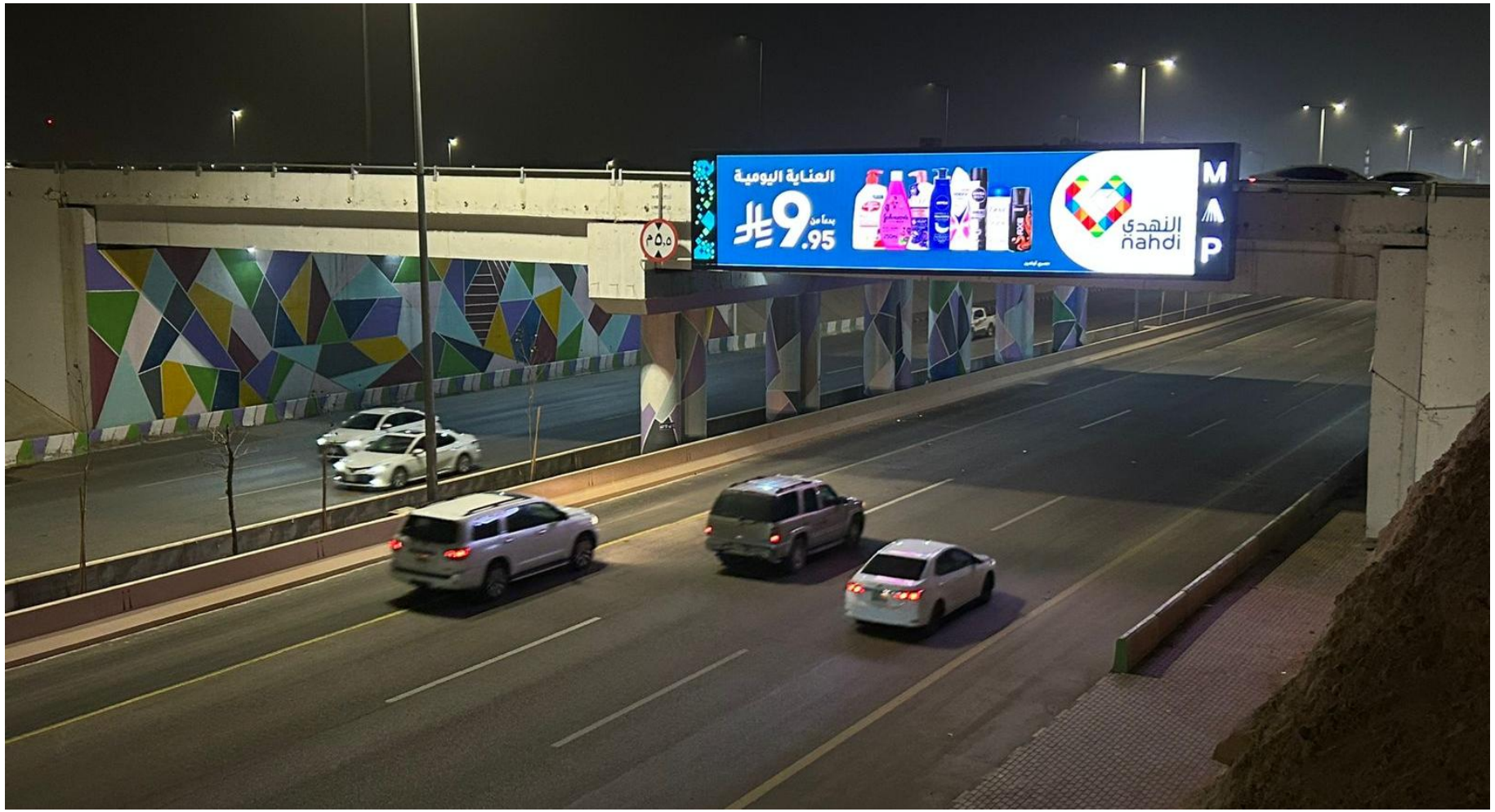
Spanning entire lanes, these premium landscape-format screens offer unobstructed, long-distance visibility and direct line-of-sight exposure to all motorists, providing brands with exceptional reach throughout the city.



Digital Bridge

City Centric Distribution, Arar

Series:	**Digital Series**
Market:	Arar
Location / Faces:	3 Locations / 6 Faces
Installation:	Tunnels & Overpass
Orientation:	Landscape
Av. Dimension:	12.28 meters x 2.88 meters
Av. Space:	≈35.4m² per facade
Location Map:	Click Here



Overview

Located near the Iraqi border, Arar serves as the capital of the Northern Borders Province and plays a vital role as a growing trade and logistics hub.

Along its key city roads, Al Nabaq Road and Prince Abdulaziz Bin Musaed Road, 6 Digital Bridges offer powerful visibility in every direction of travel.

Each premium, landscape-oriented screen provides clear, unobstructed exposure and exceptional reach, allowing advertisers to deliver dynamic, time-specific messaging that connects with motorists across the city's expanding network.



Street LED

City Central Distribution, Arar and Al Qurayyat

Series:	**Digital Series**	**Orientation:**	Square
Market:	Arar & Al Qurayyat	**Av. Dimension:**	5/6 meters x 4 meters
Location / Faces:	1x Arar + 2x Al Qurayyat	**Av. Space:**	≈21m² per facade
Installation:	Traffic Intersections	**Location Map:**	Click Here

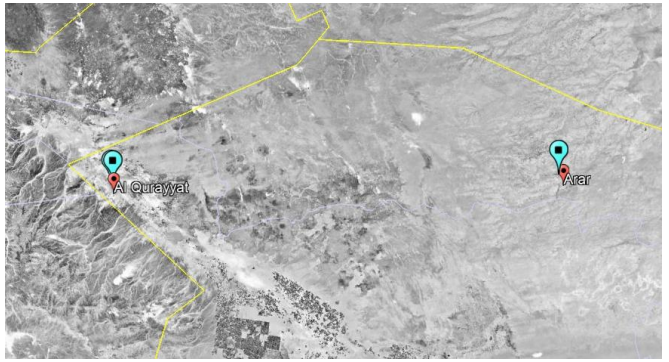


Overview

Out-of-home media in rural cities has long relied on static formats, but in Arar and Al Qurayyat, this has evolved with the introduction of Street LED.

Strategically positioned at the busiest intersections, these elevated displays offer dynamic visibility for motorists and pedestrians alike.

Installed at key traffic points, they maximize exposure, reinforce brand recall during prolonged waits, and support both static and animated campaigns for engaging storytelling.



Aziz Building

Al Mutalla Street, Al Jabal District, Jazan

Series:	**Legacy Series**
Market:	Jazan
Facades:	1
Installation:	South Façade
Orientation:	Portrait
Total Dimension:	5 meters x 15 meters
Total Façade Space:	75 m²
Location Map:	Click Here



Overview

Located in central Jazan, the Aziz Building Screen stands along a major roadway surrounded by busy commercial and residential areas, including Al Jabal and Ar Rawdah districts.

Just south of Al Mutalla Street and near key city junctions, it offers strong visibility and continuous traffic exposure.



Saraya Building

Prince Mohammad Bin Nasser Road, Ash Shati, Jazan

Series:	**Legacy Series**
Market:	Jazan
Facades:	1
Installation:	South Façade

Orientation:	Portrait
Total Dimension:	9 meters x 15 meters
Total Façade Space:	135 m²
Location Map:	Click Here



Overview

Located at a major crossroad in northern Jazan, this Digital Building Façade links central Jazan to Jazan University and nearby residential areas.

Along Prince Mohammad Bin Nasser Road, near AlSadfa Roundabout and Prince Metib Road, it offers strong visibility amid hotels, parks, and growing commercial zones.



SNB Building

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

Series:	**Legacy Series**
Market:	Jazan
Facades:	1
Installation:	West Façade
Orientation:	Portrait
Total Dimension:	9 meters x 17 meters
Total Façade Space:	153 m²
Location Map:	Click Here

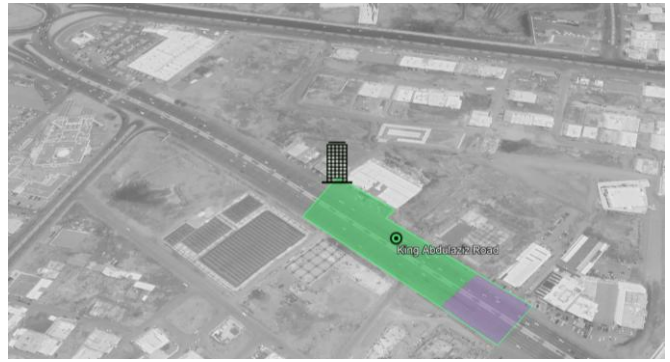


Overview

Located along King Abdulaziz Road on the outer façade of the SNB Building in Al Safa District, this 9 x 17 meter digital portrait façade captures all eastbound traffic toward the King Faisal Junction, delivering strong, uninterrupted exposure.

Positioned on a key central corridor, just 200 meters before the Airport Road southern entrance and along the main route to Abu Areesh, the site benefits from consistent urban and intercity traffic.

Surrounded by local businesses, hotels, and serviced apartments, the location enjoys continuous activity, making it a powerful touchpoint for reaching high-frequency local audiences with impactful brand messaging.



Static Maxi Billboard

Key Central Locations, Hail

Series:	**Classical Series**
Market:	Hail
Location / Faces:	3 Locations / 6 Faces
Installation:	Roadside
Orientation:	Landscape
Av. Dimension:	14.65 meters x 4.27 meters
Av. Space:	63m² per façade
Location Map:	Click Here



Overview

Located in northwestern Saudi Arabia, Hail City is a growing agricultural and commercial hub where Static Maxi Billboards offer brands powerful visibility across key roadways.

With a population of nearly 500,000, these elevated formats provide uninterrupted 24/7 exposure, ideal for bold messaging and long-term awareness campaigns.

Their commanding presence ensures lasting impact and consistent engagement with residents, commuters, and visitors.



Maxi Billboard

City Wide Distribution, Tabuk

Series:	**Digital Series**
Market:	Tabuk
Faces:	Check Map Link
Installation:	Roadside
Orientation:	Landscape
Av. Dimension:	10m x 5m
Av. Space:	50 m²
Location Map:	Click Here

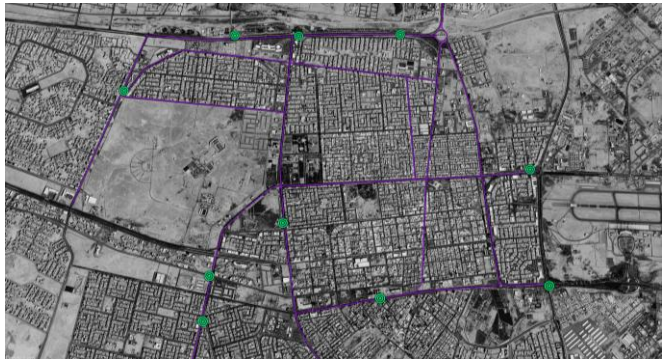


Overview

Introducing Rotana Signs' latest out-of-home format in northwestern Saudi Arabia.

Building on the success of Maxi Billboards across Jeddah, Makkah, Dammam and Al Khobar, Rotana Signs has expanded the format to Tabuk.

Strategically distributed across the city, the network offers advertisers an effective way to build visibility and connect with local audiences throughout Tabuk city.



*Panel inventory is rolling out in phases. Please consult your sales contact

Retail Series

Digital Gate

Major Supermarket Chains, Riyadh, Jeddah and Dammam/Khobar

Series:	**Retail Series**	**Chains:**	2 Supermarket Chains
Market:	Riyadh, Jeddah, Dam/Kho	**Orientation:**	Arch
Units:	12	**Dimension:**	≈4.3 meters x 3.5 meters
Installation:	Supermarket Entrances	**Location Map:**	Click Here



Overview

Digital Gates serve as powerful shopper engagement touchpoints, positioned at supermarket entrances to capture attention at the very start of the shopping journey.

As one of the Kingdom's newest in-store digital formats, they deliver unmissable visibility in high-traffic retail spaces, ideal for promotions, seasonal campaigns, and brand awareness.

By engaging consumers at entry, Digital Gates strengthen recall and influence purchase decisions from the outset.



*Quantities and locations subject to change without prior notice

Hyper Digital Solution

Major Supermarket Chains, Riyadh, Jeddah and Dammam/Khobar

Series:	**Retail Series**	**Chains:**	7 Supermarket Chains
Market:	Riyadh, Jeddah, Dam/Kho	**Orientation:**	Portrait
Faces:	730	**Dimension:**	90 cm x 160 cm
Installation:	Above Cashier Desk	**Location Map:**	Click Here



Overview

Hyper Digital Solutions (HDS) is a dynamic in-store advertising format that engages shoppers while browsing and at checkout.

Positioned above cashier counters, it delivers high-impact visibility at the point of purchase through sequential portrait screens displaying synchronized, time-targeted messages.

Supporting both static and animated content, HDS reinforces impulse buying and promotions, ensuring brands reach consumers when they're most ready to act.



*Quantities and locations subject to change without prior notice

Resources & References

Media Map

Explore Our OOH Portfolio Anytime, Anywhere!

Access Map
Click Here

Product Locations

View a consolidated map of all available OOH products

Download Product Cards & Specification Sheets

Instantly download product information, dimensions and technical specifications.

Watch Driver Perspective Videos

Experience each location from the viewpoint of passing motorists.

Enable Interactive Map Layers

Activate Google Traffic (live), Street View, Transit and other layers for enhanced location context.

Explore Nearby Points of Interest

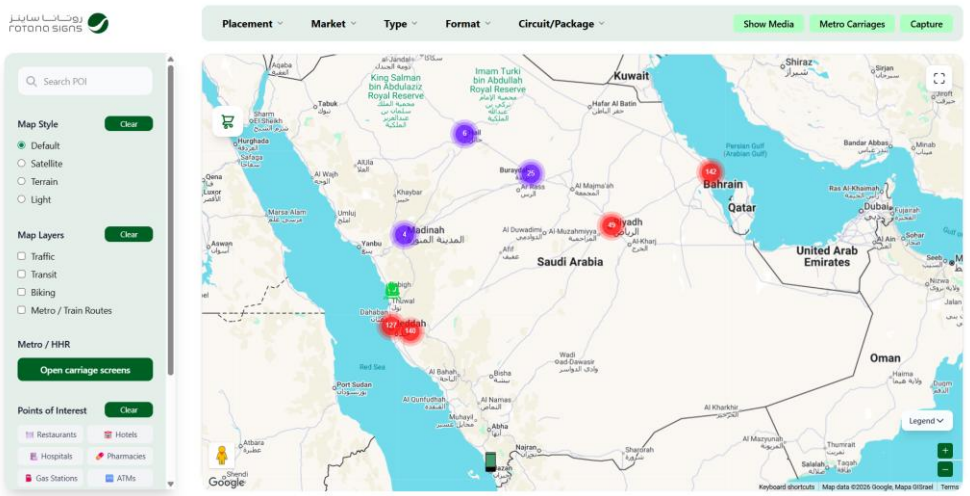
View surrounding malls, hotels, restaurants, banks and other key landmarks relative to each billboard.

Create Custom Radius Zones

Add custom radius overlays to understand catchment areas, nearby destinations and proximity opportunities.

Export High-Resolution Map Views

Capture and download map views as high-resolution PNG images for presentations and planning.

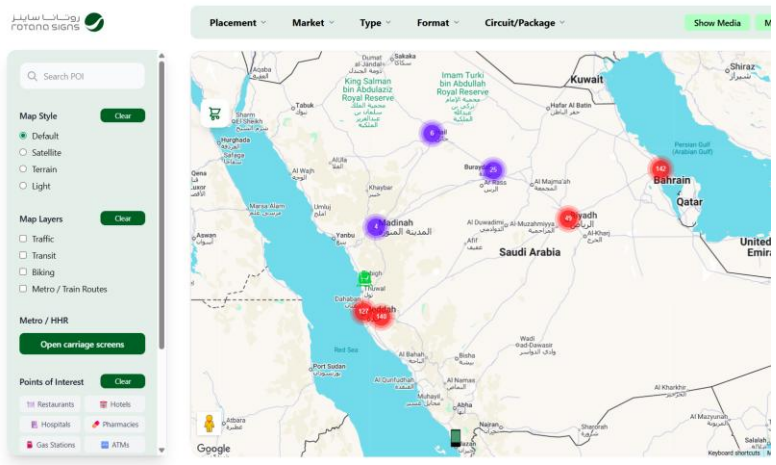


*Note: Inventory subject to change and updates

Media Map

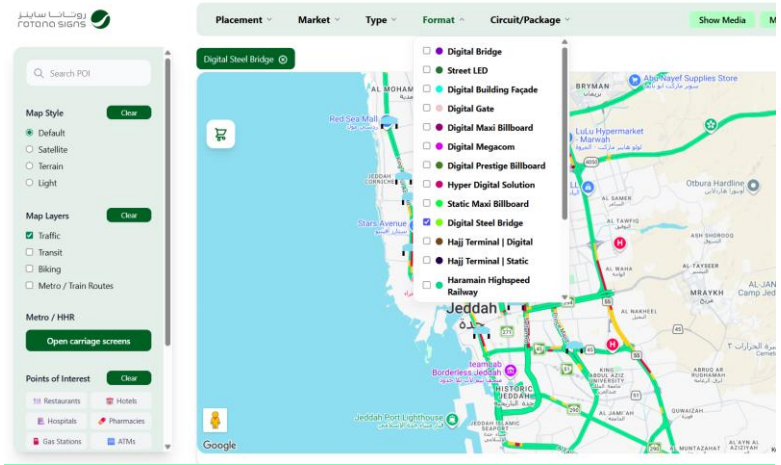
Simple Navigation

Access Map
Click Here



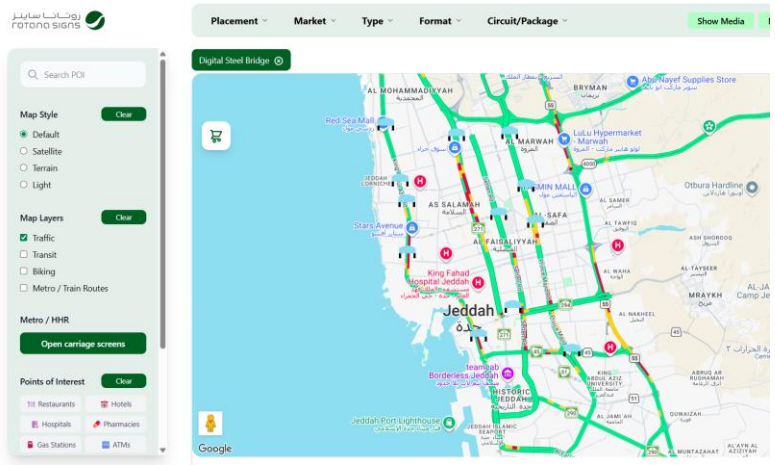
Explore

Access our **Media Map** and
explore Rotana Signs OOH network



Discover

Select markets, formats or
Placements to narrow you search



Add Context

Utilize features such as traffic, transit,
radius', points of interest and more

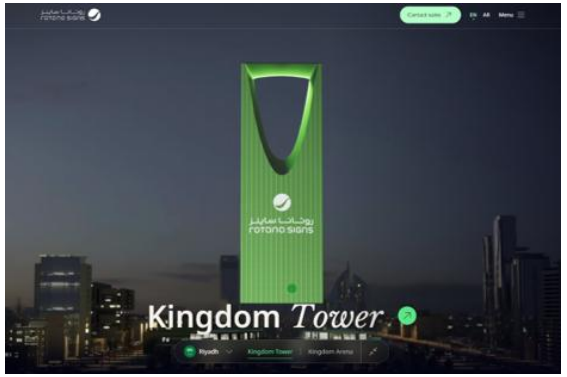
*Note: Inventory subject to change and updates

Resources & References

Click to access available links and feel free to explore. Reach out to our sales team for more information

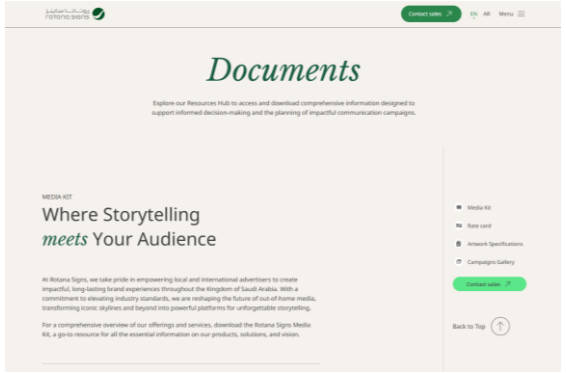
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Learn more about Rotana Signs and offering



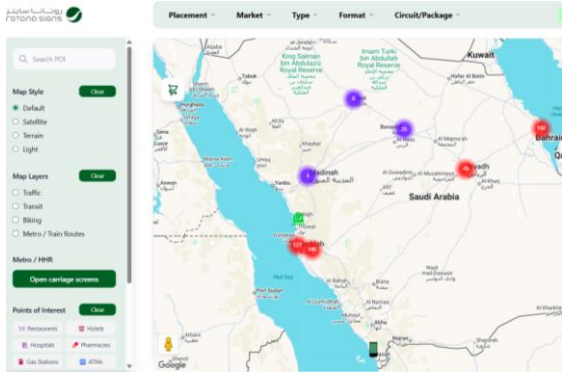
Helpful Documents

Download documents for planning and reference



Media Map

Explore and discover more about assets and their placement



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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

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