



Media Mix Advertising Out-Of-Home Portfolio

2025

VISION

*Strategically grow our presence as a
trusted outdoor media supplier*

MISSION

*Provide **creative** and **innovative** platforms for OOH
advertisements and flawlessly **integrate** them into the
city's landscape*

VALUES

Innovative

Creative

Passionate

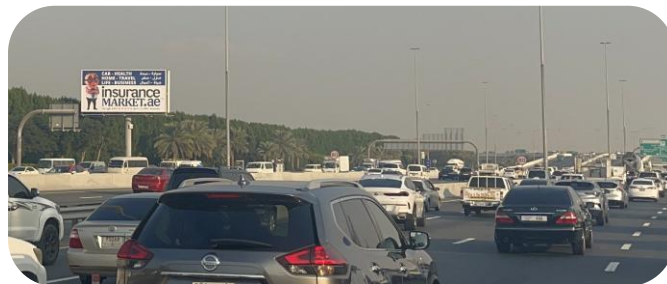
Open

Resilient

ASSETS



21 SZR Unipoles



4 DFC Unipoles



2 JC Billboards



1 DIFC Side Wall



1 Maktoum Digital Unipole



2 Umm Suqeim Digital Screens



1 JBR Beacon

MediaMix
Advertising



1 MBZ Hoarding

Sheikh Zayed Road Unipoles



Medium

21 Backlit Unipoles, 42 Posters

Location

Sheikh Zayed Road, Jebel Ali To Abu Dhabi

Size

12m (w) x 6m (h)

Display Area

144m² / Unipole

Traffic

612,000 cars/day

Frequency

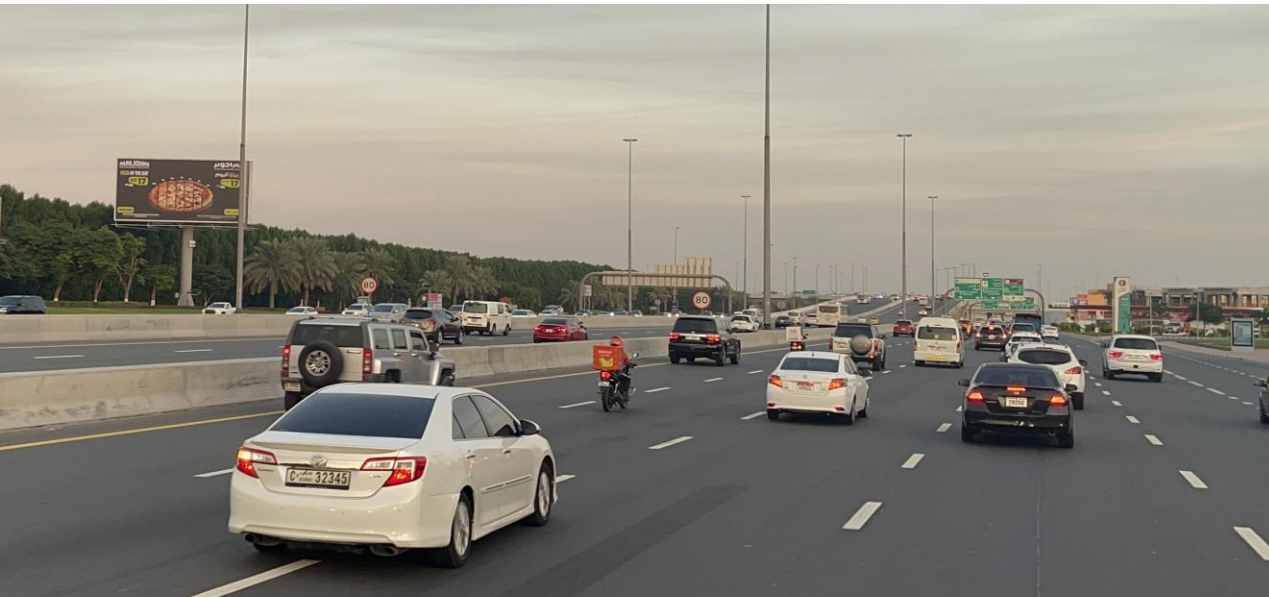
163.9 / 4 weeks



[Google Maps Location](#)



Dubai Festival City Unipoles



Medium

4 Backlit Unipoles, 8 Posters

Location

Dubai Festival City, Rebat & Nad Al Hamar St.

Size

16m (w) x 8m (h)

Display Area

256m² / Unipole

Traffic

604,800 cars/day

Frequency

54.63 /4 weeks



[Google Maps Location](#)



Jumeirah Canal Bridge Billboards



Medium

2 Frontlit Billboards, 8 Posters

Location

Jumeirah Canal Bridge, Jumeirah Beach Road

Size

**Size (front & back): 12m (w) x 4m (h)
Size (sides): 7.1m (w) x 4m (h)**

Display Area

305.6m² / Unipole

Traffic

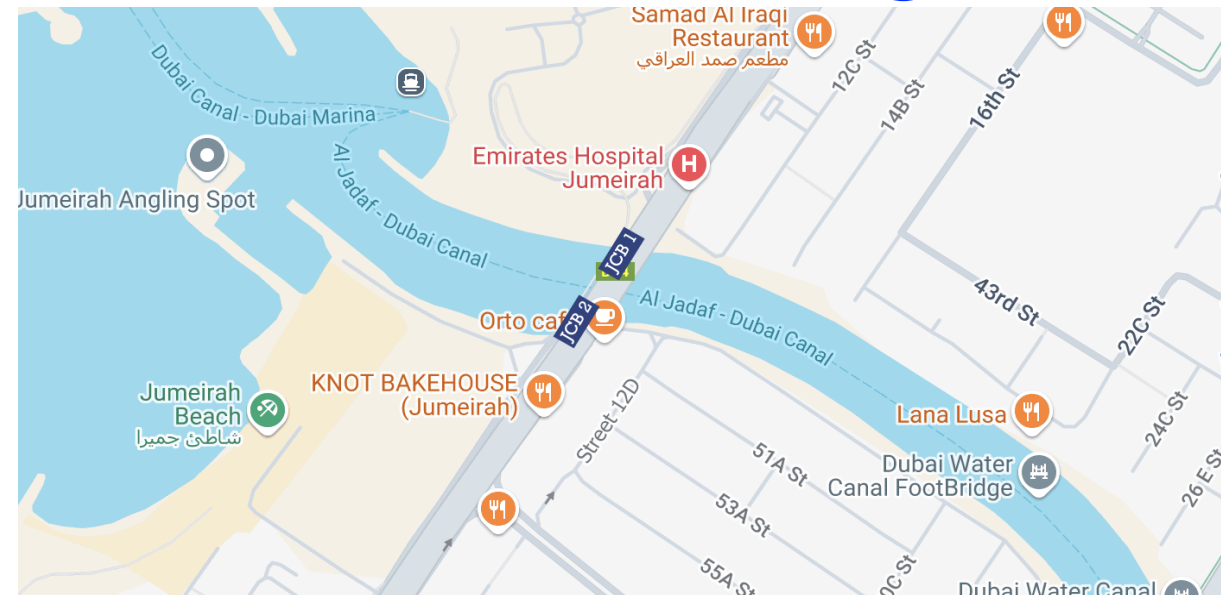
288,000 cars/day

Frequency

42.34 / 4 weeks



[Google Maps Location](#)



DIFC Side Wall



Medium

1 Backlit Side Wall, 1 Poster

Location

**Dubai International Financial Center
Adjacent to the Ritz-Carlton Hotel**

Size

10m (w) x 20m (h)

Display Area

200m²

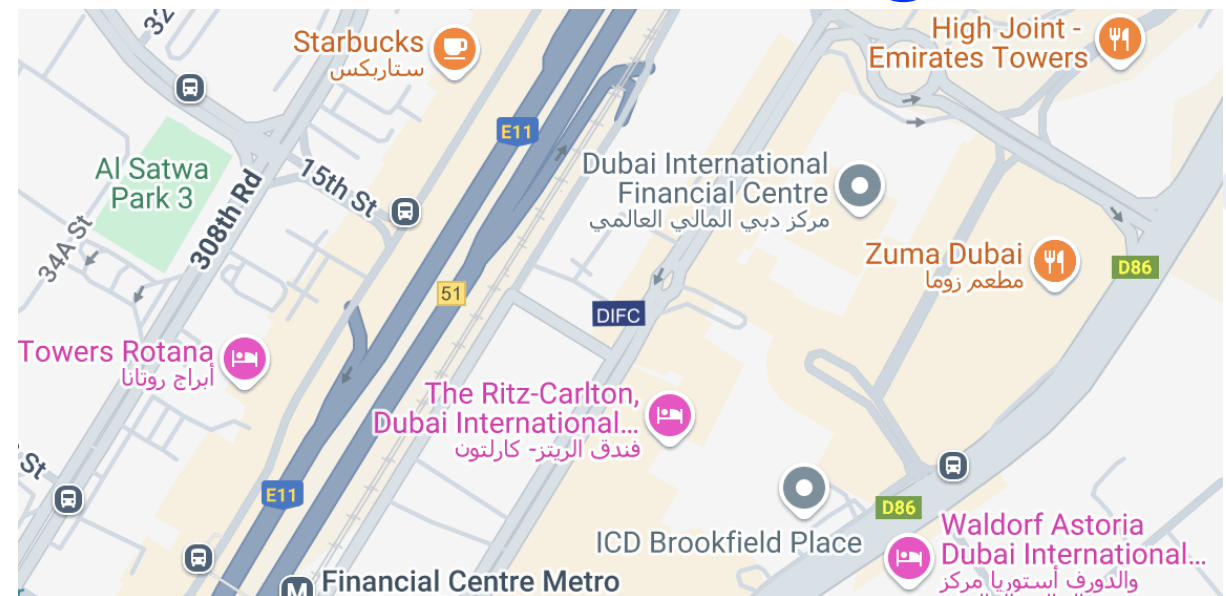
Traffic

216,000 cars/day

Frequency

27.32 /4 weeks

[Google Maps Location](#)



Maktoum Digital Unipole



Medium

1 Digital Unipole, 2 Sides

Location

Al Maktoum Bridge, Tariq Bin Zayed St.

Size

16m (w) x 8m (h)

Display Area

256m²

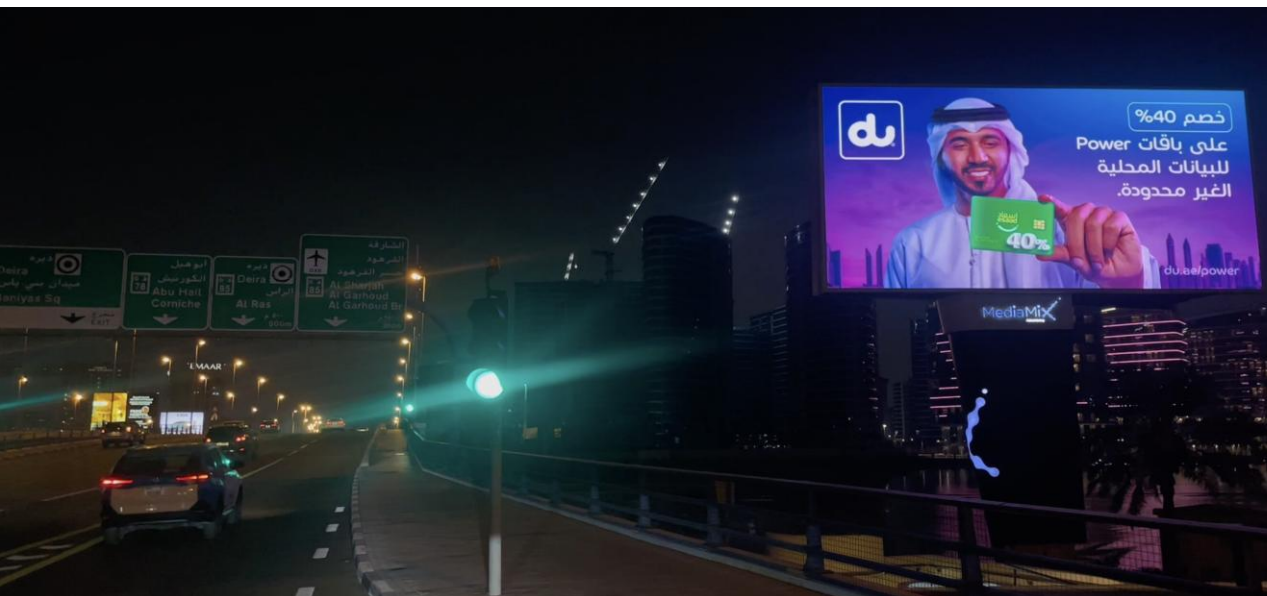
Traffic

36,228,000 cars/day

Frequency

40.98 /4 weeks

[Google Maps Location](#)



Umm Suqeim Digital Screens



Medium

2 Digital Screens, 3 Sides

Location

Umm Suqeim, 700 Padel & Fitness Hub

Size

**960 (w) x 336 (h) px
1440 (w) x 1080 (h) px**

Display Area

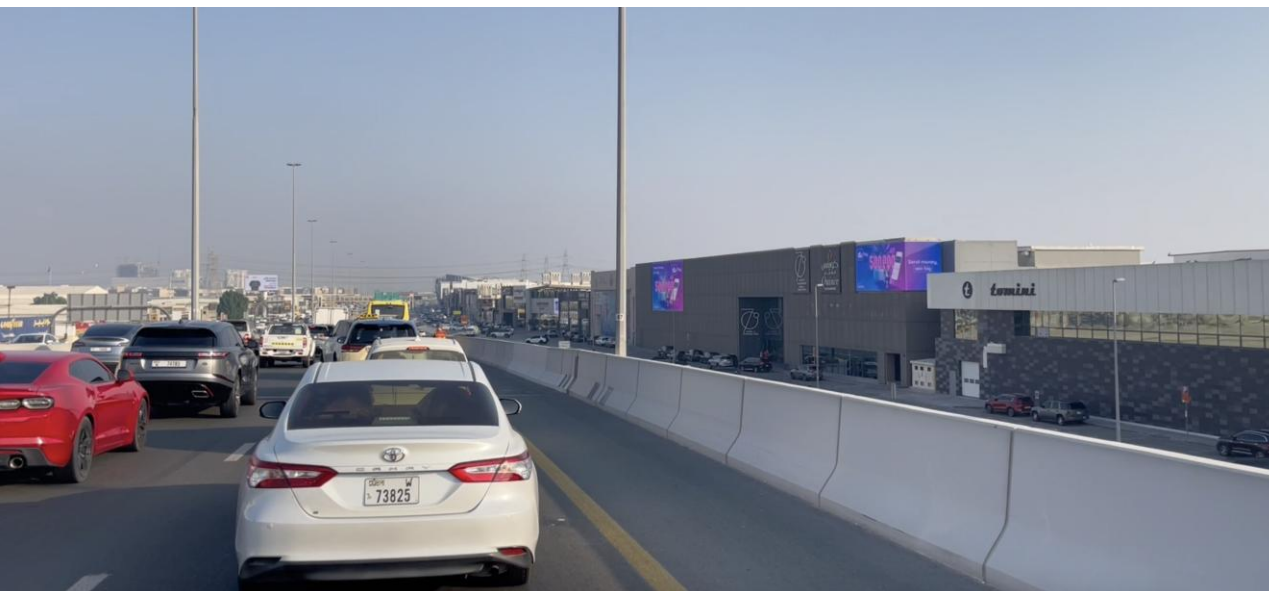
47.81m²

Traffic

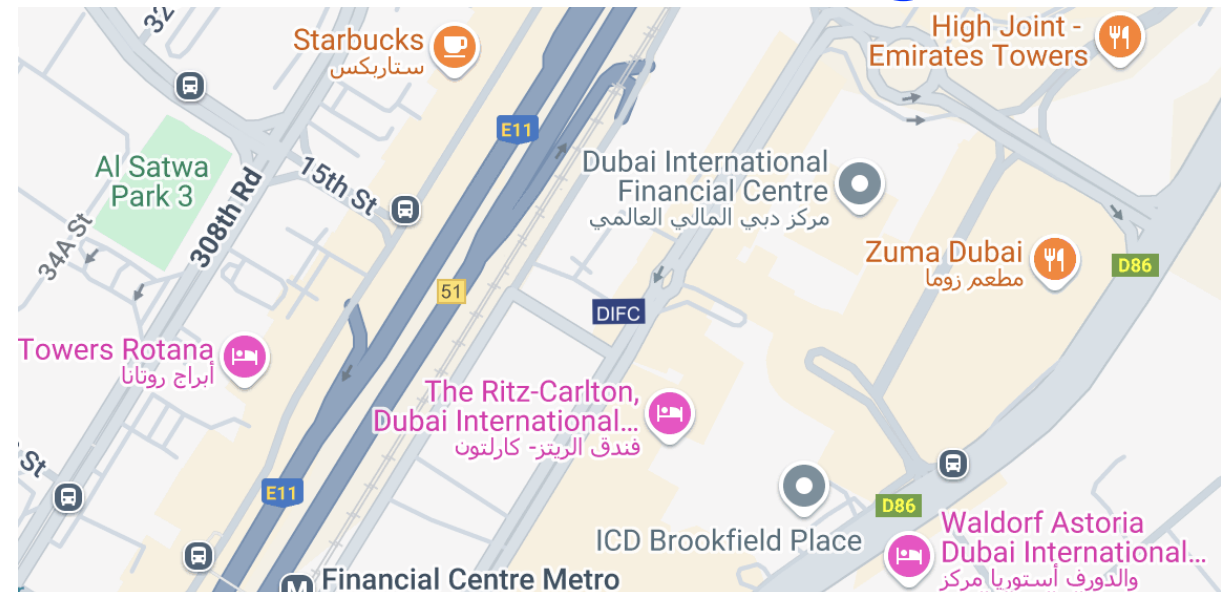
41,663,160 cars/day

Frequency

45.07 /4 weeks



[Google Maps Location](#)



JBR Beacon



Medium

Location

Size

Display Area

Traffic

Average Dwell
Time

1 Beacon, 1 Side, 3D Shape

JBR Beach, Near Roxy Cinemas

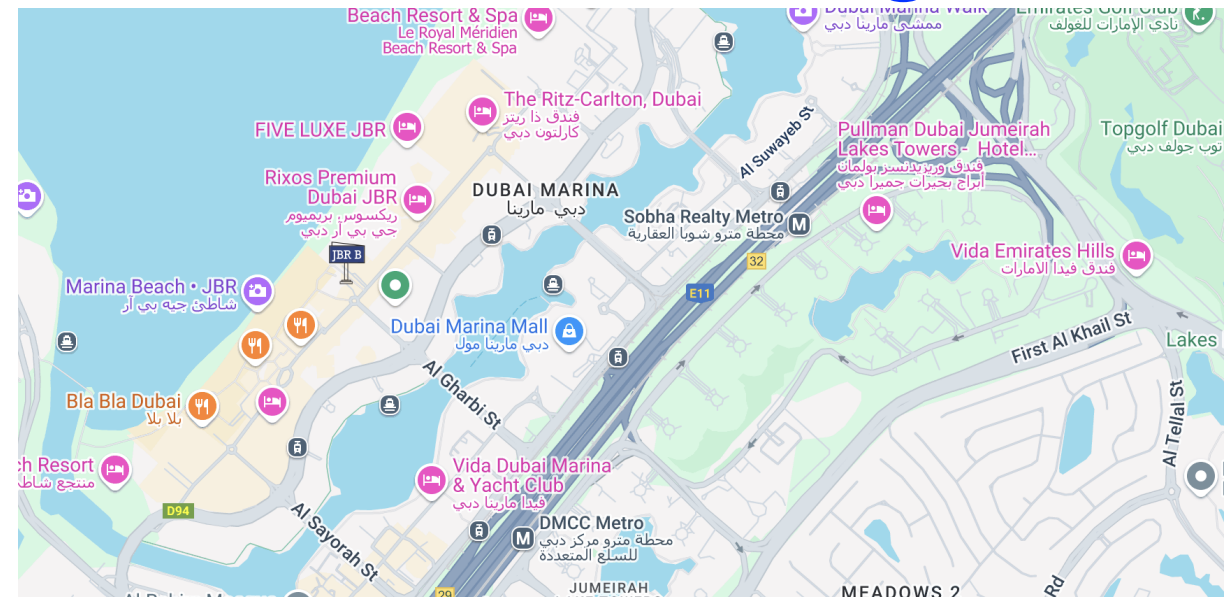
25m (w) x 4.6m (h)

115m²

2,000,000 people/4 weeks

121 minutes

[Google Maps Location](#)



Sheikh Mohammed Bin Zayed Hoarding



Medium

Location

Size

Display Area

Traffic

Frequency

1 Hoarding, 3 Sides

Sheikh Mohammed Bin Zayed Road
Entrance of Dubai Silicon Oasis

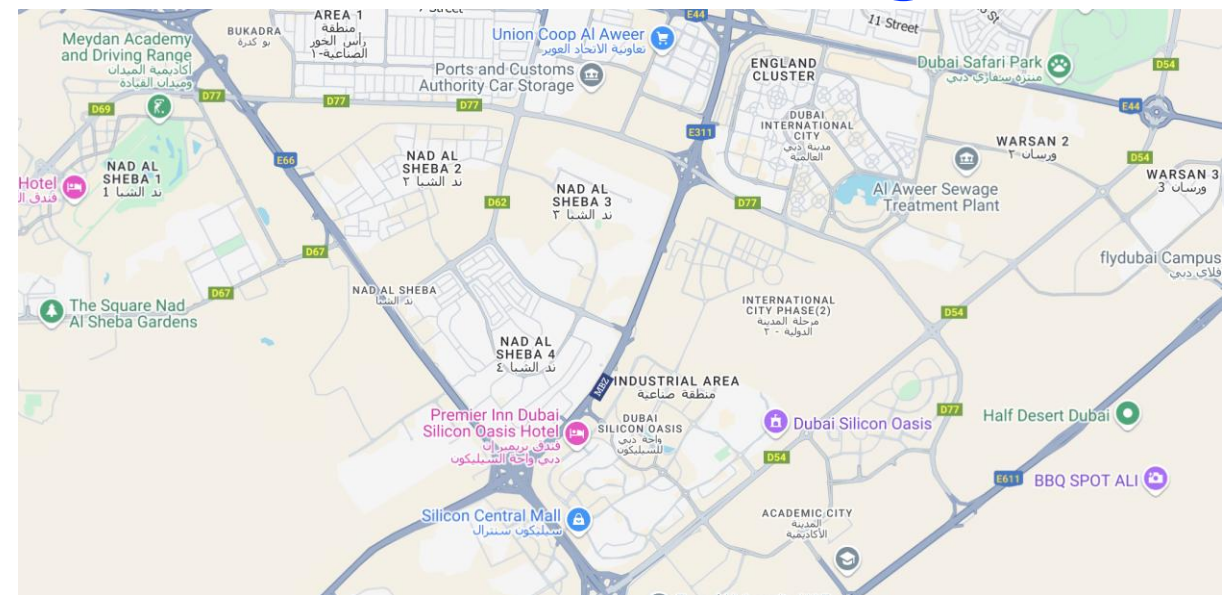
Main Poster: 100m(w) x 14m(h), Skirting: 100m(w) x 4m(h)
Side Panels: 4m(w) x 14m(h)

1,912m²

619,200 cars/day

23.33 /4 weeks

[Google Maps Location](#)





THANK YOU