

DOT Media

Connecting Brands

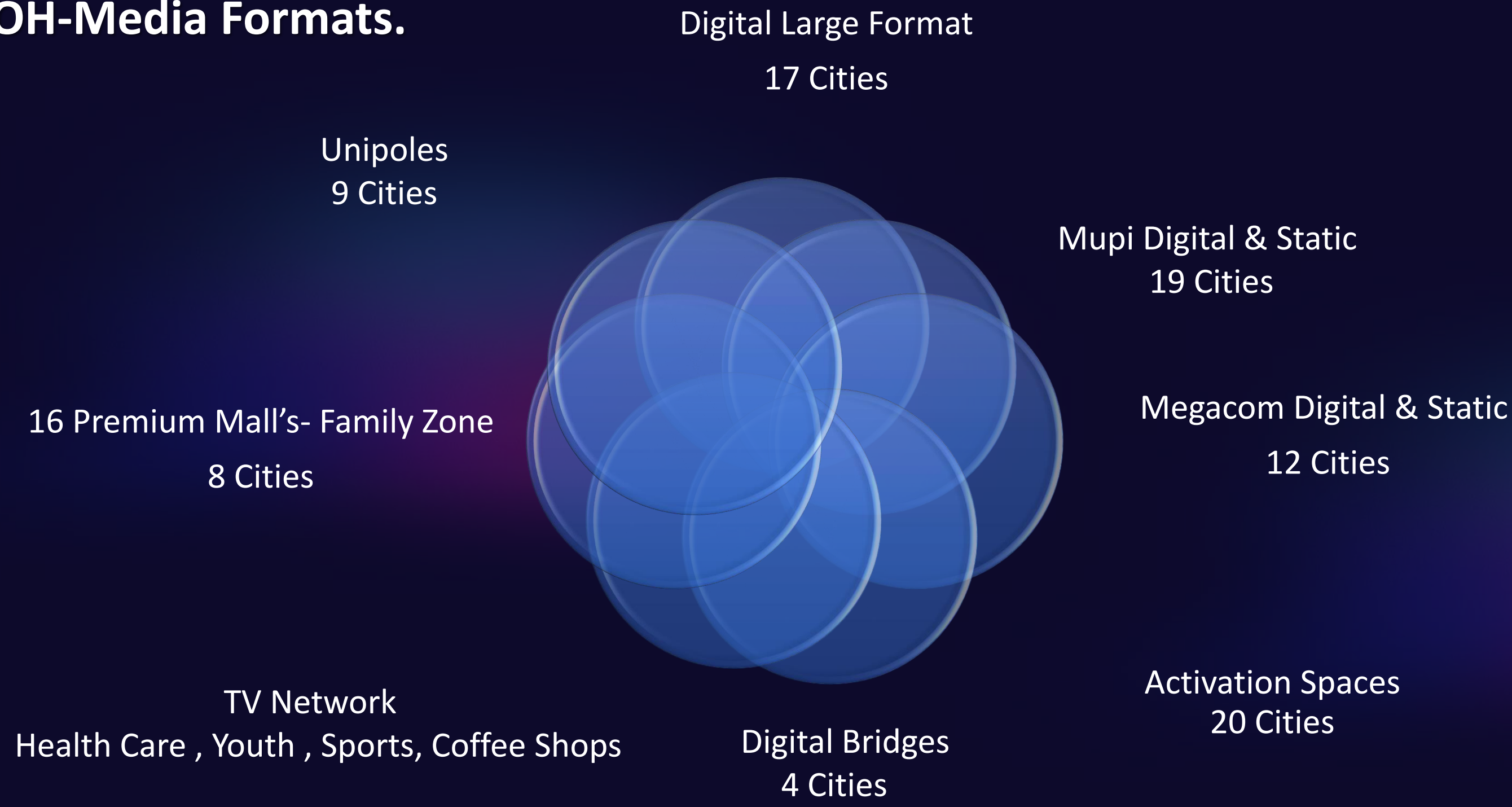
Dot Media Agency Specialized in (OOH) - Out of Home Programmatic offline Communication Planning & Buying since 1982 in Meena Market.

Operating from Riyadh City to connect brand's with Saudi local media network audience. The segmentation we present across Saudi Arabia market & GCC on national scale offering Media Adv reach and activation spaces across 20 Cities.

Dot Media Team Offer Global Out of Home reach through our alliances and partnership in international market in 17 Countries .



OOH-Media Formats.



Activation Space premium land Marks



ROSH Waterfront



KAFA



Diriyah - Bujairi



Digital City



King Fahd Life
Park Dammam

King Park – Life Park



Pavilion - Shopping Mall

City	Locations	Quantity	Rates
RIYADH	Diriyah - Bujairi	150 SQM	Up On Request
RIYADH	KAFA	150 SQM	
RIYADH	Digital City	150 SQM	
JEDDAH	ROSH Waterfront	150 SQM	
DAMMAM	King Fahad Life Park	150 SQM	
AI KHOBAR	Pavilion -Shopping Mall	150 SQM	

Digital Large Format

- Media Format: LED Screens
- Network : 17 Cities
- Size: 50 Sqm+

•2 Weeks Rates One Circuit - 10 Locations

10 “Sec 135,000 SR
15 “Sec 175,000 SR



Network Coverage:

Dammam -1	Madina -1	Jizan - 8	Al Rass- 3	Yanbu -6	Buraidha- 3
Al Qufatha -1	Afif - 5	Al Ahsa -1	Al Qatif -1	Hafar Al Batin - 3	Najran - 2
Oniza-3	Tabuk -3	Arar -1	Hail - 4	Jeddah Cornich - 1	

Total number of Screens: 47

Mupies Static & Digital

- **Media Format:** Mupi
- **Network :** 18 Cities
- **Size:** 180cm x 120cm

•2 Weeks Rates :

One Circuit 10 Faces - 16,500 SR.(Static)

One Circuit 20 Faces - 65,000 SR.(Digital) Jeddah Network



Network Coverage:

Jeddah - 20	Afif - 20	Majmaa - 20	Darb - 40	Samta - 40	Mahayel asser - 40	Al Madaya - 40	Bish - 40
Zolfi - 20	Tanoma - 40	Alarda - 40	Buraidha - 40	Oniza - 20	Al Rass - 20	Al Mezneb - 20	Allaith - 20
Rafha - 40	Hail - 40	Jizan - 40					

Total number of Faces - 600

Megacom Digital & Static

- Media Format: Megacom
- Network : 11 Cities
- Size: 4m x 3m

2 Weeks Rates :

- One Circuit 10 Faces - 45,000SR (Static)
- One Circuit 20 Faces - 185,00SR (Digital) Jeddah Network

Network Coverage:

Buraidha - 20	Al Zulfi - 20	Hafar Al Batin - 25	Abo Arish - 20	Jizan - 15	Sebi - 20
Sharora - 20	Baish - 20	Ardha - 10	Al Madaya - 10	Samtah - 2	Jeddah - 20

Total number of Faces - 202



- Media Format: Unipoles
- Network : 7 Cities
- Size: 144 Sqm+

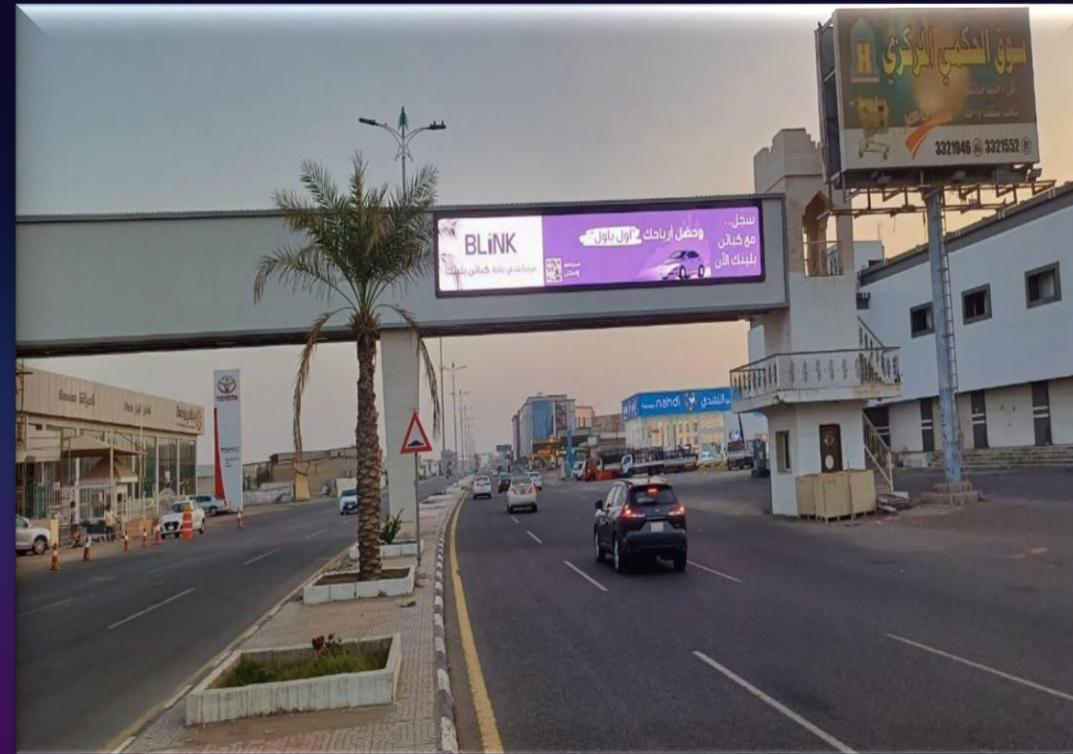


Unipoles Digital & Static	Size - 14m x 4m		Dammam – Khobar & Bahrain Causeway	No# Faces -23
Unipoles - Static	Size - 14m x 4m	Cost for 2 Faces 250,000 - 3 Months	3 Main Riyadh Entrances Jeddah to Makkah highway	No# Faces 46
		Cost for 2 Faces 450,000 - 6 Months		
		Cost for 2 Faces 550,000 - 1 Year		
	Size - 14m x 4.2m	Cost for 1 Face / 55,000 SR - 4 Weeks	Khamis Mushait – Abha	No# Faces 129
	Size - 12m x 4m	Cost for 2 Faces / 30,000 SR - 4 Weeks	Hafar Al Batin - Hail	No# Faces 2

Total number of Faces: 200

Digital Bridges

- Media Format: Bridges Screens
- Network : 2 Cities
- Size: 15m x 2m



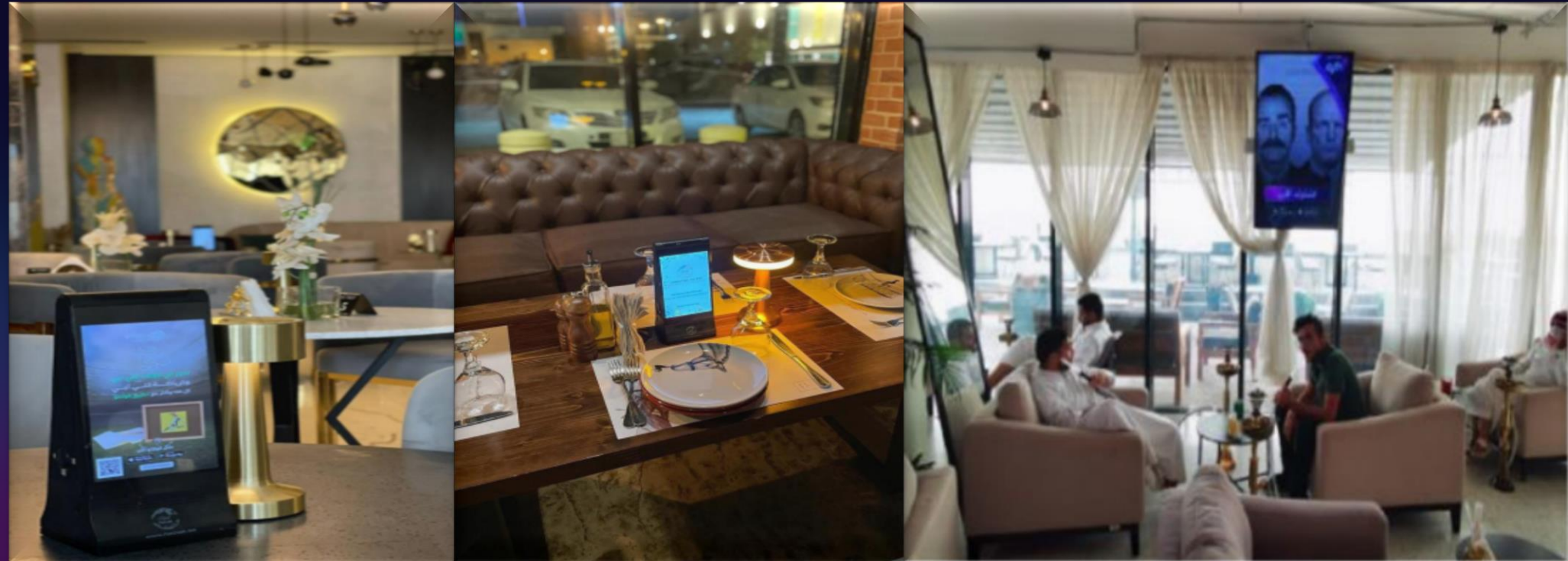
- 2 Weeks Rates:
One Face Cost 15,000 SR.

- Network Coverage: Jizan - 3 Faces
Najran - 3 Faces

Total number of Faces: 6

Youth Segment - Male & Female

- Lounges
- Cafe



Network Coverage :

Riyadh	94 (Lounge's + Cafes)
Jeddah	60 (Lounge's + Cafes)
Dammam	10 (Lounge's + Cafes)

2 Weeks Rates :

Table Ads -	One Circuit	400 Faces /	94 Café's	- 18,000 SR
Mupi -	One Circuit	30 Faces /	90 Café's	- 45,000 SR

Total number of Faces: 2670

Sports Segments

- Gaming Center
- Padel Courts



Gaming Center's - Screens



Padel Court's – Wall Stickers

No# Gaming Centre's 18	3 Cities	Riyadh , Jeddah , Dammam	Total Faces - 91
No# Padel Clubs 56	3 Cities	Riyadh , Jeddah , Dammam	Total Faces - 56

2 Weeks Rates :

Gaming Zone - One Circuit 40 Faces - 46,000 SR

Padel Courts - One Circuit 10 Faces - 50,000 SR

Health Care Segment
Sports Segment



Military Hospitals	15 Cities - 26 Hospitals	3,500 Tv Screens	2 Weeks Rates -10"Sec - 175,000 SR	1.5M Monthly Visitors	3,500 Faces
			2 Weeks Rates -15"Sec - 210,000 SR		
			2 Weeks Rates -30"Sec - 250,000 SR		
Fitness Time Ladies & Gents	25 Cities - 179 Clubs	68 Faces	2 Weeks Rates -10"Sec - 125,000 SR	2.5M Monthly Visitors	710 Faces
GYM'S Ladies & Gents	3 Cities - 144 Gym	60 Faces	2 Weeks Rates -10"Sec - 65,000 SR	1.2M+ Monthly Visitors	260 Faces

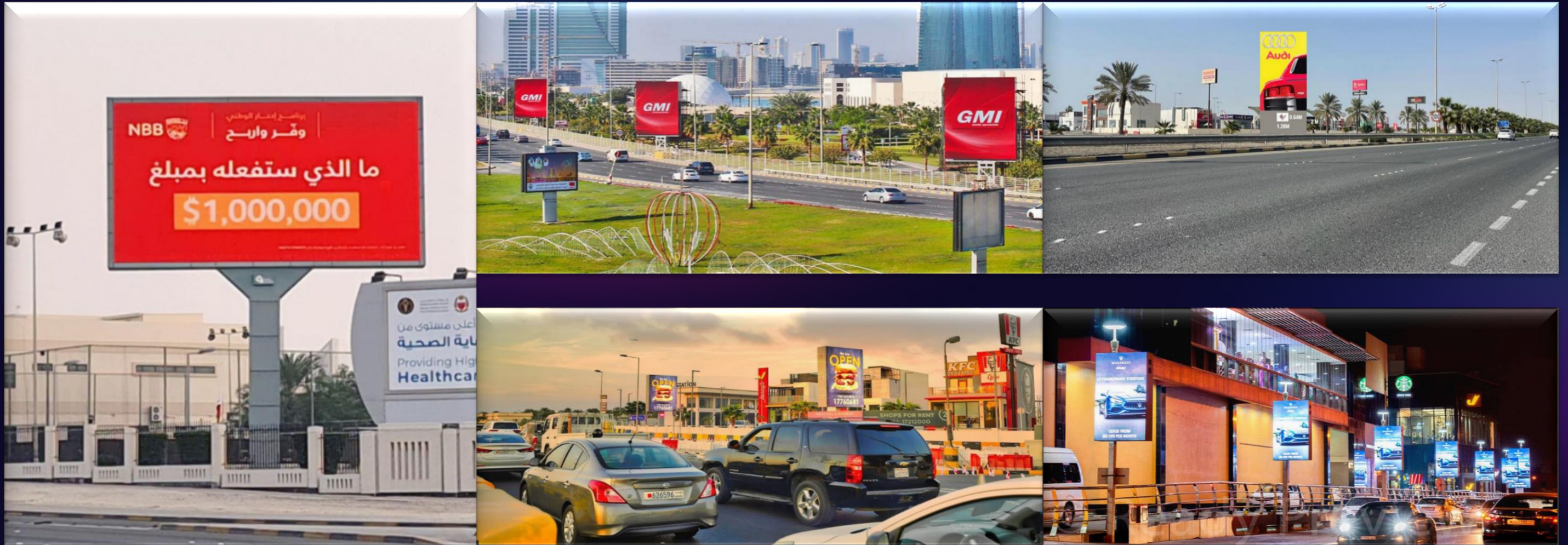
Activation Space Sampling



Military Hospitals	15 Cities	18 Hospitals	Booth Size 2m x 2m	Per Day 4,500 SR	Riyadh 2H – Jeddah 1H – Madina 1H – Taif 1H – Tabuk 1H – Najran 1H – Qassim 1H – Kharj 1H – Wadi AL Dawasir 1H – Khamis Mushyat 1H – Dahran 2H – Kharj 1H – Hafar Al Batin 1H – Jubail 1H – Sharourah 1H - Jizan 1H .
Fitness Time Clubs	25 Cities	179 Clubs			All Over KSA
Premium Mall's Entertainment Zone	8 Cities	16 Malls			Riyadh 4M -Jeddah 4M -Madina - Makkah 1M -Taif 1M - Dammam -2M Khobar 2M - Jizan 2M
33 Hotels - Holiday inn.	8 Cities	33 Hotels			Riyadh -Jeddah -Madina - Dammam - Makkah -Taif - Qassim - Hail - Jazan

Bahrain Network

- Media Format: LED Screens ,
- Network : Across Bahrain



Total number of Faces: 81



Connecting Brands

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THANK YOU