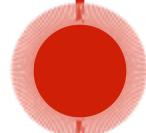




# MEDIA KIT

2025





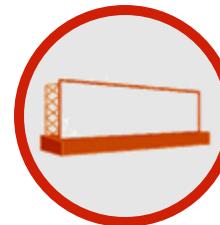
# WHO WE ARE

IDOOH is a new provider of Out-Of-Home advertising in Dubai, dedicated to delivering high-quality billboard solutions.

## OUR LEADERSHIP TEAM

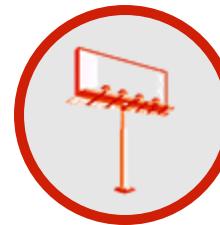
With 20 years of international experience in media and outdoor advertising across Europe and the MENA region, our team is dedicated to delivering exceptional results by creating advertising solutions with proven effectiveness. We leverage our accumulated expertise to develop strategic approach for building effective advertising networks.

Our commitment to high standards of customer service ensures mutually beneficial collaboration with our clients. Creativity is at the heart of what we do, driving campaigns that truly work for your business.



## HOARDING

Advertising on our outdoor hoarding boosts your visibility, ensuring that your brand catches the eye of potential clients and driving growth for your business.



## UNIPOLE

Advertising on our outdoor unipole offers unparalleled visibility, ensuring your brand stands out to a broad audience, while driving increased client engagement and boosting business growth through consistent, high-impact exposure.



# INDEX



## THE LIST OF HOARDINGS & UNIPOLES

### HOARDING

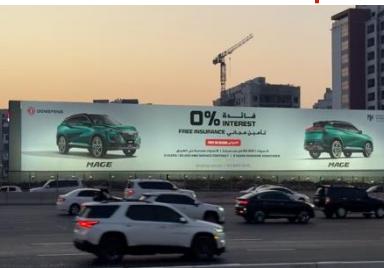
- 01 SMBZ City Centre Mirdif
- 02 SMBZ Arabian Ranches
- 03 Al Ain Nad Al Sheba
- 04 #1 SZR Palm Jebel Ali
- 05 #2 SZR Palm Jebel Ali

### UNIPOLE

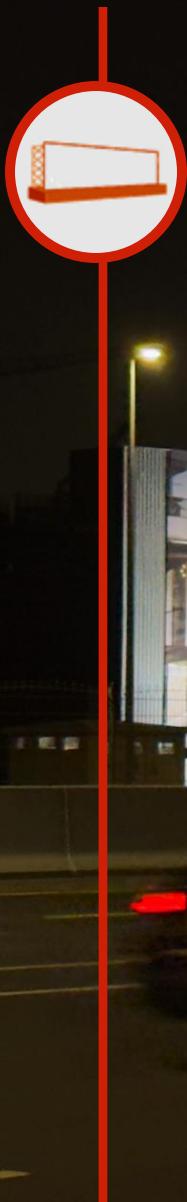
- 06 Beirut Street & Madina Mall



# ASSETS MAP



# HOARDING



01

# SMBZ MIRDIF HOARDING

Sheikh Mohammed Bin Zayed Road's outdoor hoarding advertising boosts your visibility, ensuring that your brand captures the attention of potential clients and drives business growth, with 750,000 cars passing by daily.

**Size:** 80x12m

**Location:** Sheikh Mohammed Bin Zayed Road before Ras Al Khor Rd exit

**Specifications:** Front-Lit Hoarding

COVERAGE	TRAFFIC	MAP
<ul style="list-style-type: none"><li>○ Abu Dhabi</li><li>○ Al Maktoum Airport</li><li>○ Dubai International City</li><li>○ City Centre Mirdif Dragon Mart</li><li>○ Global Village</li><li>○ Nad Al Sheba</li><li>○ Ras Al Khor</li></ul>	750,000 Cars Daily	<a href="#">Link</a> <a href="#">Video</a>

## Terms & conditions:

- Payment terms: Full in advance
- All amounts are subject for 5% VAT as per Federal Decree-Law
- Material deadline: 10 working days
- Artwork to contain 50% Arabic and subject to municipality approval
- No cancellation is accepted



02

## SMBZ ARABIAN RANCHES HOARDING

SMBZ Arabian Ranches' outdoor hoarding advertising increases your visibility, ensuring your brand stands out to potential clients and drives business growth, with a high volume of daily traffic.

**Size:** 50x12m

**Location:** SMBZ Arabian Ranches

**Specifications:** Front-Lit Hoarding

COVERAGE	TRAFFIC	MAP
<ul style="list-style-type: none"><li>○ Abu Dhabi, Al Maktoum Airport</li><li>○ Dubai Sports City</li><li>○ Dubai Autodrome</li><li>○ Arabian Ranches</li><li>○ JVC</li><li>○ Al Barsha South</li><li>○ Dubai Butterfly Garden</li></ul>	750,000 Cars Daily	<a href="#">Link</a> <a href="#">Video</a>

### Terms & conditions:

- Payment terms: Full in advance
- All amounts are subject for 5% VAT as per Federal Decree-Law
- Material deadline: 10 working days
- Artwork to contain 50% Arabic and subject to municipality approval
- No cancellation is accepted



# AL AIN NAD AL SHEBA HOARDING

Al Ain Road's outdoor hoarding advertising elevates your brand's visibility, capturing the attention of potential clients and driving business growth, with a significant daily flow of traffic.

**Size:** 50x12m

**Location:** Al Ain Road between Nad Al Sheba 1 and Nad Al Sheba 2

**Specifications:** Front-Lit Hoarding

03

COVERAGE	TRAFFIC	MAP
<ul style="list-style-type: none"><li>○ Nad Al Sheba 1</li><li>○ Nad Al Sheba 2</li><li>○ Ras Al Khor</li><li>○ Dubai Racing Club</li></ul>	600,000 Cars Daily	<a href="#">Link</a> <a href="#">Video</a>

## Terms & conditions:

- Payment terms: Full in advance
- All amounts are subject for 5% VAT as per Federal Decree-Law
- Material deadline: 10 working days
- Artwork to contain 50% Arabic and subject to municipality approval
- No cancellation is accepted



04

## #1 SZR PALM JEBEL ALI HOARDING

#1 Sheikh Zayed Road near Palm Jebel Ali offers prime outdoor hoarding advertising, boosting your brand's visibility and attracting potential clients, with a high volume of daily traffic.

**Size:** 50x12m

**Location:** Sheikh Zayed Road Palm Jebel Ali

**Specifications:** Front-Lit Hoarding

COVERAGE	TRAFFIC	MAP
<ul style="list-style-type: none"><li>○ Abu Dhabi</li><li>○ Al Maktoum Airport</li><li>○ Palm Jebel Ali</li><li>○ Downtown Jebel Ali</li><li>○ Motiongate</li><li>○ Legoland</li><li>○ The Outlet Village</li><li>○ Emarat</li><li>○ ENOC</li></ul>	800,000 Cars Daily	<a href="#">Link</a> <a href="#">Video</a>

### Terms & conditions:

- Payment terms: Full in advance
- All amounts are subject for 5% VAT as per Federal Decree-Law
- Material deadline: 10 working days
- Artwork to contain 50% Arabic and subject to municipality approval
- No cancellation is accepted



05

## #2 SZR PALM JEBEL ALI HOARDING

#2 Sheikh Zayed Road near Palm Jebel Ali offers prime outdoor hoarding advertising, boosting your brand's visibility and attracting potential clients, with a high volume of daily traffic.

**Size:** 50x12m

**Location:** Sheikh Zayed Road Palm Jebel Ali

**Specifications:** Front-Lit Hoarding

COVERAGE	TRAFFIC	MAP
<ul style="list-style-type: none"><li>○ Abu Dhabi</li><li>○ Al Maktoum Airport</li><li>○ Palm Jebel Ali</li><li>○ Downtown Jebel Ali</li><li>○ Motiongate</li><li>○ Legoland</li><li>○ The Outlet Village</li><li>○ Emarat</li><li>○ ENOC</li></ul>	800,000 Cars Daily	<a href="#">Link</a> <a href="#">Video</a>

### Terms & conditions:

- Payment terms: Full in advance
- All amounts are subject for 5% VAT as per Federal Decree-Law
- Material deadline: 10 working days
- Artwork to contain 50% Arabic and subject to municipality approval
- No cancellation is accepted





# DUBAI HOARDINGS



# UNIPOLE



06

## BEIRUT STREET & MADINA MALL UNIPOLE

Beirut Street Unipole advertising offers a prime opportunity to elevate your brand's visibility in a high-traffic area. Positioned strategically, this outdoor display ensures your brand stands out to a diverse audience, capturing the attention of both local commuters and visitors. With a consistent flow of daily traffic, it's the perfect platform to engage potential clients and drive business growth, making a lasting impression on anyone passing by.

**Size:** 12x6m

**Location:** Beirut Street

**Specifications:** Unipole 2 Faces Backlit

COVERAGE	TRAFFIC	MAP
<ul style="list-style-type: none"><li>○ Madina Mall</li><li>○ Aster Hospital</li><li>○ Halebstr</li><li>○ ADNOC</li><li>○ Emarat</li></ul>	350,000 Cars Daily	<a href="#">Link</a> <a href="#">Video</a>

### Terms & conditions:

- Payment terms: Full in advance
- All amounts are subject for 5% VAT as per Federal Decree-Law
- Material deadline: 10 working days
- Artwork to contain 50% Arabic and subject to municipality approval
- No cancellation is accepted







**THANK YOU!**

