



## **Rural Areas Overview 2024**



# About Our Company

*Bringing our clients closer to their customers through creativity and innovation via the latest outdoor technologies.*

From humble beginnings, our journey began in the early 1990's with the establishment of Saudi Signs Media (SSM) in Jeddah city.

Three decades on, Saudi Signs Media has become a leading Out-of-Home (OOH) advertising company regionally recognized by both local and international brands for its wide variety of digital and static products across the kingdom.

With the considerable changes in technology and growing brand needs, Saudi Signs Media is committed to providing the market with the latest advancement in out-of-home products and service levels required for business efficiency and success.

State of the art LED panels, premium locations, large creative canvases, and urban redesign serving the public's interest are a few of many attributes we provide the local market.



# What We Stand For



## *Vision*

Bring our clients closer to their customers through creativity and innovation via the latest outdoor technologies.



## *Mission*

To become the region's outdoor advertising industry leader providing businesses with innovative solutions and products that inspire engagement and connectivity.



## *Values*

Management and personnel are adamant practitioners of the values we hold dear.

- Integrity and ethical business practices
- Honesty and fairness to one another and partners
- Accountability for our actions
- Quality & Excellence from customer service and product offering
- Customer Centricity by delivering on all client requirements
- Progress and Drive to improve workflow efficiencies and all aspects of the business

# Partnering With A Market Leader

*Success built solely on a transactional relation is not the path we walk or encourage. It's the journey of long-term partnerships that we aspire too and have purposed our values.*

## Product Solutions

Our state-of-the-art selection of formats caters for all advertisers regardless of sector, budget, objective and time period.

## Our People

The Saudi Signs family is proud to have a multi-cultural pool of talent with various skills providing invaluable input both internally and for our partners.

## Driving Change

Applying industry standards and progressing the sector forward to accommodate current & future market needs is at the forefront of our investments.

## Commitment to Service

Our team is incredibly committed to supporting any and all requirements ensuring client communication investments are executed in a manner beyond expectations.

## Flexibility

Affording our partners flexibility in regard to placement, artwork rotation, planning and requirements is practiced ensuring successful Out-of-Home communication

## Consistency

Is a non-negotiable performance quality that is given our undivided attention. It's a highly held priority helping ensure standards are met and improved.

# Communication Needs Met

*Whatever the communication requirement, our team will do its utmost to accommodate so to best support the successful launch and promotion of your brands campaign*

## Bespoke Distribution

Enjoy the ability to choose specific panel locations most suitable for your communication based on business insights.

## Daypart Capability

Contextualize messaging helping it become more relatable to your audience by either day parting (mornings, afternoon, evening) or week-part (weekdays and weekends) methods.

## Dynamic Creative

Utilize multiple ad copies with pre-agreed exposure times to fully communicate details about your brands promotion, service or identity.

## Variety & Placement

From indoor to outdoor locations, digital to static, inner city or highways the variety and various placement of our products is both undeniably rich and diverse.





# Market Presence

## Jeddah

Leading the Kingdom in large and mid-sized formats designed to create impact, Jeddah's city landscape is providing advertisers with the latest quality formats ensuring exposure and solid brand presence.

## Riyadh

The Kingdom's capital has become home to the richest digital format distribution networks providing incredible outdoor & indoor options guaranteed to make a mark and lasting impression on local consumers.

## Greater Damman

Dammam, Khobar and Dhahran are home to a region that is now experiencing changes in the OOH offering by witnessing fast paced digital format adoption. No shortage of ongoing efforts to digitize the eastern province.

## Rural Cities

Beyond the 3 main cities, Saudi Signs Media ensures presence for advertisers in Hail, Al Qurayyat and Arar.

# Format Overview | Rural Areas

Snapshot of formats and presence across the Kingdom of Saudi Arabia



## OUTDOOR MEDIA

	Riyadh	Jeddah	Dammam	Al Qurayat	Arar	Hail
Digital Bridge	●					
Digital Flagpole	●					
Static Flagpole	●					
Static Unipole		●	●			●
Digital Unipole		●	●			
Digital Steel Bridge		●				
Static Steel Bridge		●				
Digital LED Screens				●	●	

## INDOOR MEDIA

Digital Gates	●	●	●			
Hyper Digital Solutions	●	●	●			

# Rural Areas







## Digital Screen

Arar

1 Location

1 Face

Digital

Per Face

[Map Here](#)



## Digital Screen

Al Qurayyat

2 Location

2 Faces

Digital

Per Face

[Map Here](#)



## Static Unipole

Hail

3 Location

6 Faces

Static

Per Face

[Map Here](#)

# Digital Screen

Out-of-Home media across rural cities is limited and predominately static in nature. However, the first roll out of digitized formats happen to be **Digital Screens** carefully located at the busiest intersections and/or stretches surrounded by commercial entities helping communicate brand messages to local communities.

## Attributes:

- Located at intersections and stretches of inner roads
- Elevated to be seen by motorists from various angles
- Ads can be static or animated
- No obstructions ensuring high visibility
- Pro-longed exposure due to wait times at crossroads

## Exposure and Size:

- Booked per screen
- 10 second ad per loop
- Operate for 20 hours per day
- Average screen size: 5 x 4 meters (w x h)

## Rural Inventory:

- 1x Arar (northern city)
- 2x Al Qurayyat (northwest city)



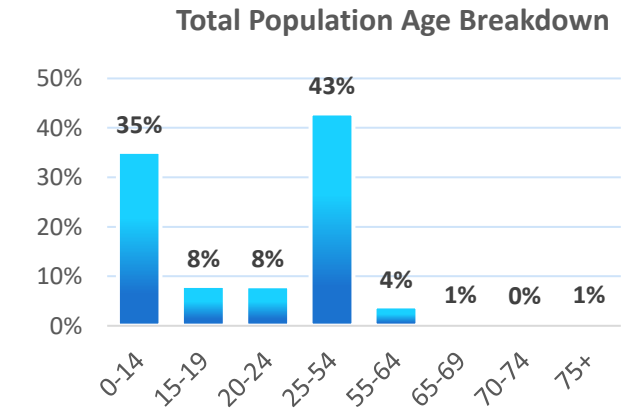
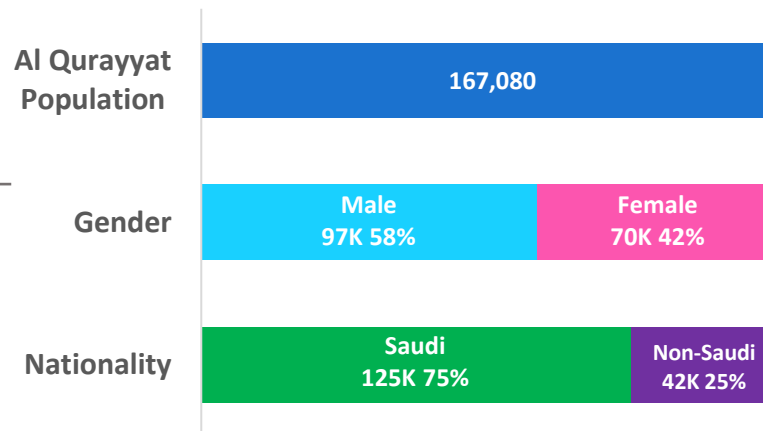
# Digital Screen

Al Qurayyat, located in the Al Jawf province is situated along the northwest border of Saudi only 30km away from Jordan.

It's Al-Hadithah border crossing is one of the busiest land ports in the country helping connect residents and businesses to the Jordanian and levant markets. It is also a large agricultural producer of grapes and dates.



City	Locations	Quantity	Road
Al Qurayyat	1 Location	1 Screen	Madina Road
Al Qurayyat	1 Location	1 Screen	Umar Ibn Al Khattab Road
	<b>2 Locations</b>	<b>2 Screens</b>	<b>2 Roads</b>



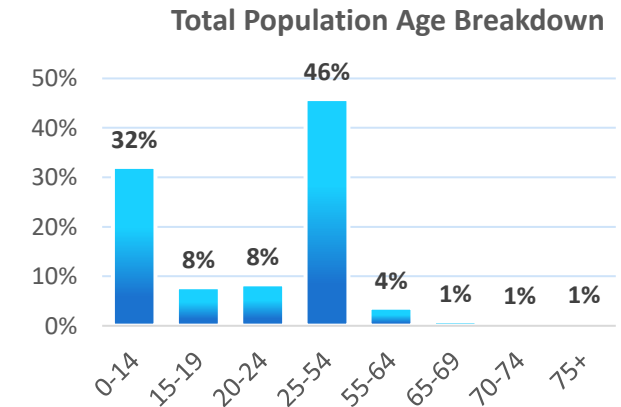
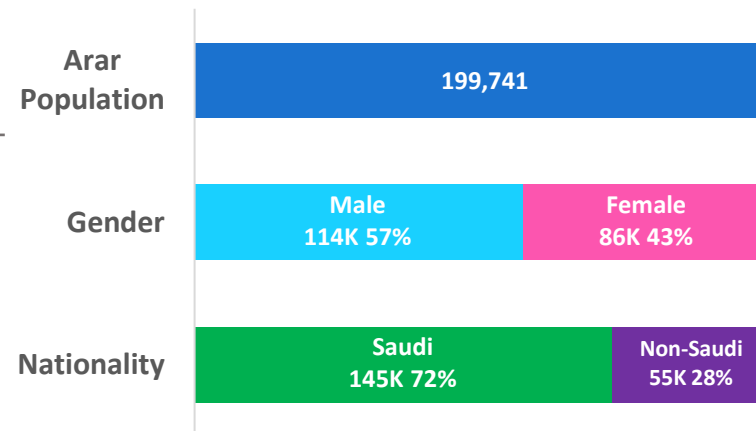
# Digital Screen

Arar is the capital of Northern Borders Province and a gateway city to Iraq serving as major supply stop for travelers.

Known to have rich lands, it's home to a large camel and sheep herding and comprises of SME's in construction, wholesale, retail and livestock.



City	Locations	Quantity	Road
Arar	1 Location	1 Screen	King Saud Road
	<b>1 Location</b>	<b>1 Screen</b>	<b>1 Road</b>



# Static Unipole

The industry's longest-serving format made available to advertisers and have supported brands throughout the years to build equity across the kingdom. Their elevated heights and long-term locations are ideally positioned to [capture attention from all directions](#) within major cities and inter-city routes. They affirmatively remind and connect with audiences ensuring repeated awareness throughout the reserved period.

## Attributes:

- Installed along inner city roads and inter-city highways
- Located along high traffic stretches and key junctions
- Found opposite major commercial centers and residential vicinity entrances
- Capable of supporting special executions

## Exposure and Size:

- Booked individually (per face)
- 100% share of voice
- Front Lit
- Average panel size: 14.65 x 4.27 meters (w x h)

## Hail Quantity:

- 3 Locations
- 6 Faces



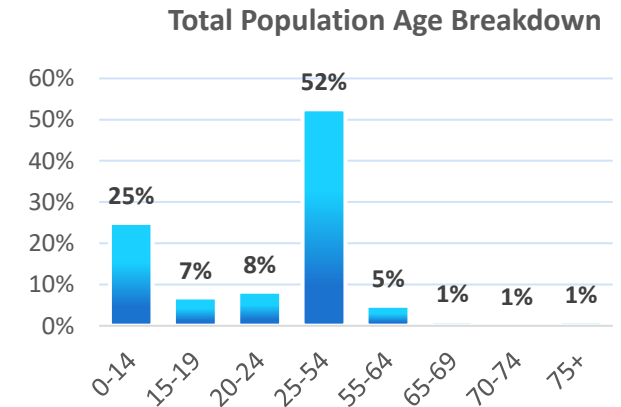
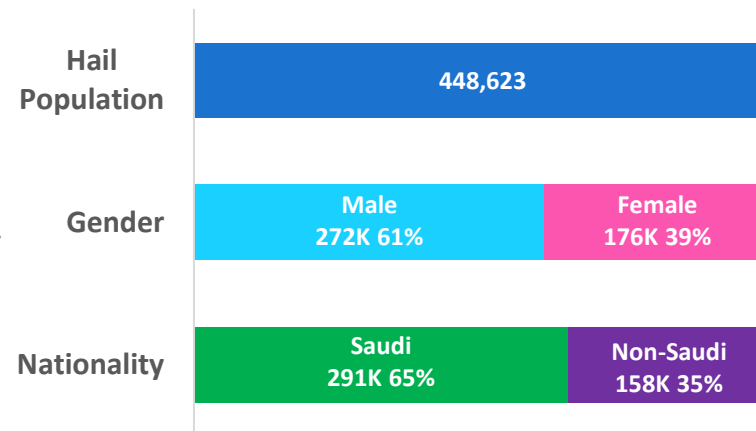
# Static Unipole

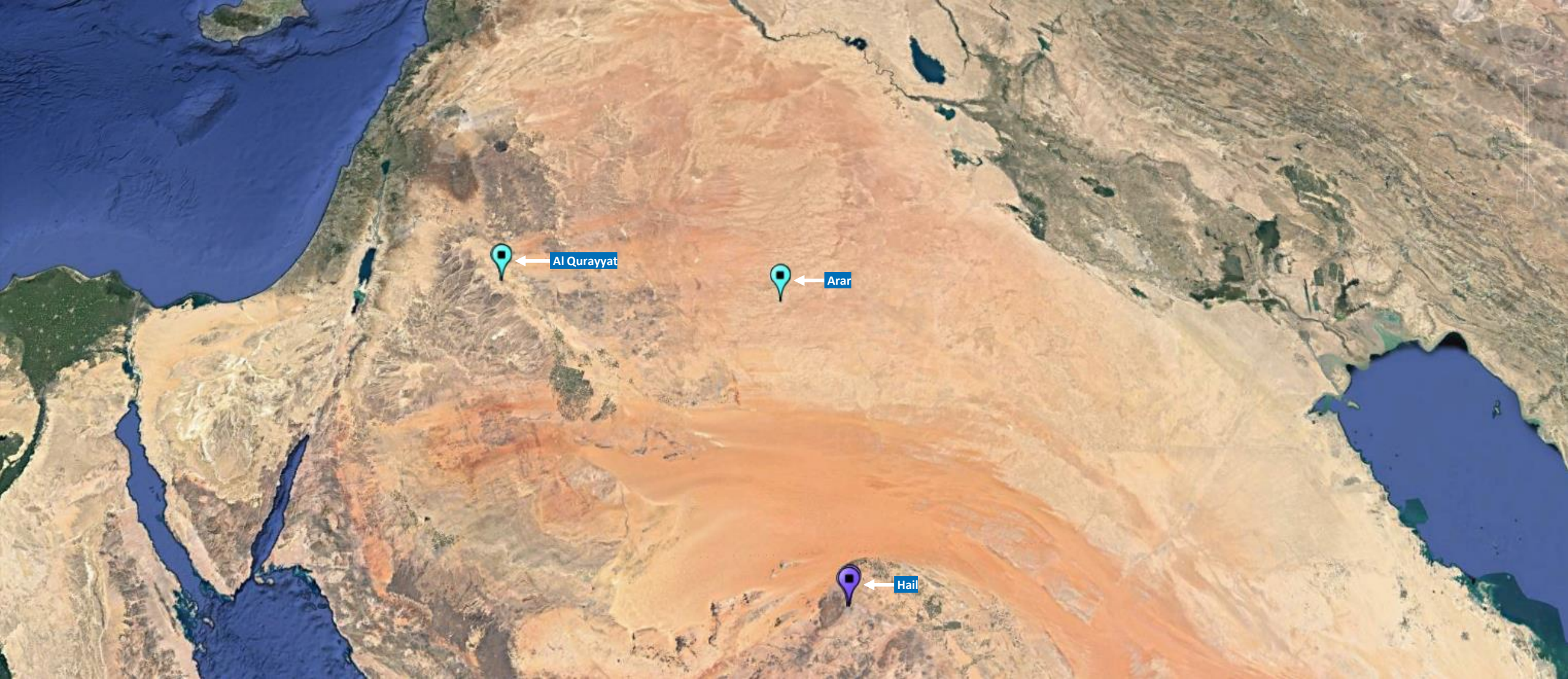
Hail is situated in the north-west of Saudi Arabia and is known for being a major agricultural city producing a large amount of wheat, grain, fruit and other crops.

Rich in history, it's also home to 2 landmarks dating back to the stone as well as two UNESCO World heritage sites. Its local tourism is growing helping attract larger crowds accommodated by several hotels and entertained many dining options.





City	Locations	Quantity	Road
Hail	1 Location	2 Faces	King Abdulaziz Road
Hail	1 Location	2 Faces	Tal Asmar Road
Hail	1 Location	2 Faces	King Fahad Road
<b>3 Locations</b>		<b>6 Faces</b>	<b>3 Roads</b>





# Rural Areas Outdoor Distribution

-  Digital Screens
-  Static Unipoles

# Format Overview | Rural Areas

With a large variety of formats made available, Saudi Signs Media can accommodate any communication objective, duration, budget and requirement required for a successful campaign.



## OUTDOOR MEDIA

	Riyadh	Jeddah	Dammam	Al Qurayat	Arar	Hail
Digital Bridge	●					
Digital Flagpole	●					
Static Flagpole	●					
Static Unipole		●	●			●
Digital Unipole		●	●			
Digital Steel Bridge		●				
Static Steel Bridge		●				
Digital LED Screens				●	●	

## INDOOR MEDIA

Digital Gates	●	●	●			
Hyper Digital Solutions	●	●	●			





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