



Riyadh City 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 | Riyadh

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	●	●	●			

Riyadh



Riyadh Overview

A Brief Background

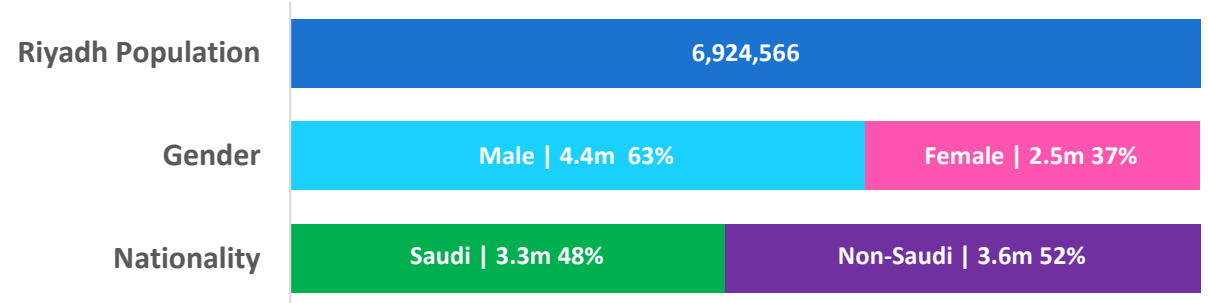
Saudi Arabia's capital city **Riyadh** is on the fast track of growth, development, and leadership in line with the objectives of Vision 2030.

An infinitely fast paced and growing metropolitan city welcoming both local and international tourists and businesspeople together, the city has become home to a diverse population.

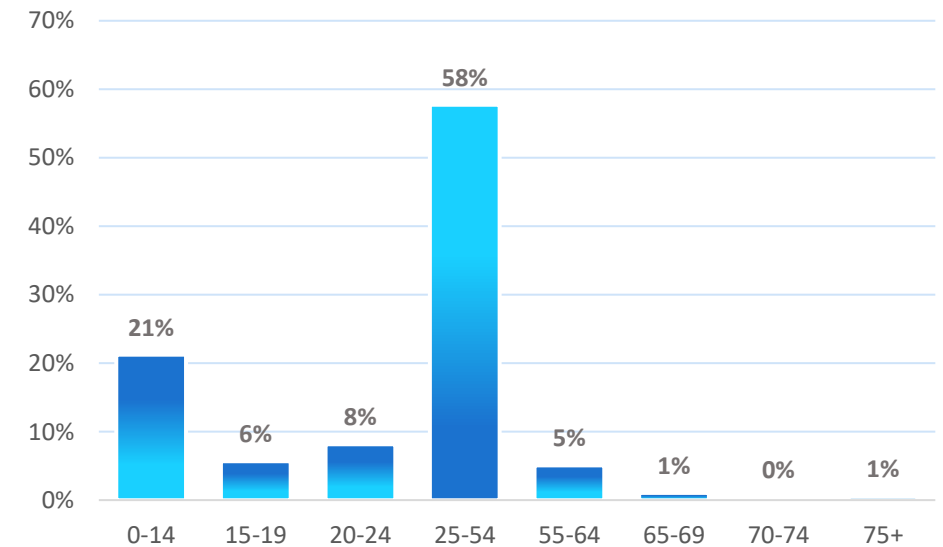
Today, the capital is hosting numerous business, social and sporting events such as the Future Investment Initiative (FII), Riyadh Season, sector expos, business forums as well as Formula-E. In parallel, it's on track to become the Middle East hub of regional headquarters through its RHQ program.

The city landscape is vast with a growing urbanization plan supported by a large road network. Comprised of several major highways serving North/South as well as East/West traffic, Riyadh's grid system is expanding and so is the need for mobility in such a dynamic market.

From an Out-of-Home advertising front, advertisers can choose from 4 different outdoor formats.



Total Population Age Breakdown





Digital Bridges

Riyadh

38 Locations

75 Faces

7 Major & Main Roads

Digital

Circuit

[Map Here](#)

Digital Flagpoles

Riyadh

16 Locations

18 Faces

5 Major Roads

Digital

Per Face

[Map Here](#)

Static Flagpoles

Riyadh

24 Locations

48 Faces

6 Major Roads

Static

Per Face

[Map Here](#)

Digital Bridges

Digital Bridges, Riyadh's **premiere out-of-home format** that has changed the city's communication approach are Installed on highway overpasses, underpasses, and pedestrian bridges located at major exits & junctions. They are **unique and unmatched** due to their size, distribution and sheer dominance on key road arteries. Stretching the entire width of oncoming lanes and/or highways in their entirety, Digital Bridges are **simply unmissable**.

Attributes:

- Premium faces only (no face B).
- In direct line of sight of motorists
- Visible from significant distances without obstruction
- Landscape orientated
- Day-part messaging capable

Exposure and Size:

- Booked as circuits (minimum 15 faces)
- 10 second ad per loop
- Operate for 20 hours per day
- Average panel size: 23.3 x 2.4 meters (w x h)

Inventory Quantity:

- 38 Locations
- 75 Faces



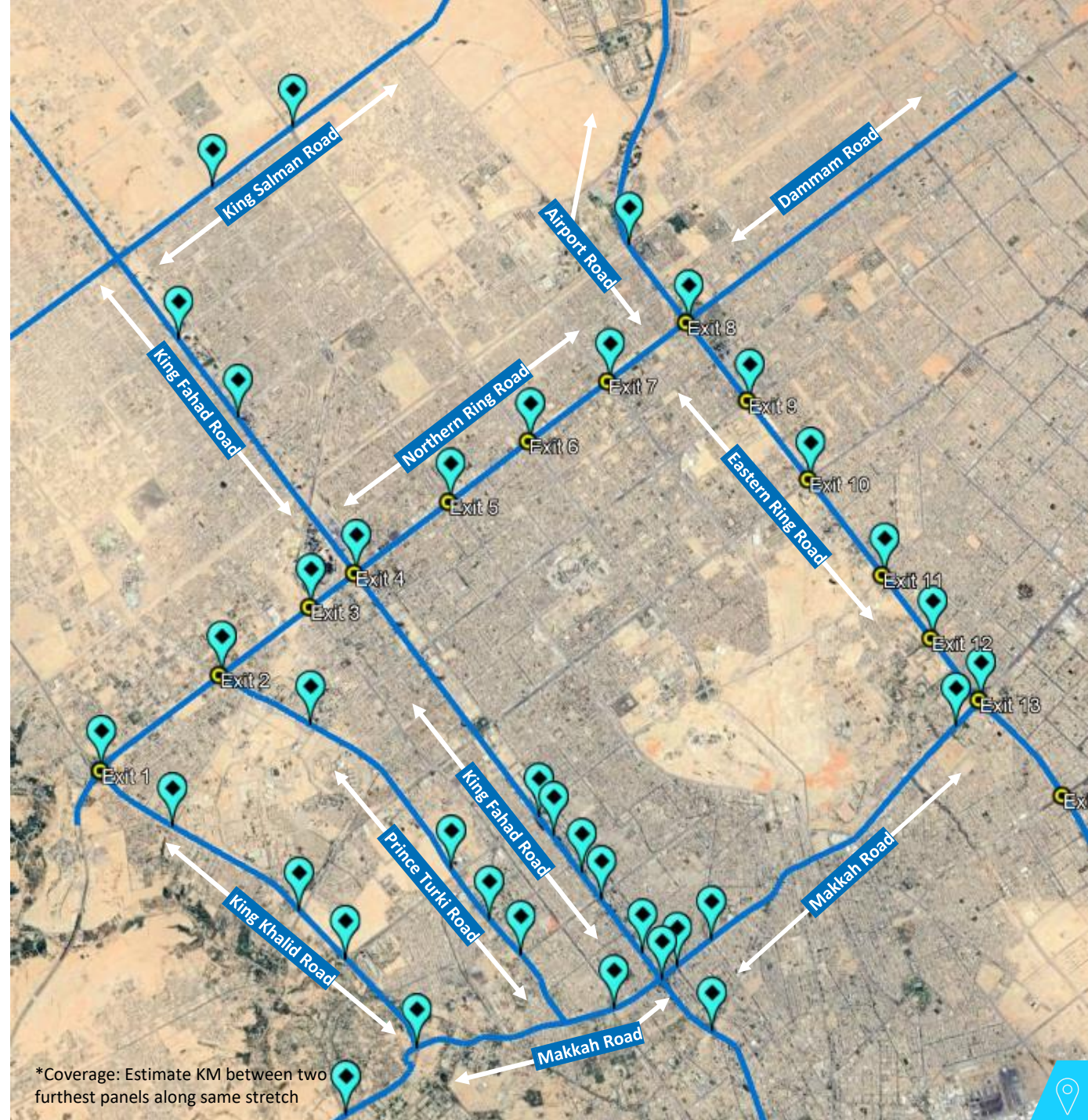
Digital Bridges

Riyadh's grid pattern urban layout naturally requires major and main highways so to connect neighboring vicinities and move traffic forward.

Said highways that are heavily used by the residents are accommodated with Digital Bridges that are situated at either major exits or junctions.

Below are the quantities of locations, faces and estimate road distance covered from first to last point along each respected stretch.

Locations	Quantity	Road	Coverage
9 Locations	18 Faces	King Fahad Road	~17.6km
7 Locations	14 Faces	Eastern Ring Road	~11.6km
7 Locations	13 Faces	Northern Ring Road	~12.75km
6 Locations	12 Faces	Makkah Road	~15km
4 Locations	8 Faces	Prince Turki Road	~6.37km
3 Locations	6 Faces	King Khalid Road	~4.4km
2 Locations	4 Faces	King Salman Road	~2.11km
38 Locations	75 Faces	7 Roads	



*Coverage: Estimate KM between two furthest panels along same stretch





Digital Bridges

Outstanding Visibility
& Line Of Sight

Geographically Dispersed
Across The City

Strategical Placement At Key
Junctions & Bottlenecks

Premium Exposure
(Width of Highway)

Digital Flagpoles

Digital Flagpoles, are Riyadh's go-to billboards located along various high traffic road arteries predominately **found in the northern, eastern, central and southern vicinities** of the city. Their free-standing nature along Riyadh's upgraded urban development backdrop has made them stand out incredibly well while ensuring effective **delivery of promotional content onto oncoming traffic lanes**.

Attributes:

- Visible from both main and service roads as well as adjacent buildings.
- Mounted above far right traffic lanes & highway islands
- Predominately located mid-stretch in-between on/off ramps of different highway exits
- Free from surrounding obstructions

Exposure and Size:

- Booked individually (per face)
- 10 second ad per loop
- Operate for 20 hours per day
- Average panel size: 9.7 x 5.1 meters (w x h)

Inventory Quantity:

- 16 Locations
- 18 Faces



Digital Flagpoles

Situated at either major junctions or in-between exits, their locations are had on the borders of congested residential neighborhoods helping capture daily traffic as commuters go about their daily routines.

Below are the quantities of locations, faces and estimate road distance covered from first to last point along each respected stretch.

Locations	Quantity	Road	Coverage
6 Locations	6 Faces	Northern Ring Road	~9.26km
5 Locations	5 Faces	Eastern Ring Road	~9.5km
3 Locations	4 Faces	King Fahad Road	~8km
1 Locations	2 Faces	Makkah Road	~
1 Location	1 Face	Southern Ring Road	~
16 Locations	18 Faces	5 Roads	



*Coverage: Estimate KM between two furthest panels along same stretch





Digital Flagpoles

10 Second
Ad Exposure

In-Between Major
Exits & Junctions

Installed Adjacent To
Congested Neighborhoods

Utilized for Branding
& Tactical Offers

Static Flagpoles

This medium was and continues to be [the original billboard](#) found along major city road arteries in Riyadh. Static in nature, these Flagpoles are located on high traffic routes in significant quantities and is predominately located in northern, eastern and southern vicinities of the city. [Its static nature instills and establishes awareness thanks to a brands ability to enjoy 100% share of voice](#) throughout the booked period and capitalizes on repeated exposure had by motorists during routine commutes.

Attributes:

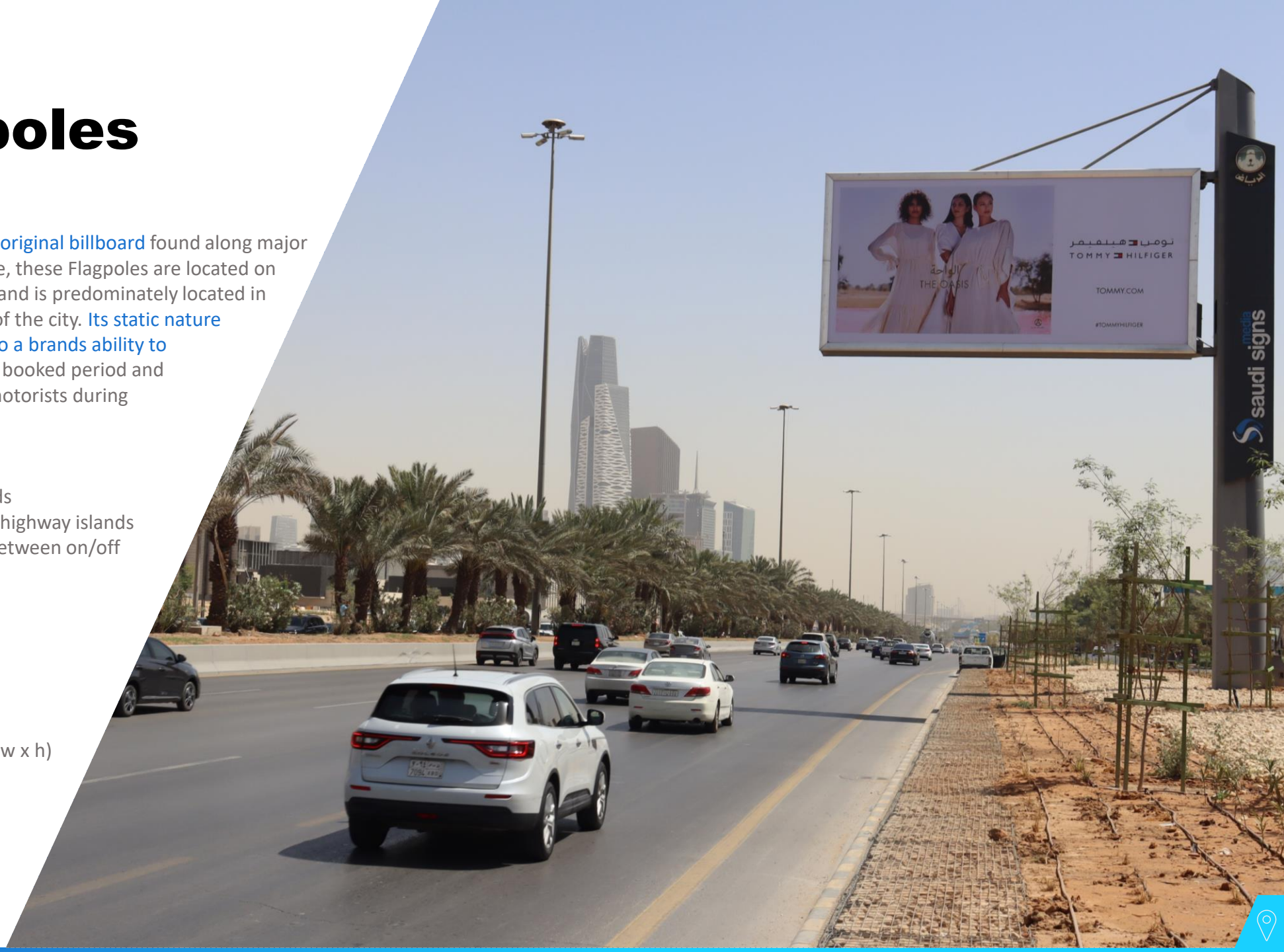
- Visible from both main and service roads
- Mounted above far right traffic lanes & highway islands
- Predominately located mid-stretch in-between on/off ramps of different highway exits
- Accommodates artwork protrusions

Exposure and Size:

- Booked individually (per face)
- 100% share of voice
- Backlit and visible 24/7
- Average panel size: 9.54 x 4.55 meters (w x h)

Inventory Quantity:

- 24 Locations
- 48 Faces



Static Flagpoles

Static Flagpoles, similar to their Digital counterparts are predominately located along the Northern and Eastern Ring Roads in addition to 4 other road arteries. The traffic experienced on these stretches is incredibly high.

Providing advertisers with a rarity across Riyadh, Static Flagpoles grant brands 100% share of voice due to their static nature.

Below are the quantities of locations, faces and estimate road distance covered from first to last point along each respected stretch.

Locations	Quantity	Road	Coverage
11 Locations	22 Faces	Eastern Ring Road	~20.9km
8 Locations	16 Faces	Northern Ring Road	~14km
2 Locations	4 Faces	Southern Ring Road	~2km
1 Location	2 Faces	King Fahed Road	-
1 Location	2 Faces	Airport Road	-
1 Location	2 Faces	Thumamma Road	-
24 Locations	48 Faces	6 Roads	



*Coverage: Estimate KM between two furthest panels along same stretch



Static Flagpoles

100% Share of Voice
& Back Lit

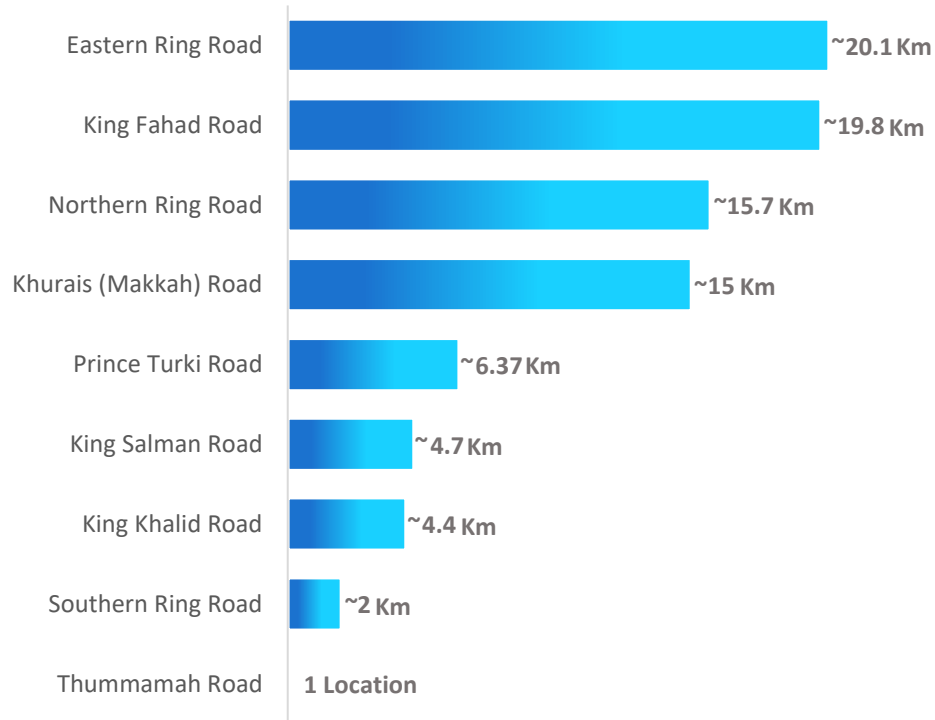
Installed Along Busiest Routes
Across All Areas Around City

Creatively Flexible
With Protrusions

Great Branding
& Long-Term Presence




~88km Worth Of Riyadh Roads Covered With OOH Formats

Recap of First to Last Touchpoint Distances On Each Respected Road





Riyadh Outdoor Distribution

-  Digital Bridges
-  Digital Flagpoles
-  Static Flagpoles

Indoor Media





Digital Gates

Riyadh – Jeddah – Dammam (DMA)

22 Location

22 Faces

Digital

Per Circuit

[Map Here](#)

Hyper Digital Solution

Riyadh – Jeddah – Dammam (DMA)

63 Location

988 Screens

Digital

Per Circuit

[Map Here](#)

Digital Gates

The premium choice for **first point of contact** with shoppers helping commence the product consideration process in the right environment. **Digital Gates** are the Kingdom's latest format intended to heighten standards for brands seeking a sense of uniqueness and undisputed presence within a supermarket setting.

Attributes:

- Allows for an unmissable statement before becoming exposed to a broad variety of goods
- Supports promotions, time limited offers, cultural/seasonal messages
- Enables creative artistry and day parting messages
- Situated at bottleneck of shopper journey
- Seen and recognized from a distance

Exposure and Size:

- 10 second ad exposure
- Operate for 16+ hours subject to location
- Average Gate size: 4 x 3.5 meters (w x h)

Riyadh Quantity:

- 9 Locations
- 9 Faces



Digital Gates

Situated at the commencement of a **shopper's path-to-purchase journey**, giving your brand a unique opportunity to instill product consideration in a decisive environment.

Digital Gates can be found in the following locations:

#	City	Supermarket	Location	Location Links
1	Riyadh	Danube	Al Hayat Mall	Map Link
2	Riyadh	Danube	Nakhla Mall	Map Link
3	Riyadh	Danube	Al Thummama	Map Link
4	Riyadh	Danube	Panorama Mall	Map Link
5	Riyadh	Panda	Al Takhassousi Street	Map Link
6	Riyadh	Panda	Abi Bakr As Siddiq	Map Link
7	Riyadh	Panda	Alia Plaza	Map Link
8	Riyadh	Panda	Salam Mall	Map Link
9	Riyadh	Panda	Masharif Hills	Map Link
10	Jeddah	Danube	Al Salaam Mall	Map Link
11	Jeddah	Danube	Red Sea Mall	Map Link
12	Jeddah	Danube	Tahlia 2	Map Link
13	Jeddah	Danube	Al Sairfe Mall	Map Link
14	Jeddah	Panda	Al Marwah	Map Link
15	Jeddah	Panda	Sari	Map Link



#	City	Supermarket	Location	Location Links
16	Jeddah	Panda	Mall of Arabia	Map Link
17	Jeddah	Panda	Al Samer	Map Link
18	Jeddah	Panda	Safa Mall	Map Link
19	Khobar	Danube	Al Jumah City Center	Map Link
20	Khobar	Danube	Aziziyah	Map Link
21	Dammam	Danube	Al Shatee	Map Link
22	Dammam	Danube	Ar Rakah	Map Link

9 Riyadh Supermarkets



Hyper Digital Solutions

Hyper Digital Solutions (HDS) are portrait orientated screens consecutively installed above cashier counters of major supermarket chains across the 3 main cities of Riyadh, Jeddah and Greater Dammam.

As shoppers spend significant amount of time browsing aisles and in queue at checkouts, it affords brands a unique opportunity to communicate. Located at the **moment of truth**, it helps brands take advantage of impulse buys and reminders.

Attributes:

- Consecutive installment of panels ensuring opportunity to see
- Synchronized delivery of message for heightened impact
- Day-part messaging capable
- Localized targeting capable
- Accommodates 2 faces per panel (A+B)
- Static or animated artwork permitted

Exposure and Size:

- 10 second ad exposure
- Operate for 16+ hours subject to location
- Panel size: 0.9 x 1.6 meters (w x h)

Riyadh Quantity:

- 22 Locations
- 344 Screens



Hyper Digital Solutions

Hyper Digital Solutions can be found across the 3 main cities at:



Format Recap | Riyadh

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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