



DUBAI • OUT OF HOME_

Out of home in Dubai.

A guide to high-impact out of home across
Dubai, from ma. Sites, formats and indicative
costs.

LONDON • NEW YORK • DUBAI_



A city built for out of home.

Dubai's OOH landscape is evolving as fast as the city itself. Roadside inventory along Sheikh Zayed Road, premium indoor networks across malls and the Metro, and landmark digital sites give a brand repeated, high-quality visibility among residents, commuters and visitors.

ROADSIDE_

Sheikh Zayed Road and key arterial routes. Large-format digital and lamppost networks.

METRO_

53 stations across the Red and Green lines, reaching more than 800,000 daily riders.

MALL_

Premium digital networks inside Dubai's busiest retail and leisure destinations.

TRANSIT_

Fully wrapped RTA taxis moving brand presence across the whole city.

The Helix Network



THE HELIX NETWORK, SHEIKH ZAYED ROAD

Seven premium large-format digital faces across four prominent locations on Sheikh Zayed Road, connecting World Trade Centre, Downtown Dubai, Dubai Mall and City Walk.

- 7 faces across 4 prime Sheikh Zayed Road locations
- 10 second slot length, 10% share of voice
- Large-format digital network, various sizes
- Two week campaign

INDICATIVE COST_

AED 421,500

Indicative only. Subject to availability, campaign period and confirmation.

Heart of Jumeirah 2



HEART OF JUMEIRAH 2, JUMEIRAH BEACH ROAD

42 static faces across 21 double-sided lampposts along the affluent residential stretch of Jumeirah Beach Road, benefiting from lower speeds and extended dwell around junctions.

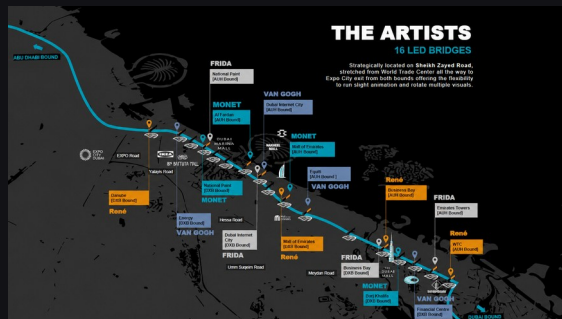
- 42 faces on 21 double-sided lampposts
- 100% share of voice, 2.56 × 1.29m
- High-dwell residential and leisure route
- Two week campaign

INDICATIVE COST_

AED 175,500

Indicative only. Subject to availability, campaign period and confirmation.

The Artists LED Bridges



THE ARTISTS LED BRIDGES, SHEIKH ZAYED ROAD

Four premium LED bridge screens along Sheikh Zayed Road, covering both Dubai and Abu Dhabi bound traffic, with strong visibility across multiple lanes and support for animation and creative rotation.

- 4 elevated LED bridge screens
- Both Dubai and Abu Dhabi bound traffic
- Supports animation and creative rotation
- Two week campaign

INDICATIVE COST_

AED 552,500

Indicative only. Subject to availability, campaign period and confirmation.



06

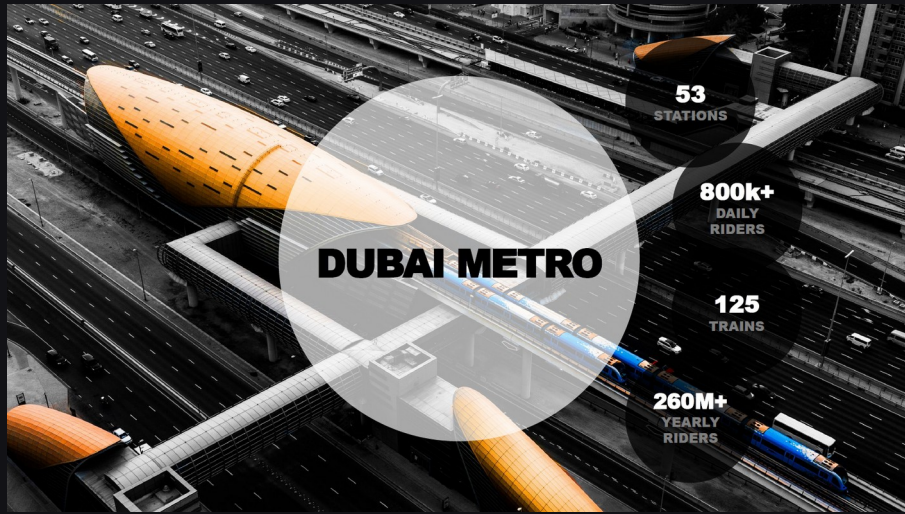
THE NETWORK_

Metro.



551 screens across all 53 stations on the Red and Green lines.

Dubai Metro Digital Screens



DUBAI METRO DIGITAL NETWORK

551 screens across all 53 stations on the Red and Green lines, positioned through entrances, concourses, platforms and footbridges for repeated exposure across the passenger journey.

- 551 screens across all 53 stations
- More than 800,000 daily riders
- 12 second slot length, digital network
- Two week campaign

INDICATIVE COST_

AED 332,500

Indicative only. Subject to availability, campaign period and confirmation.



08

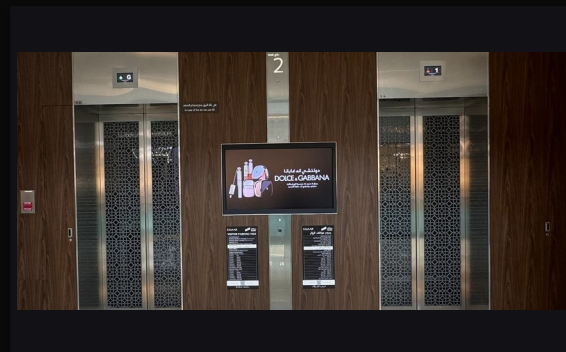
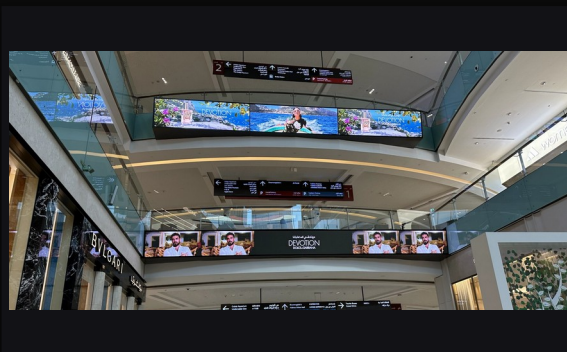
INDOOR NETWORKS_

Mall.



Premium digital networks inside Dubai's busiest retail destinations.

Dubai Mall Digital Package



DUBAI MALL, MEGA ICE RINK SCREEN

Extensive digital coverage across the Digital Dominance Network, Kinokuniya and the landmark Mega Ice Rink screen, reaching visitors at entrances, link bridges, lift lobbies and high-dwell leisure areas.

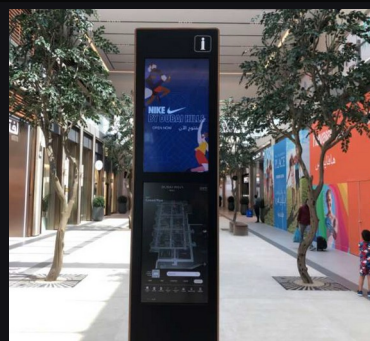
- 387 screens including the Mega Ice Rink landmark
- 15 second slot, 5% share of voice
- Entrances, link bridges and lift lobbies
- Two week campaign

INDICATIVE COST_

AED 242,500

Indicative only. Subject to availability, campaign period and confirmation.

Dubai Hills Mall Network



DUBAI HILLS MALL, CENTRAL-ATRIUM ARCH SCREEN

47 screens across central-atrium arches, link bridges, store directories and the food court, giving repeated visibility across the customer journey on the ground and first levels.

- 47 screens across arches, bridges and directories
- 15 second slot, 5% share of voice
- High-impact arch and wayfinding formats
- Two week campaign

INDICATIVE COST_

AED 76,500

Indicative only. Subject to availability, campaign period and confirmation.

Dubai Marina Mall Network



DUBAI MARINA MALL, ATRIUM SCREENS

A 99-screen Digital Dominance Network with an external facade screen facing Sheikh Zayed Road and Jumeirah Lakes Towers, plus dome, lift-lobby and linear-atrium screens throughout the centre.

- 99 screens with an external facade screen
- Dome, lift-lobby and linear-atrium formats
- 15 second slot, 5% share of voice
- Two week campaign

INDICATIVE COST_

AED 72,000

Indicative only. Subject to availability, campaign period and confirmation.



12

ON THE MOVE_

Taxis.

100 fully wrapped RTA taxis moving brand presence across the city.

Dubai Taxi Wraps



RTA RED CITY TAXI WRAPS, DUBAI

100 fully wrapped RTA Red City Taxis operating across Dubai, with creative across the driver side, passenger side and rear of each vehicle, creating a mobile three-face format that moves with the city.

- 100 fully wrapped RTA Red City Taxis
- Three-face format across each vehicle
- Full wrap, 100% share of voice
- 30 day campaign

INDICATIVE COST_

AED 676,000

Indicative only. Subject to availability, campaign period and confirmation.



Dubai out of home, at a glance.

SITE	ENVIRONMENT	INDICATIVE COST
The Helix Network	ROADSIDE	AED 421,500
Heart of Jumeirah 2	ROADSIDE	AED 175,500
The Artists LED Bridges	ROADSIDE	AED 552,500
Dubai Metro Digital Screens	METRO	AED 332,500
Dubai Mall Digital Package	MALL	AED 242,500
Dubai Hills Mall Network	MALL	AED 76,500
Dubai Marina Mall Network	MALL	AED 72,000
Dubai Taxi Wraps	TRANSIT	AED 676,000

Indicative costs in AED, subject to availability, campaign period and confirmation.

LET'S MAKE IT HAPPEN_



Making brands impossible to ignore.

Tell us the objective and the budget, and we will recommend the right sites across Dubai and confirm live availability. We do not charge separate planning, buying or agency fees.

YOUR CONTACT_

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All costs are indicative, in UAE dirhams, and subject to availability, campaign period and confirmation.

