



attention  
Advertising & Media

# Outdoor Media

We are an Experienced Advertising Company

2024

# OUR STRATEGY



The purpose of Attention is to run a world-class professional OUTDOOR MEDIA.

The objective is to be exceptional by world standards, not just GCC or Saudi standards.

General Manager

*Adel AlDakhil*







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# “ TRUST OUR COMPANY

Attention is an innovative outdoor media solution established in 2004, which covers most cities of KSA. Utilizing the latest technological possibilities for out of home mediums, we maximize your branding exposure and excel in other forms of media, such as the highest quality printing and creative signage production.

Attention uses the highest technology in digital signage to provide social interaction, social connectivity, and communication speeds, seeking to cover all cities around KSA.

Attention uses after-sales support as a Business strategy because it typically leads to higher customer satisfaction and brand loyalty  
Attention offers cutting-edge ideas and delivers premium execution to actualize the true potential of your brand.



[www.attention.com.sa](http://www.attention.com.sa)



# We Can Help Boost Your Brand Recognition

Out-of-Home Advertising is the golden marketing standard that truly leaves a significant impression on the audience.

Attention Media provides the retailer with proof of advertising support, reassures the consumer of the brand choice, reinforces the availability of the brand, builds brand loyalty, coverage, frequency, and impact.





# Advertising Media Tools

Our sites have maximum visibility in carefully selected populated locations that complete a network of outdoor advertising opportunities.

Attention outdoor media consists of Static Billboards & Digital Screens such as MEGACOM, MEGAPOST, LAMP POST, MUPI, SUPER MEGA, MINI UNIPOLE, LARGE MEGACOM, BRIDGES, DIGITAL SCREEN, DIGITAL MEGACOM, DIGITDL SUPER MEGA,.....Etc







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# MEGACOM

- **Size:** H 3 X W 4
- **Print:** Flex Face
- **Resolution:** 35 Pixels /INCH
- **Color Mode CMYK**
- **Backlight**

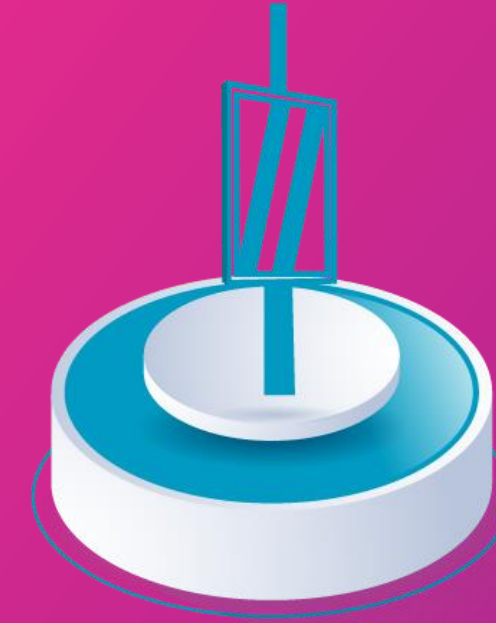
More >



Attention Megacom is Located in high-traffic areas.



Attention Mega Post with one large box, double faces, is installed directly in the middle of the road on street light poles, LED backlight full-color eye-catching design.



## MEGAPOST

- **Size:** H 3 X W 1.7Or H3X W 1.5
- **Print:** Flex Face
- **Resolution:** 60 Pixels/INCH
- **Color Mode CMYK**
- **Backlight**

More >





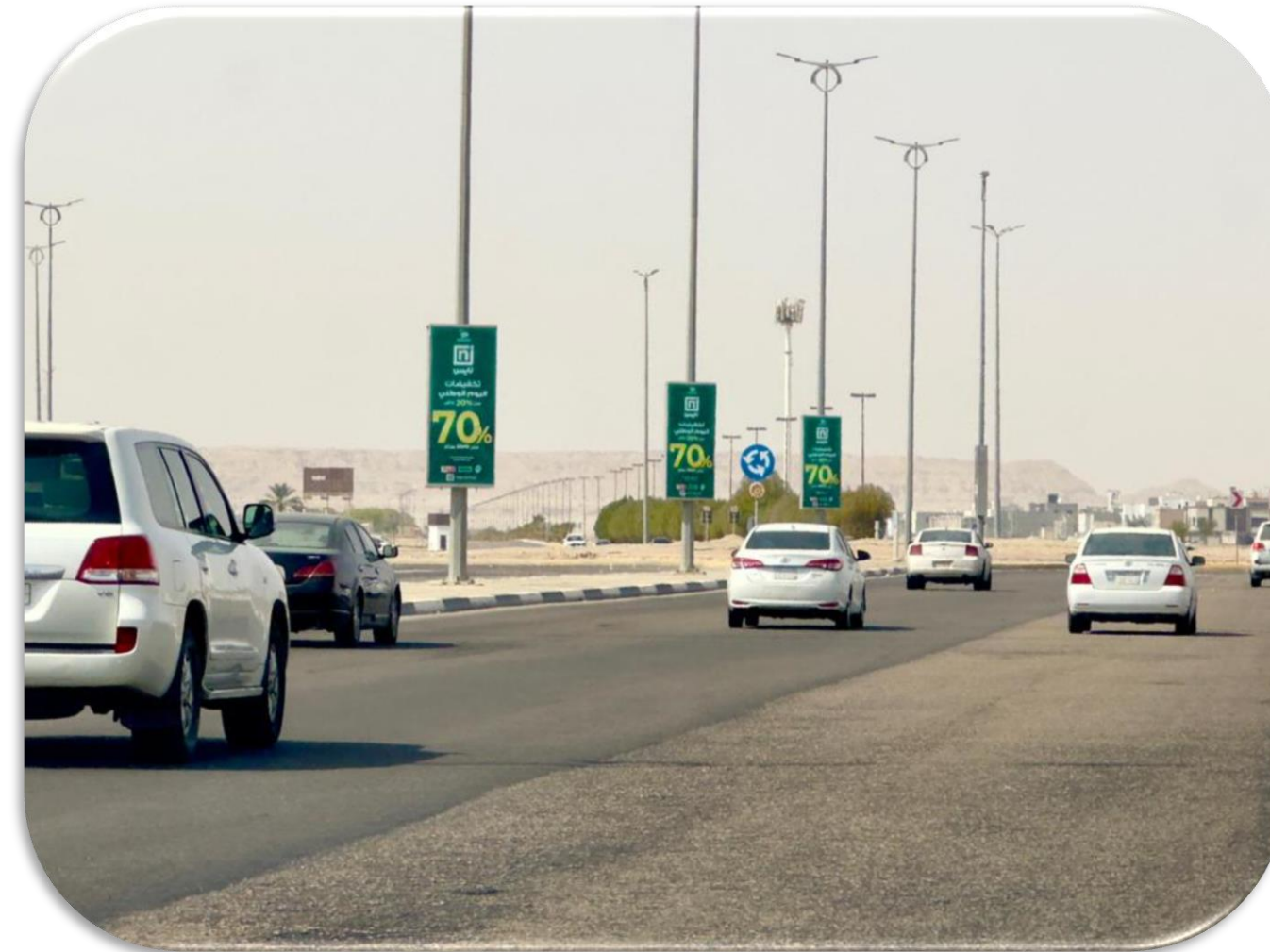
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## LAMP POST

- **Size:** H 3 X W 1.2
- **Print:** Flex Face
- **Resolution:** 70 Pixels/INCH
- **Color Mode CMYK**
- **Backlight**

More >



Attention Lamp Post double-sided that is noticeable and visible at eye level, and it's located in the middle of street light poles.





Attention Mupi Street is located in a prime location on the sidewalks by the road, double sided, and lit from the inside.



## MUPI

- **Size:** H 185cm X W 126cm
- **Print:** Flex Face
- **Resolution:** 90 Pixels/INCH
- **Color Mode CMYK**

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## SUPER MEGA

- **Size:** H 7 X W 4.5
- **Print:** Flex Face
- **Resolution:** 30 Pixels/INCH
- **Color Mode CMYK**
- **Backlight**

More >



Attention Super Mega is located in unique prime locations, it will be spotted by large audiences and attract people.





Attention Mini Unipole is a Large format billboard placed on a medium height pole and positioned at eye level. Its effectiveness is enhanced by the fact that this billboard can be seen even from long distances.



## MINI UNIPOLE

- **Size:** H 4 X W 8
- **Print:** Flex Face
- **Resolution:** 30 Pixels/INCH
- **Color Mode** CMYK

**More** >





## LARGE MEGACOM

- **Size:** H 3 X W 6
- **Print:** Flex Face
- **Resolution:** 30 Pixels/INCH
- **Color Mode** CMYK
- **Backlight**

More >

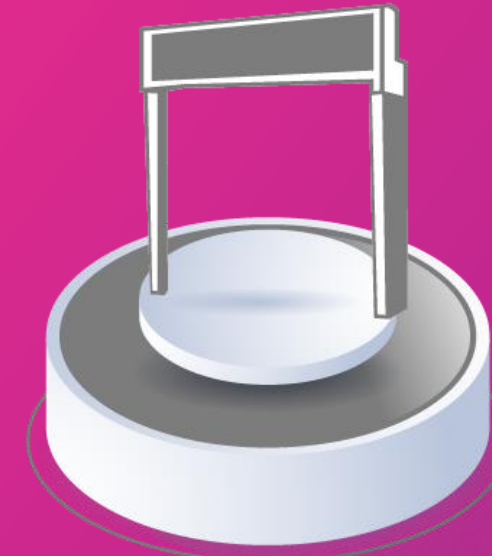


Attention Large Megacom is a large billboard made to display advertising in prime locations, noticeable and visible at eye level.





Attention Bridges are considered the most impressive point of attraction for many potential clients, as using this strategy can be highly beneficial for their customers.



## BRIDGES

- **Size:** Based on bridge selection
- **print:** Flex Face
- **Backlight**

**More** >





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## DIGITAL SCREENS

- **Outdoor LED display platinum series:**
- **pixel sizes 10mm**
- **High Brightness: SMD 10000nits**

**More** >



Attention Media provides the latest & highest technology of LED Screens.





Attention Media provides the latest & highest technology of LED Screens.



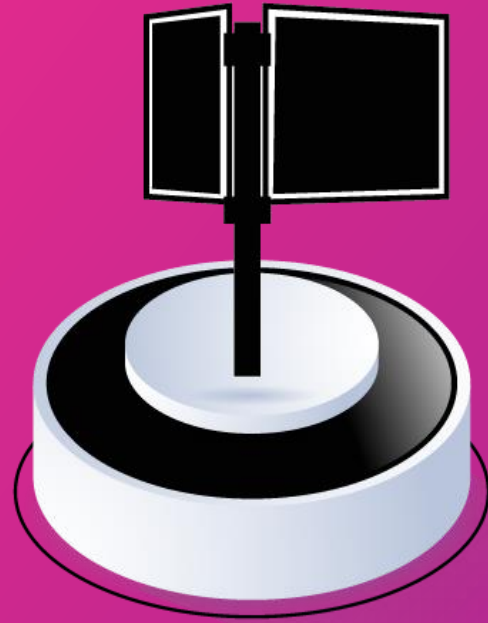
## DIGITAL SCREENS (CURVE)

- **Outdoor LED display platinum series**
- **pixel** sizes 10mm
- **High Brightness:** SMD 10000nits

**More** >



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## DIGITAL MEGACOM

- **Outdoor LED display platinum series**
- **pixel sizes** 6.67mm
- **High Brightness:** SMD 10000nits

More >



Attention Large Digital Megacom is a large billboard made to display advertising in prime locations. It is noticeable and visible at eye level.





Attention Super Mega is located in unique prime locations, it will be spotted by large audiences and attract people.



## DIGITAL SUPER MEGA

- **Size:** H 7 X W 4.5
- **Print:** Flex Face
- **Resolution:** 30 Pixels
- **INCH Color Mode CMYK**
- **Backlight**

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## DIGITAL BRIDGES

- **Outdoor LED display platinum series:**
- **pixel sizes** 10mm
- **High Brightness:** SMD 10000nits

More >



Attention Digital Bridges are considered the most impressive point of attraction for many potential clients, as using this strategy can be highly attractive for their customers.





Attention Media provide latest & highest technology of LED Screens.



## DIGITAL SCREENS (Building Facades)

- **Outdoor LED display platinum series:**
- **pixel sizes** 10mm
- **High Brightness:** SMD 10000nits

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## DIGITAL UNIPOLE

- **Size: H 5 X W 15**
- **Resolution: MP4 H264@ 30FPS**

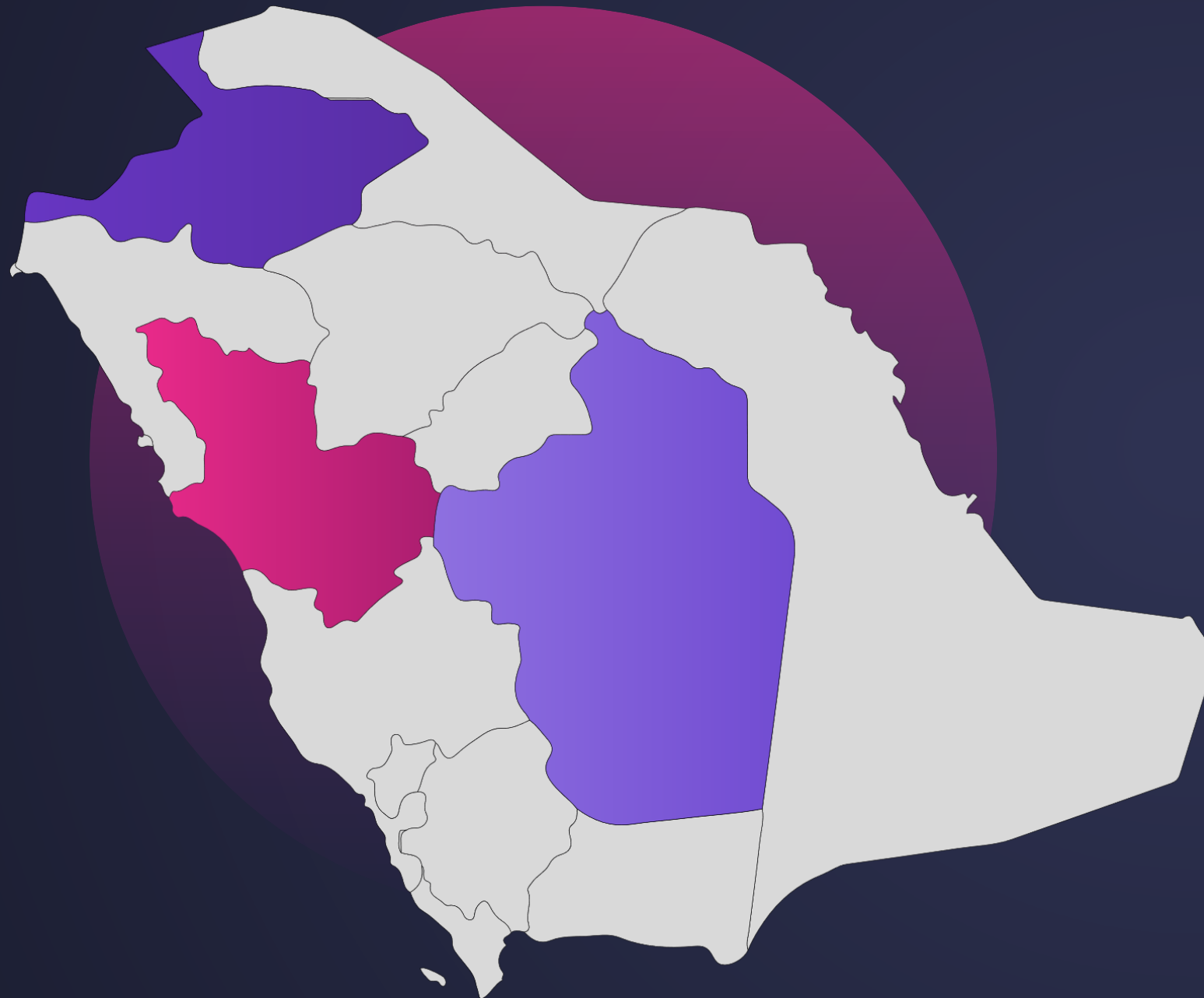
**More >**



Attention Digital Uniple is a Large format billboard placed on medium height pole to be positioned at eye level. Its effectiveness is enhanced by the fact that this billboard can be seen even from long distances.



# Our places



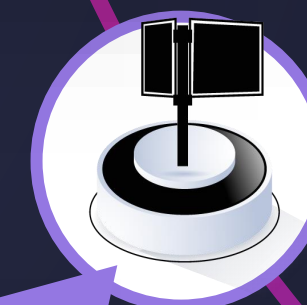
We engage audiences while living their lives. Reaching people in the real world, where they live, love, work, and play.  
Find the right market to reach your desired audiences!



**38 CITIES**



**26M Reach**



**1.932 Faces**



5 Cities – 402 Faces  
 Mupi 206 faces  
 Megacom 168 faces  
 Digital Megacom 10 faces  
 Digital Screen 6 faces  
 Digital Bridge 12 faces  
 Reach 3,229,577

9 Cities – 392 Faces  
 Mupi 30 faces  
 Megacom 132 faces  
 Megapost 180 faces  
 Digital Screen Curve 1 faces  
 Digital Screen 5 faces  
 Digital Megacom 40 faces  
 Digital Bridge 4 faces  
 Reach 5,236,901



4 Cities – 45 Faces  
 Megacom 30 faces  
 Digital Megacom 6 faces  
 Digital Screen 7 faces  
 Digital Screen (Building Facades) 2 faces  
 Reach 8,021,463



6 Cities – 637 Faces  
 Megacom 80 faces  
 Lamp post 542 faces  
 Digital Screen 3 faces  
 Digital Screen Curve 1 faces  
 Bridge 4 faces  
 Digital Bridge 4 faces  
 Digital Unipole 1 faces  
 Reach 5,028,753

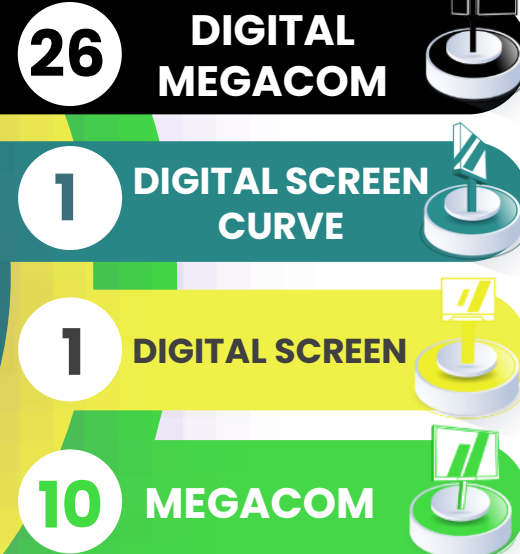


14 Cities – 456 Faces  
 Mupi 44 faces  
 Megacom 206 faces  
 Digital Megacom 32 faces  
 Mini Unipole 4 faces  
 Large Megacom 14 faces  
 Digital Screen 68 faces  
 Digital Super Mega 6 faces  
 Super Mega 29 faces  
 Bridge 8 faces  
 Digital Screen (Building Facades) 43 faces  
 Digital Unipole 2 faces  
 Reach 4,700,000

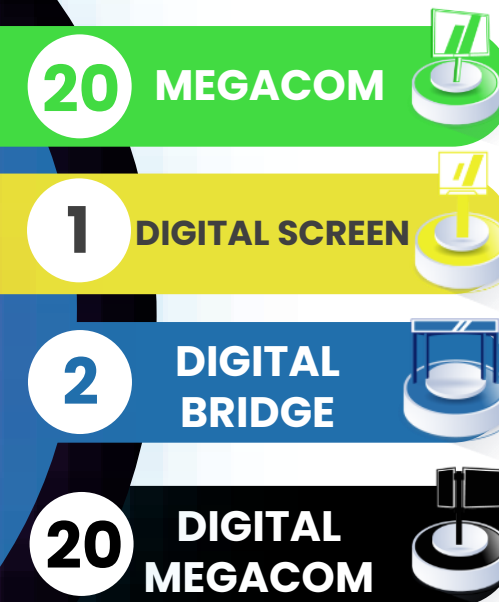


# Central Region

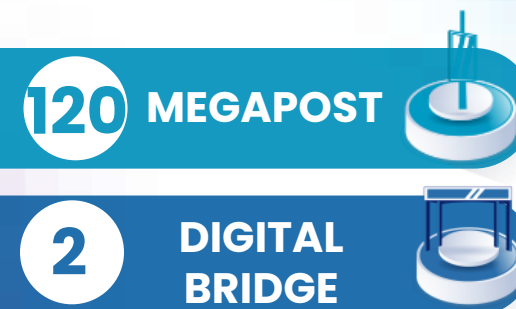
**Buraidah**



**Al Kharj**



**Dawadmi**



**Shaqraa**



# Central Region

**Al Majmaah**

**30**

**MUPI**

**1**

**DIGITAL SCREEN**

**Bekeriya**

**20**

**MEGACOM**

**Al Rass**

**60**

**MEGAPOST**

**1**

**DIGITAL SCREEN**

**Unaizah**

**1**

**DIGITAL SCREEN**

**28**

**MEGACOM**

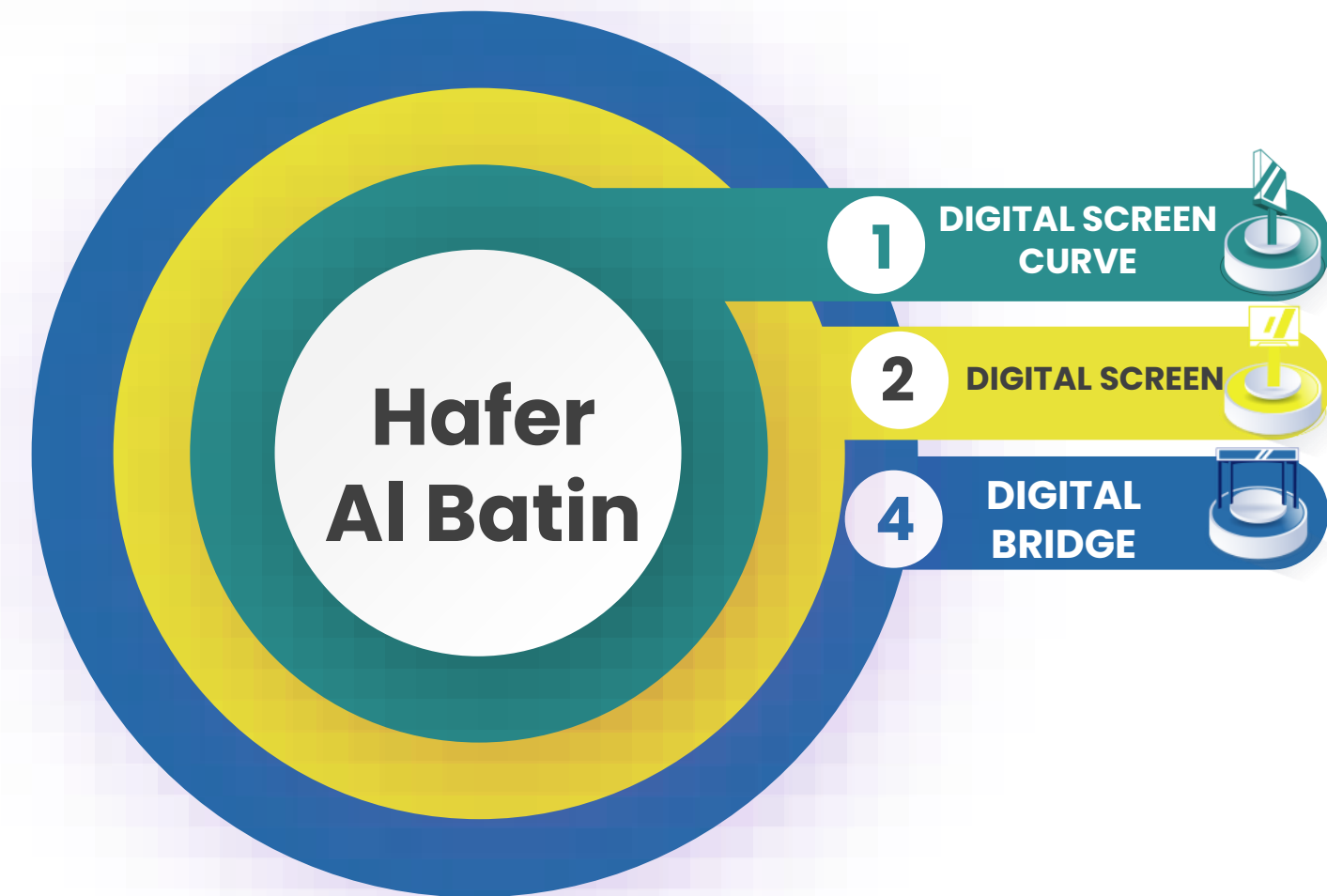
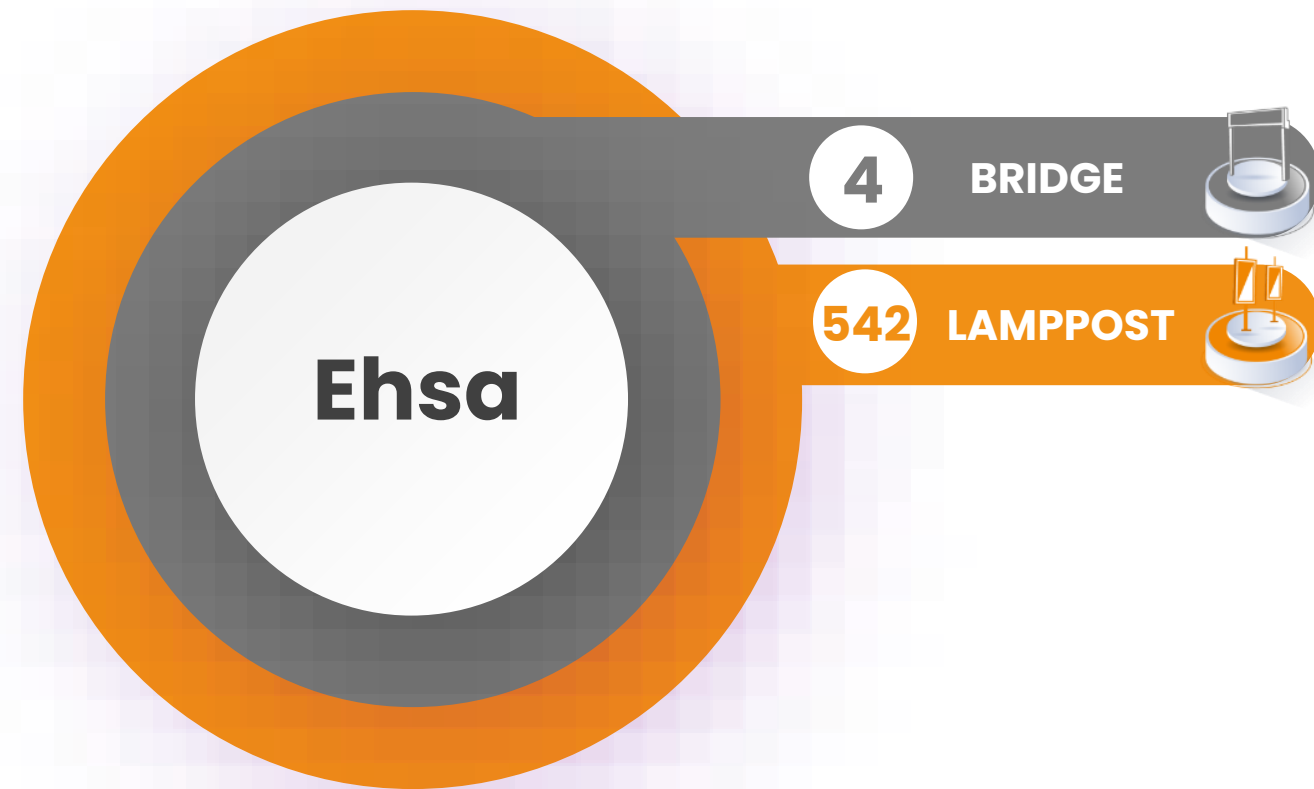
**AL Badayea**

**24**

**MEGACOM**



# Eastern Region



# Eastern Region

**Khafji**

**80**

**MEGACOM**



**Dammam**

**2**

**DIGITAL UNIPOLE**



**ALkhobar**

**1**

**DIGITAL SCREEN  
(Building Facades)**



**Qatif**

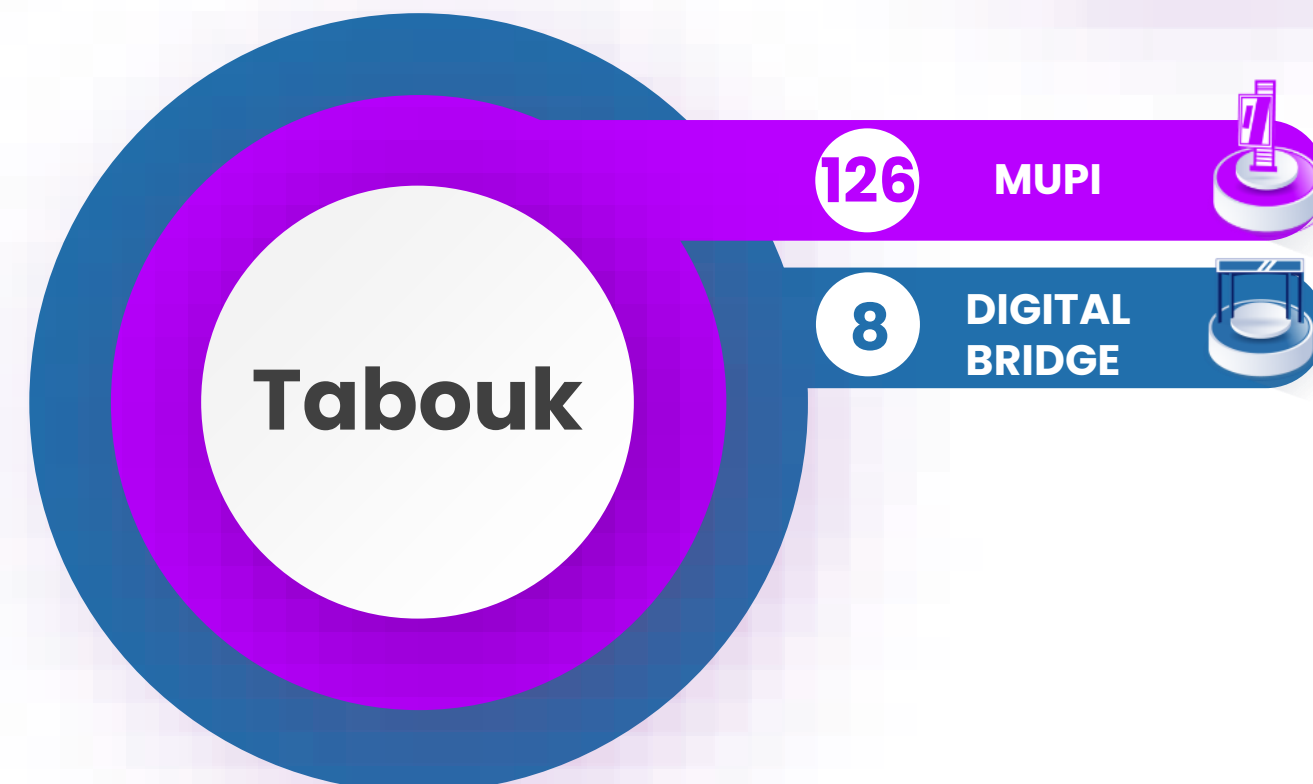
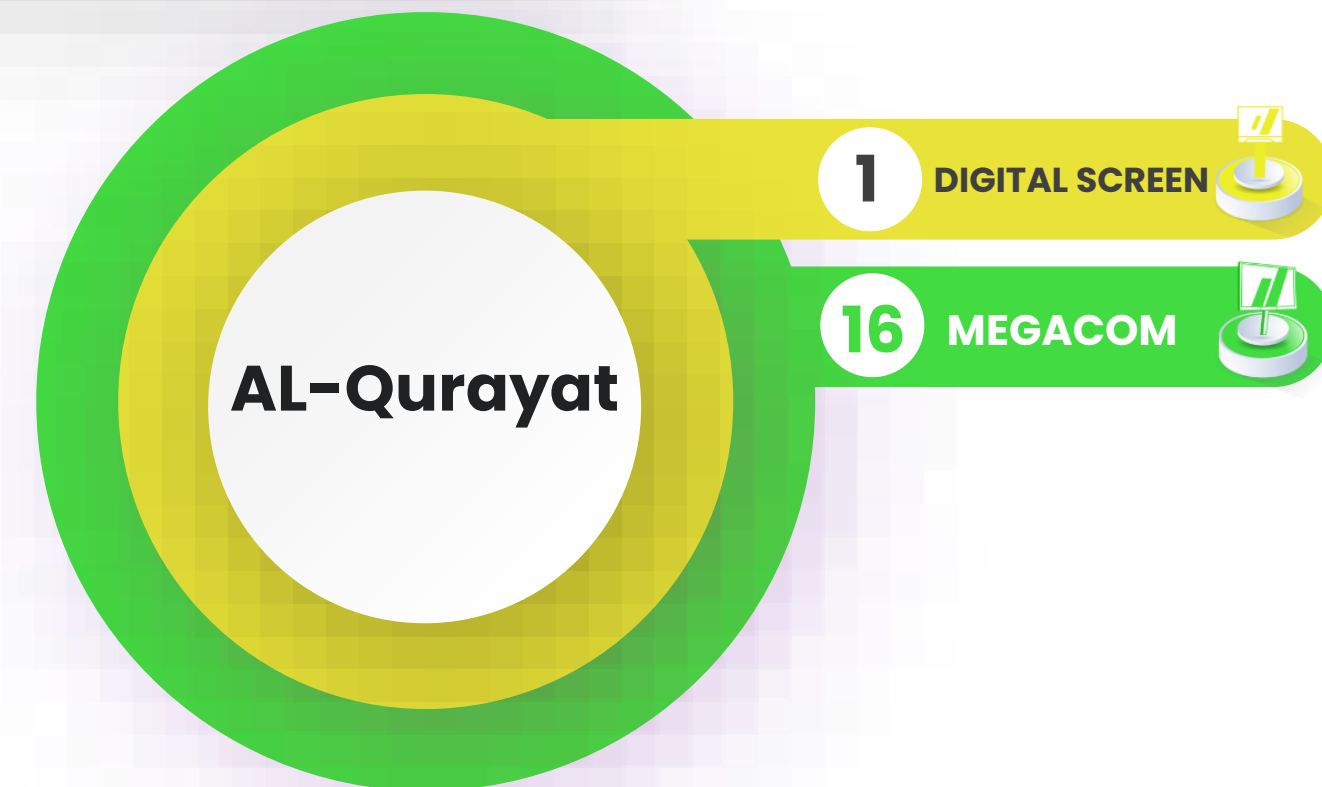
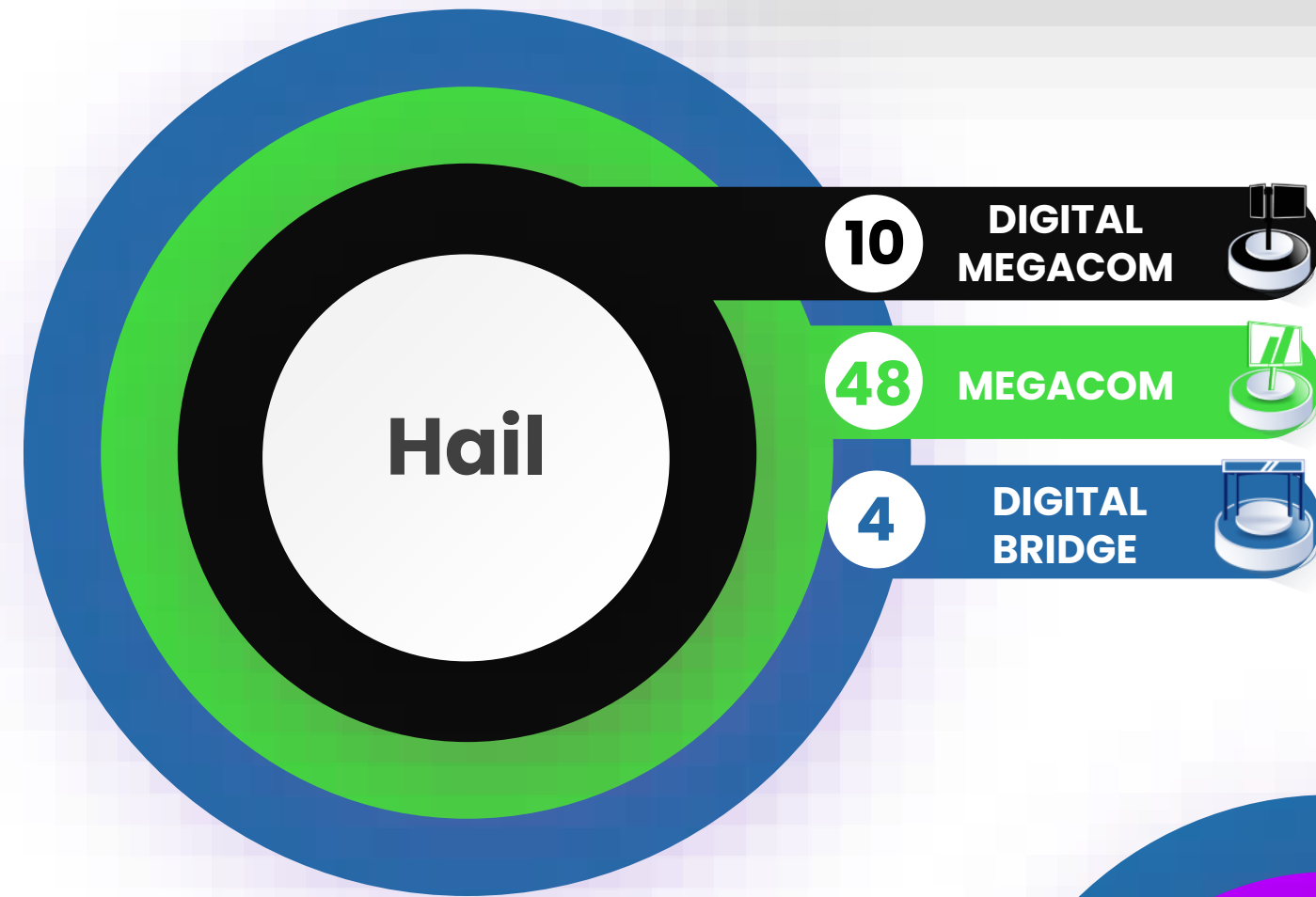
**1**

**DIGITAL SCREEN**

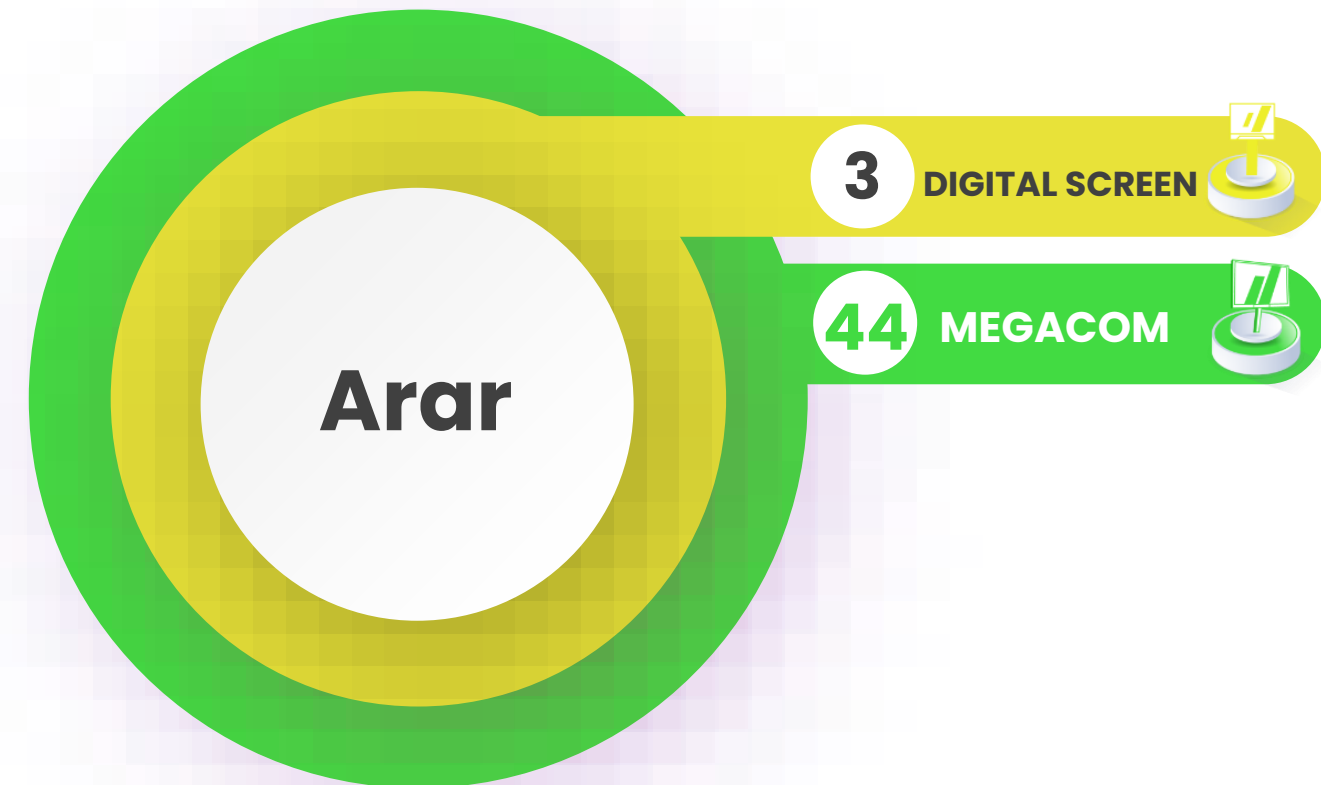
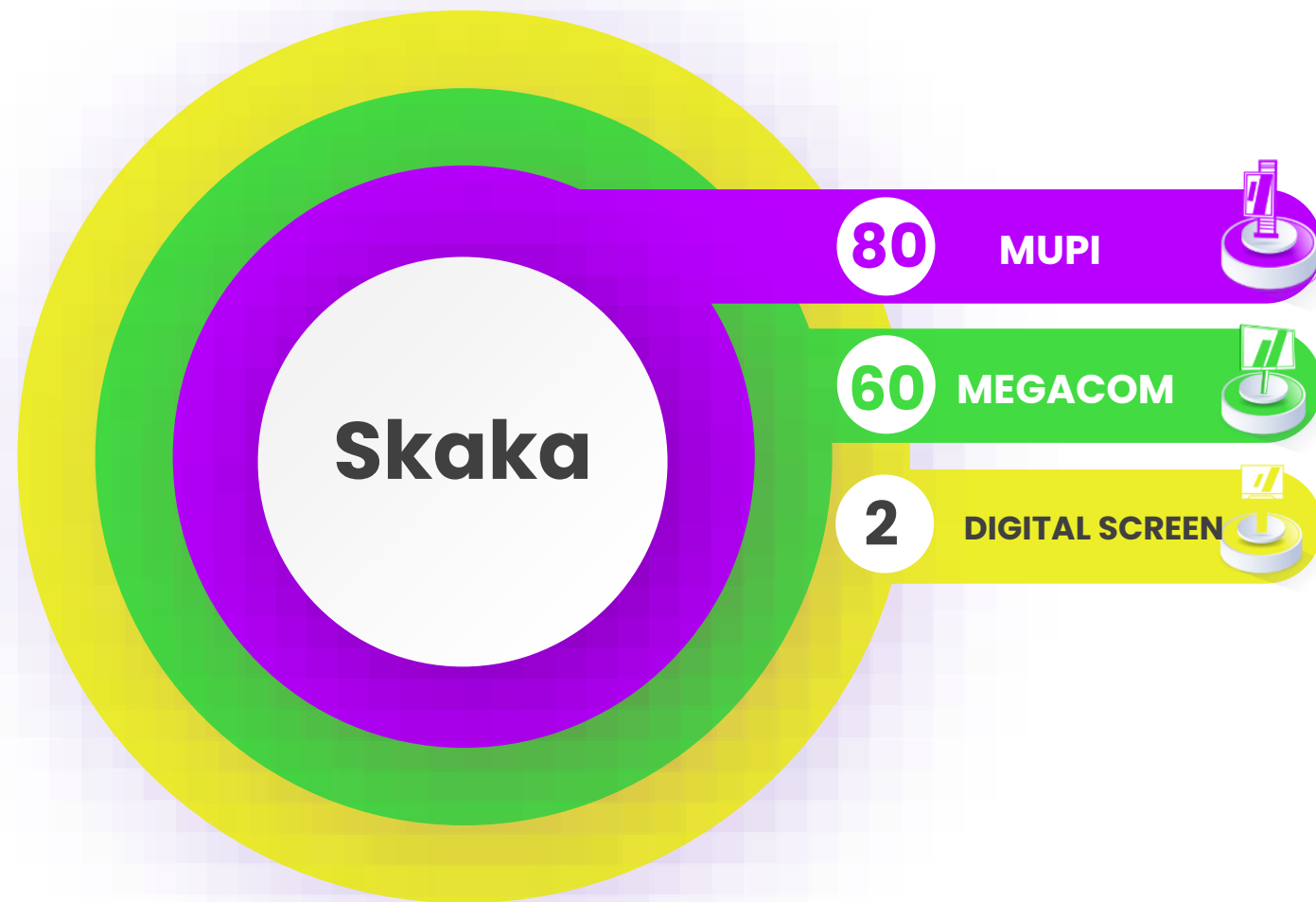




# NOURTH Region

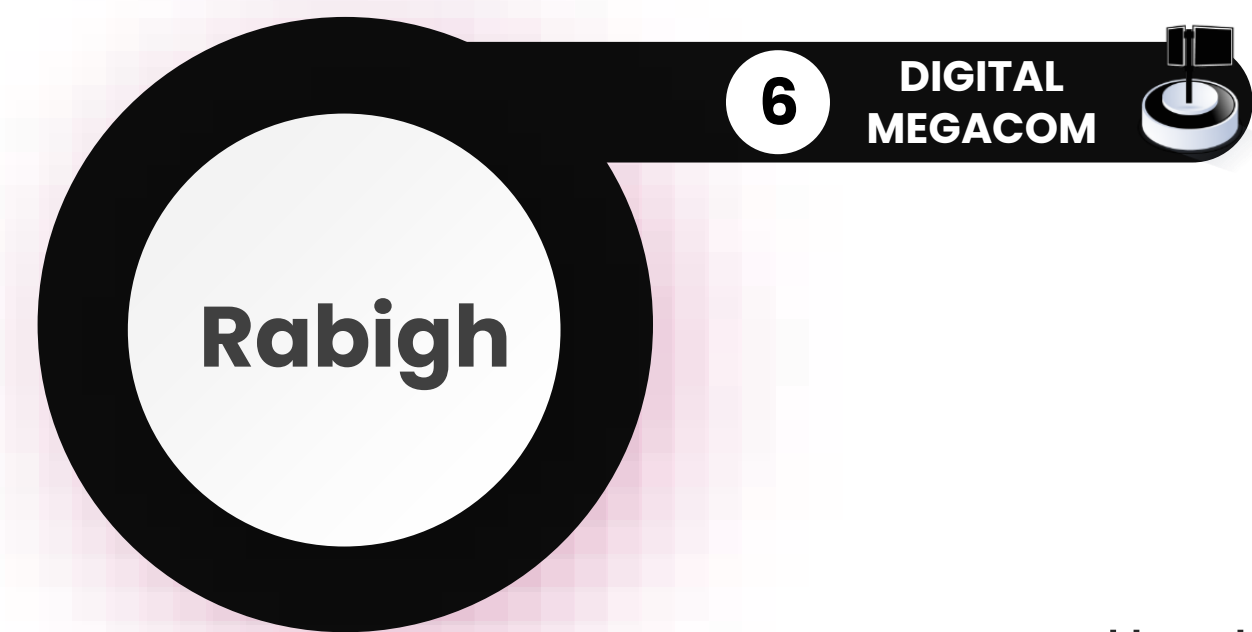
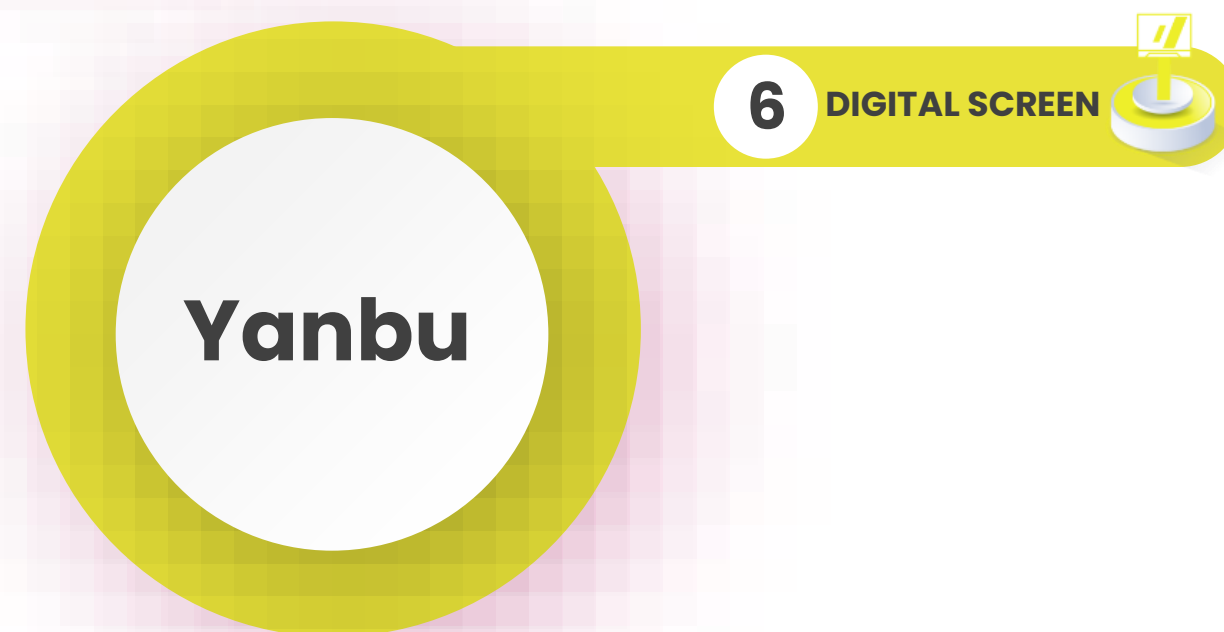
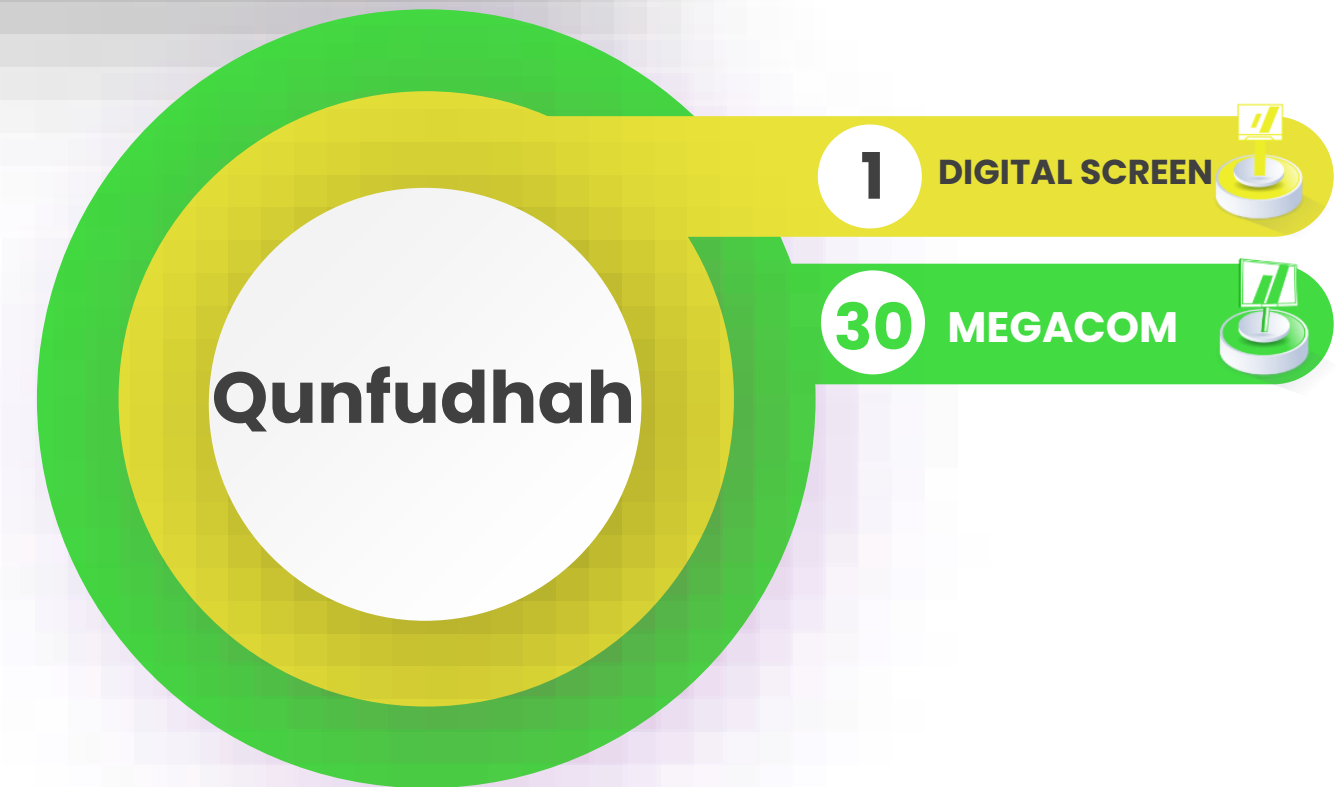
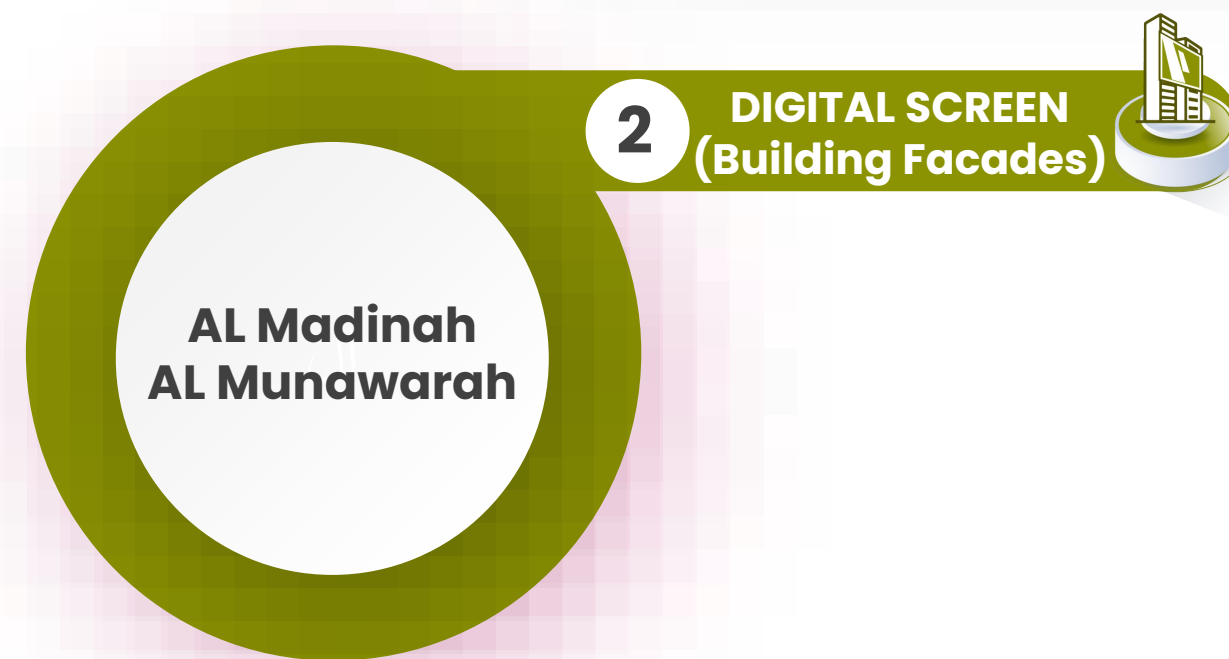


# NOURTH Region





# West Region



# South Region

**Jizan**

**3** DIGITAL SCREEN  
(Building Facades)

**40** DIGITAL  
MEGACOM

**Mahael  
Aseer**

**8** DIGITAL  
MEGACOM

**20** MEGACOM

**Abha**

**18** DIGITAL  
MEGACOM

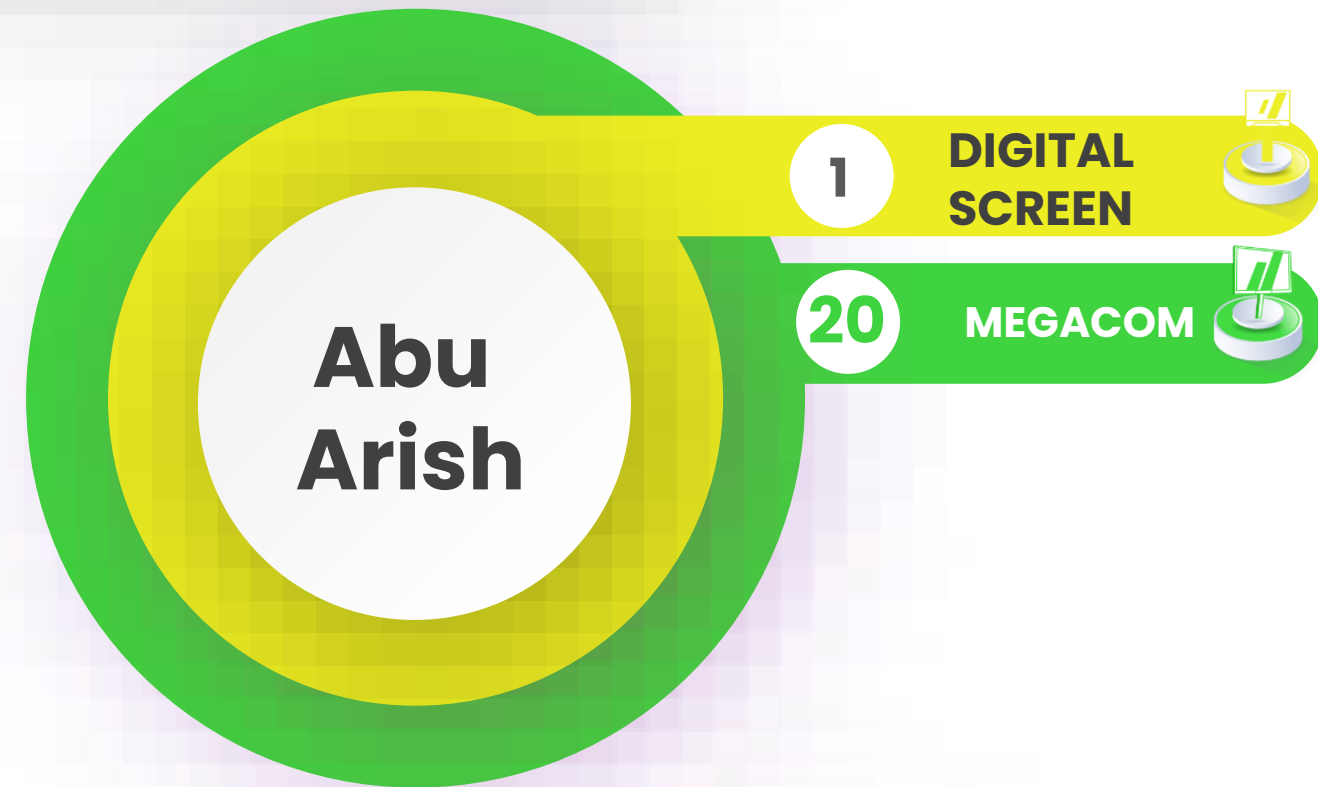
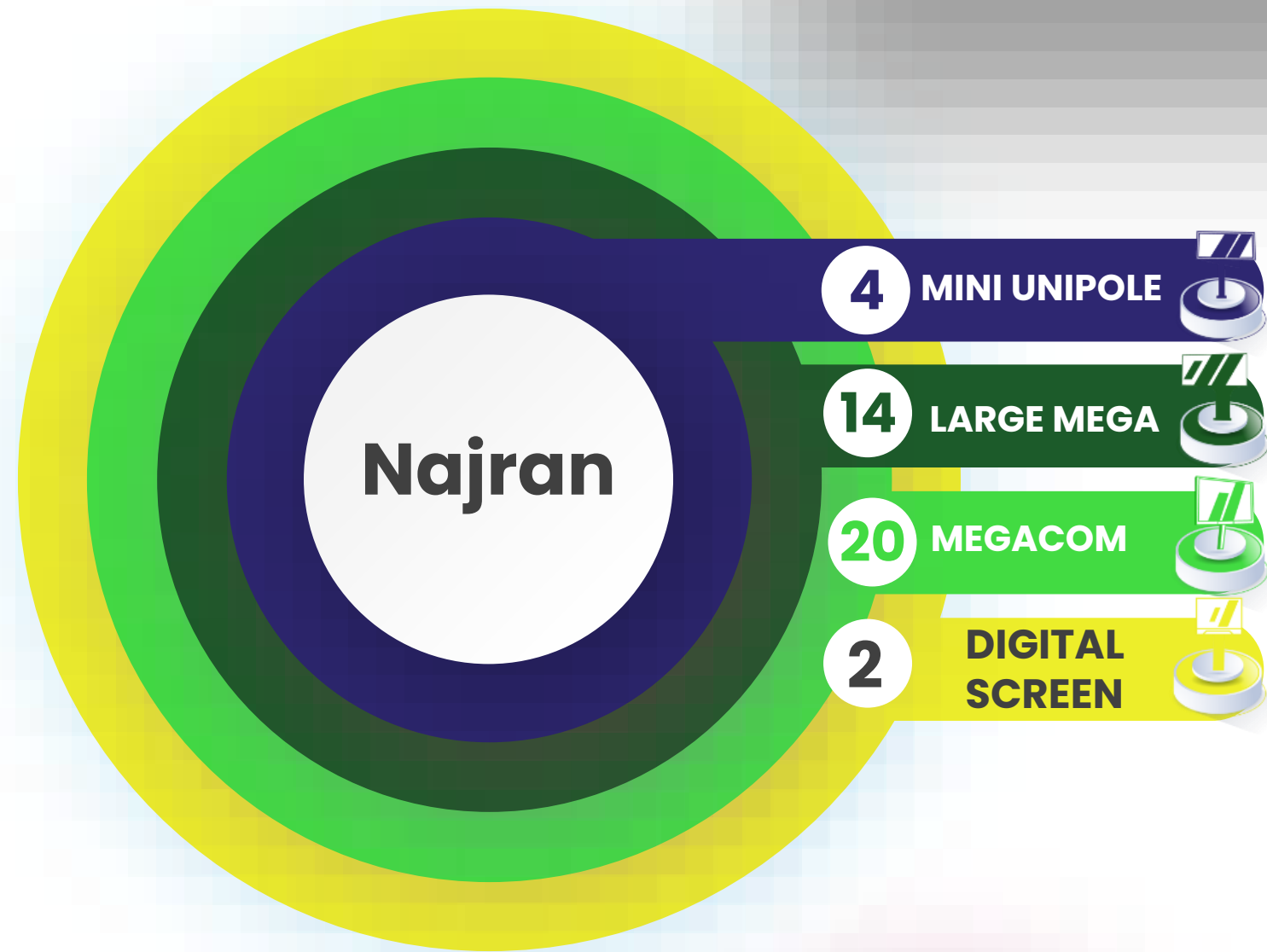
**88** MEGACOM

**Baish**

**1** DIGITAL SCREEN

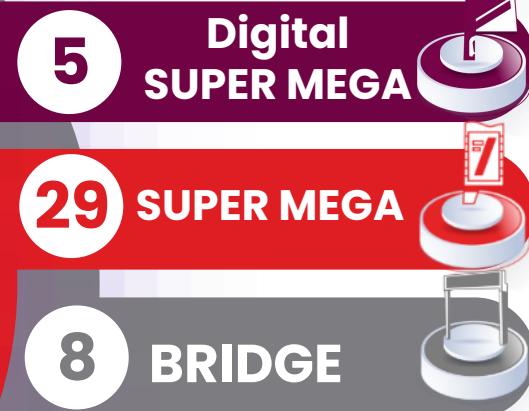


# South Region

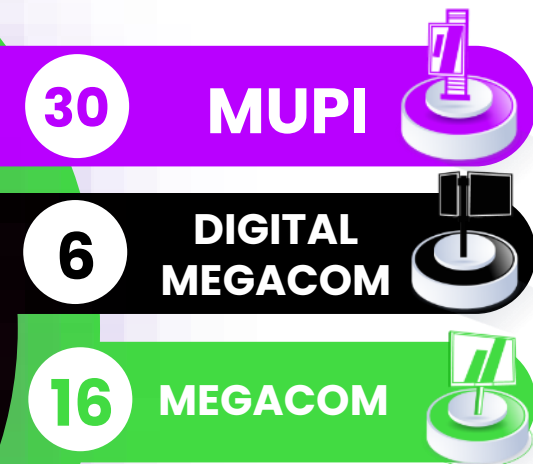


# South Region

**Khamis  
Mushit**



**Al Baha**



**Namas**

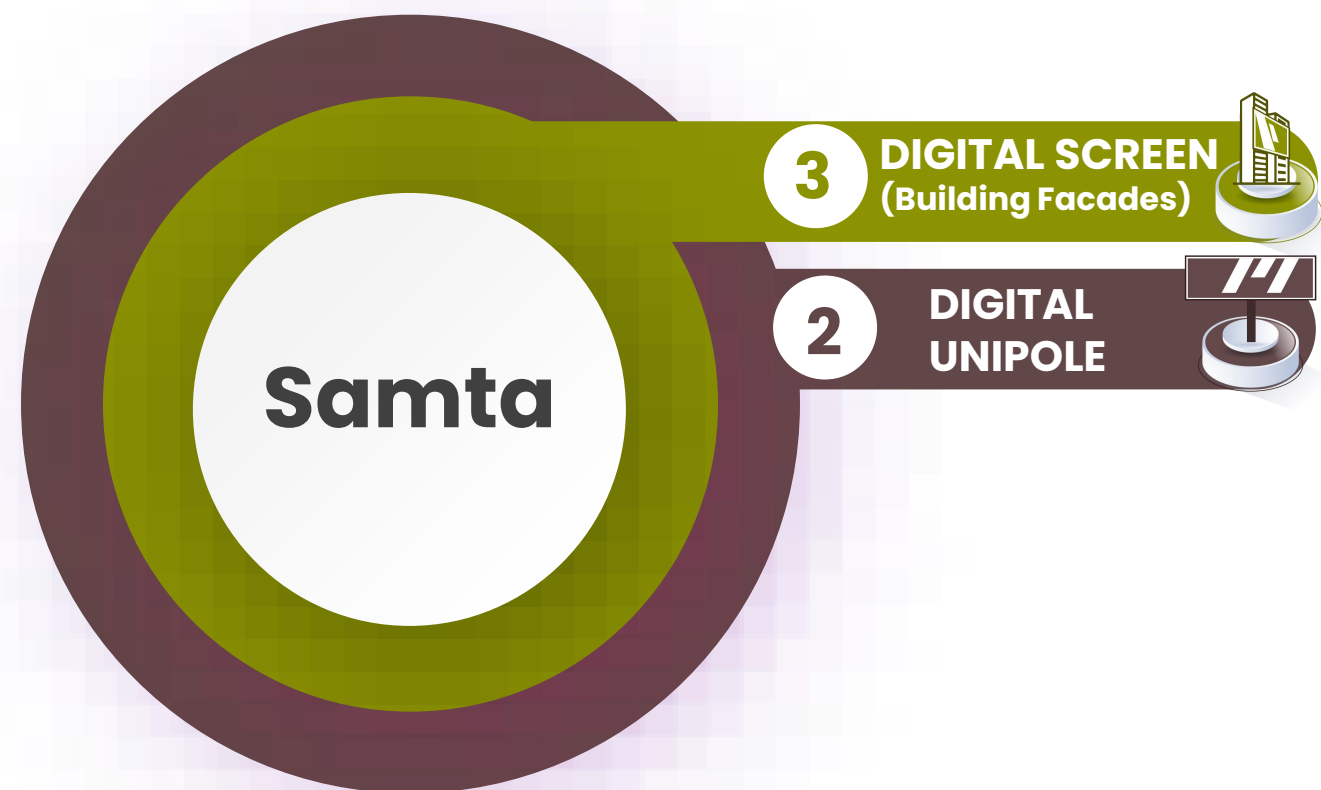


**Biljarshi**





# South Region





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Among the many challenges marketers face today, the key remains reaching the right audience at the right moment.

We can deliver the access you need, whether you are building or activating your brand.

Our cutting-edge technology delivers dynamic campaigns.

We have the flexibility to work with you according to your unique objectives. As leaders in Out-of-Home, we can provide a return on investment for your media campaign.





# OUR PARTNERS IN SUCCESS










# 2024

## Get In Touch

Regarding any inquiries, please get in touch with Attention via contact details listed below

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 [info@attention.com.sa](mailto:info@attention.com.sa)

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### Social Media

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# THANK YOU



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