

The background features a light gray grid of hexagons. Some hexagons are filled with white and have a subtle drop shadow, while others are outlined in gold. In the top right and bottom left corners, there are clusters of horizontal blue bars of varying lengths, some overlapping the hexagonal patterns.

**BSA**



## OUR STORY

BSA is a leading Outdoor advertising company, specializing in engaging and delivering valuable audiences for advertisers through a variety of formats including digital. The company is the largest operator of outdoor media in UAE. Our Locations are strategically located in Dubai and SZR, AI-khail, Hessa as well, which will generate highly efficient exposure to your brand's message.

## We Tick The Boxes:

We are dedicated to delivering the best out of home advertising. We have four clear areas of business: Outdoor Advertising, Production, Planning and Consulting Services.

We at BSA are passionate about design, quality and great service and pride ourselves on consistent innovation. Since our launch in 2016, BSA has been at the forefront of developing some of the most high-profile advertising sites in UAE.

We understand the value of delivering the "Right audience at the Right time" which is why we focus on developing the very best premium out of home advertising in UAE. This means the best sites in the best landmark locations, concentrating on areas of media scarcity, which in turn deliver an upmarket audience.

We are growing organically to achieve our status as market leaders in UAE's Our-of-Home market following significant investment.





# DIGIGATE 2

## LOCATION

Dubai Mall Exit - SZR

## SPECS:

W 30m X H 10m

## TYPE:

LED Screen

## TRAFFIC

550,000 Cars/Day





اكسبوا أميال سكاى واردز  
على الإنفاق اليومي  
[emirates.ae/skywardsliving](https://emirates.ae/skywardsliving)



# DIGIGATE 2

## LOCATION

Dubai Mall Exit - SZR





# DIGIGATE 3

## LOCATION

DIFC – SZR, Dubai

## SPECS:

W 30m X H 10m

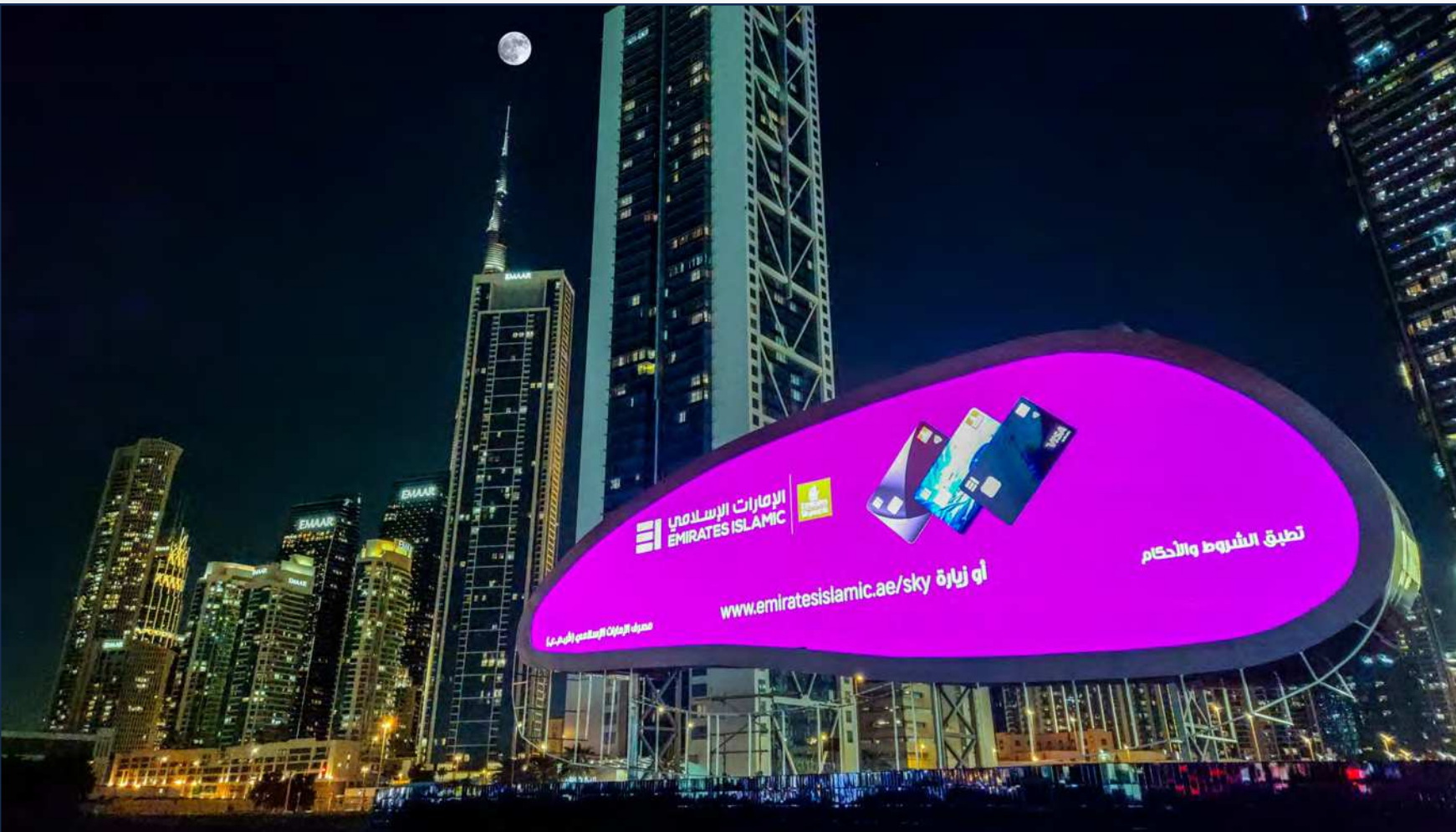
## TYPE:

LED Screen

## TRAFFIC

550,000 Cars/Day





# DIGIGATE 3

## LOCATION

DIFC – SZR, Dubai

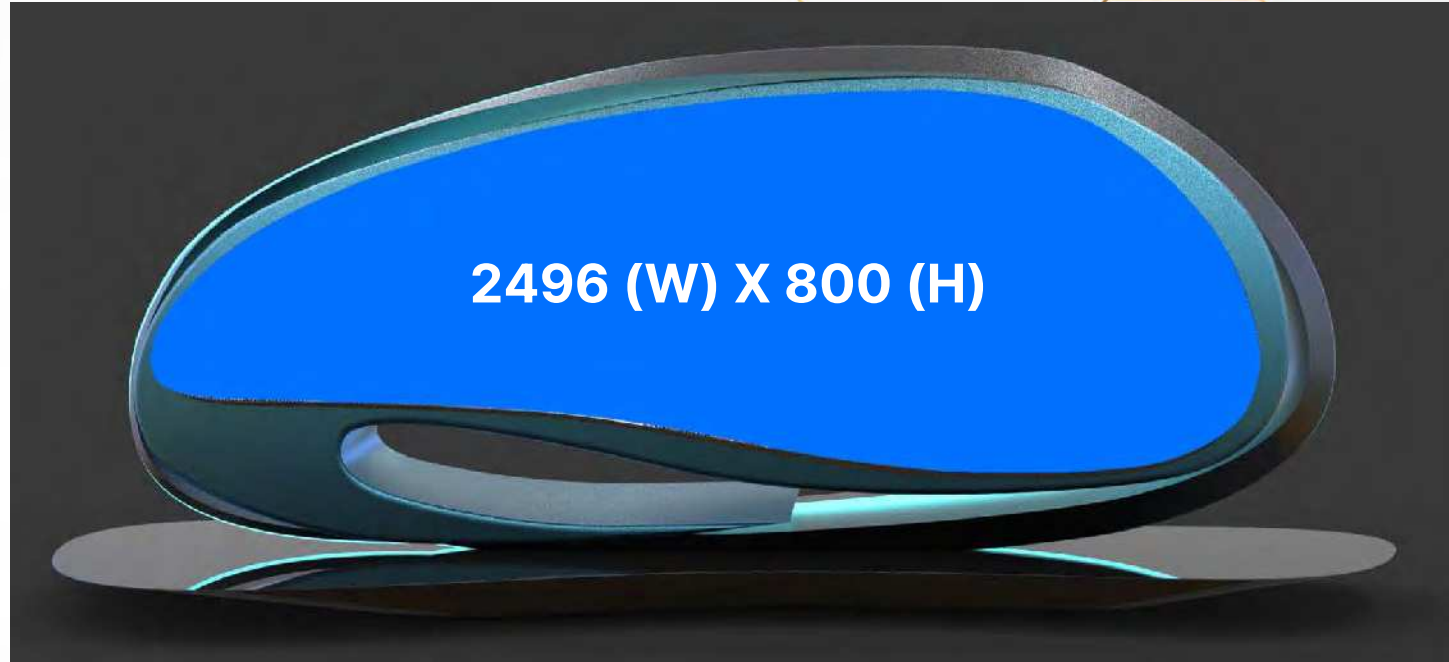


# SPECIFICATION

Create content to fill entire 2496 (W) x 800 (H) pixels composition

Keep all important text & images safely within the blue active area

Render your final files as on H.264 MP4 @30 fps



Operating  
hours: 21hr

Frequency/Client  
1,260 Times/Day

Loop: 1 Min  
Spot: 10 Sec

**THANK  
YOU**