

**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 Abu Dhabi. Our Locations are strategically located in Dubai and Reem Island 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.



# Hessa H1

## LOCATION

Next To Media Rotana, Hessa  
Sheikh Zayed Entrance

## SPECS:

W 100m X H 15m

## TYPE:

Front Lit Hoarding

## TRAFFIC

450,000 Cars/Day



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**THANK  
YOU**