



**IDEAS
THAT SPEAK.
STRATEGIES
THAT STICK.
RESULTS
THAT LAST.**

**CONNECTING WITH AUDIENCES:
PREMIUM BILLBOARD OPPORTUNITIES**

YOUR BRAND, EVERYWHERE IT MATTERS!

In the heart of the UAE's most forward-thinking community, visibility means influence.

Welcome to Masdar City, Abu Dhabi's global hub for sustainability, innovation, and high-value business. Every day, thousands of decision-makers, innovators, residents, and visitors move through this vibrant ecosystem. **And now, your brand can stand at the center of it.**

Sadaf Media's premium billboards are strategically positioned across Masdar City's highest-traffic corridors, including routes connecting to Abu Dhabi International Airport. Here, world-leading companies, entrepreneurs, and future-focused communities live, work, and connect. With unmatched exposure in a setting defined by progress and technology, your message becomes part of a city shaping the future.

Modern, illuminated, and built for maximum impact, our billboards transform visibility into opportunity. Whether you're launching a product, reinforcing your brand presence, or targeting a premium audience, Masdar City provides a uniquely powerful platform.

Your brand deserves a place in a city built for what's next. Advertise with Sadaf Media at Masdar City, where innovation meets attention.

**BORN FROM
CULTURE.
BUILT FOR
IMPACT.**

THE POWER OF BEING SEEN IN MASDAR CITY

Masdar City at a Glance

- Over 1,000+ companies operate within the city.
- Approx. 15,000 people live and work in Masdar City.
- Around 5,000 residents currently call Masdar home.
- Long-term capacity of 50,000+ people and 1,500+ businesses.
- One of Abu Dhabi's most rapidly developing districts.

High-Value Audience

- Professionals, investors, and decision-makers across clean energy, AI, mobility, and climate tech.
- Young, educated, and highly tech-savvy demographic.
- Regular footfall from international delegations, researchers, and sustainability-focused visitors.
- Attracts thousands of visitors weekly through tours, events, and community programs.

Prime Traffic & Location Benefits

- High visibility to airport-bound traffic, including tourists, executives, and daily commuters.
- Strategic placement on major arterial roads with heavy daily flow.
- Clear sightlines designed for uninterrupted daytime and nighttime visibility.
- Modern road network with minimal visual clutter enhances billboard prominence.

Billboard Impact

- Premium illuminated units engineered for maximum reach.
- Ideal for brand launches, awareness campaigns, and long-term positioning.
- Ensures your message becomes part of a cutting-edge urban environment.

DESIGN
WITH DEPTH.
STRATEGY
WITH SOUL.

VISIBILITY THAT CONNECTS

At Sadaf Media, we believe visibility is more than being seen, it's about being remembered. In a world where audiences are constantly on the move, outdoor and digital screens remain some of the most powerful touchpoints to capture attention and inspire action. Our network of premium billboards and digital displays enables brands to reach audiences with precision, transforming every placement into a storytelling moment that connects in meaningful ways.

Inspired by the organizations shaping the future of innovation and community in the UAE, we bring that same forward-thinking spirit into every campaign. From outdoor billboards to integrated digital activations, we ensure each touchpoint reflects your brand's leadership, vision, and ambition.

The year ahead presents exceptional opportunities for visibility and engagement, with key events and milestones such as the Media Tour, Red Bull UAE Qualifier Race (Pump Track), Masdar City Free Zone Town Hall, the openings of the Net Zero Mosque and The Link, Flag Day, The Rage Market, UAE National Day at Mansour Festival, and Winter Décor. These moments offer powerful platforms for brand exposure and community impact across Masdar City's thriving ecosystem.

Together, we can make your presence truly unmissable, reinforcing your mission to inspire, empower, and lead.

WE DON'T
JUST BUILD
BRANDS,

WE BUILD
MEANING.

UNIPOLE 1

Board Specifications

No of Panels	No of Screen
1	1
Resolution	Size (W x H)
1920 px X 1080 px	39.36 ft X 19.68 ft
Total (sqft)	
774.00	
Player Software:	
Nova Star	
Board Orientation	
Landscape	



Lead Time (Days)

0 days

Exclusion

Not disclosed

Content Approval

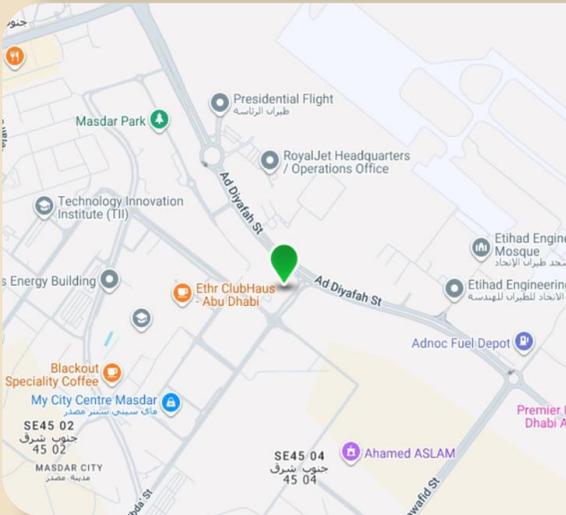
Yes

Sell as Network

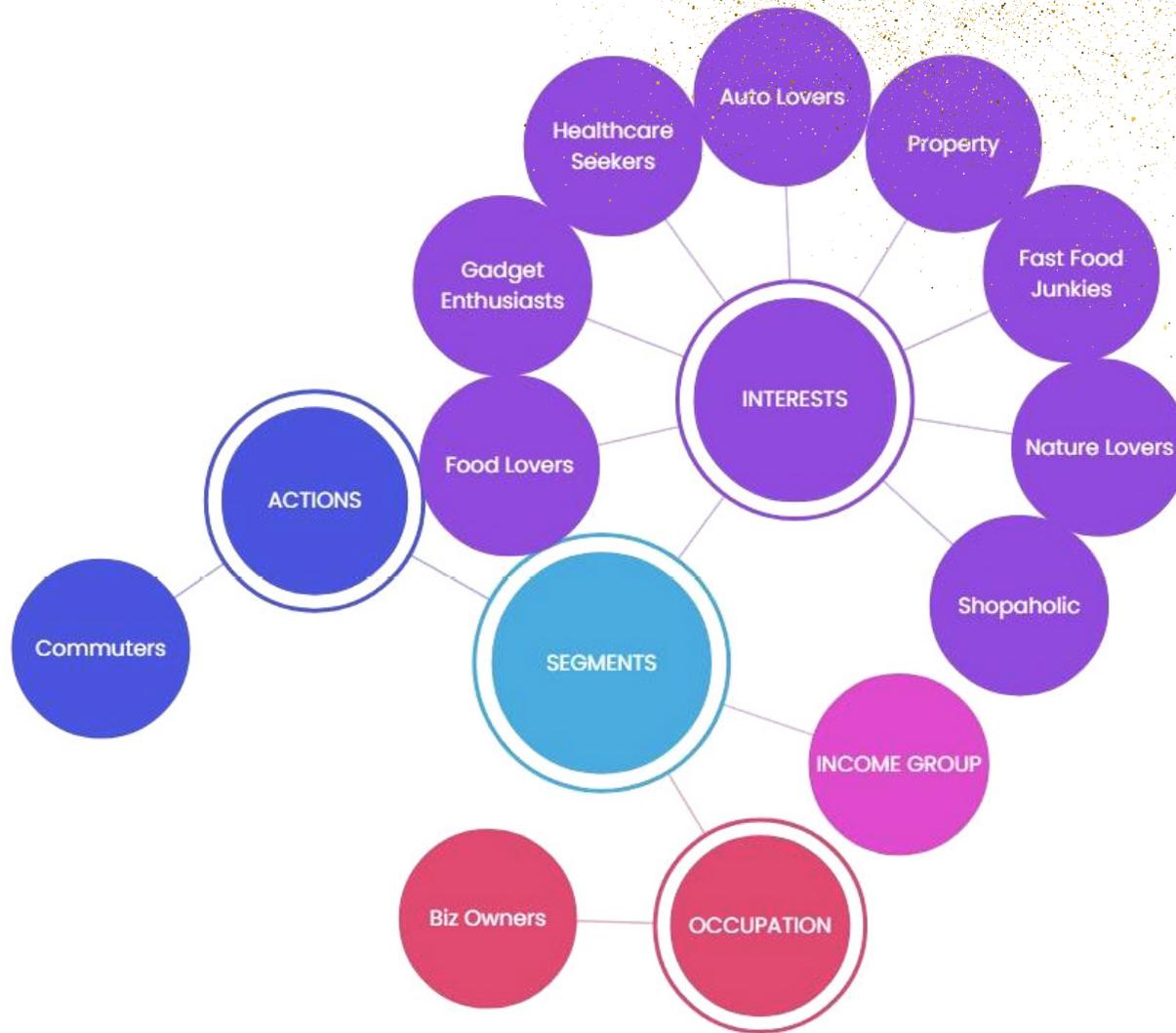
No

Other Specifications

Video Support	Image Support	Feature Support	Audio Support	Board Type
mp4, wmv, mpeg, avi, mov, webm	jpg, jpeg, png	AR, Image, RSS Feed, Social Media, Video	.mp3, .mp4, .aac, .webm	EXTERIOR LED SCREEN



Site Owner	Sadaf Media	
Latitude	24.43409655	Longitude 54.6253389
Type	Digital Billboard	
Address	Not disclosed	
Category	Outdoor	Board Facing None
Venue type	Outdoor, billboards, roadside	Facing Public
Available	Yes	Access Type public
Country	United Arab Emirates	
District	Al Ain CITY	
	State	Abu Dhabi
	Data Status	New



INTERESTS



Impressions
1,225,800

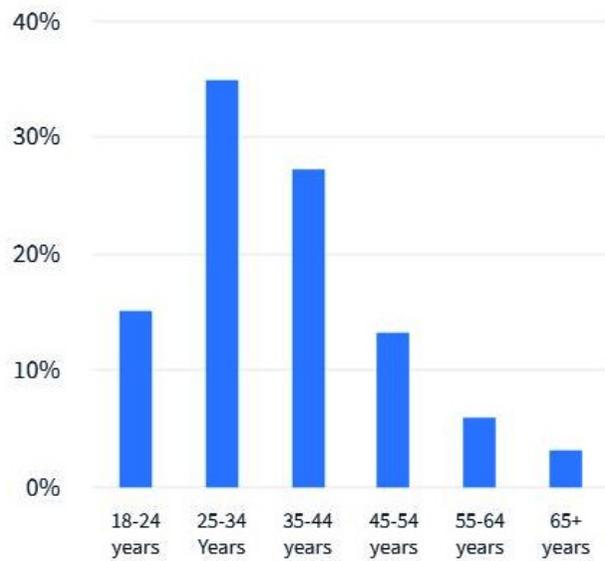


Reach
224,095

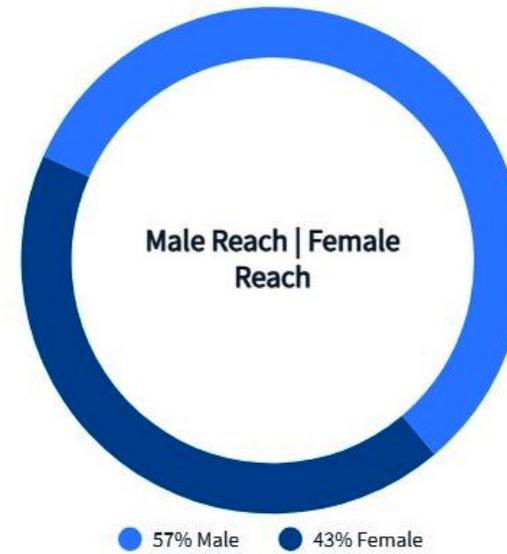


Average Frequency
5.47

Age (in %)



Gender



REACH

UNIPOLE 2

Board Specifications

No of Panels	No of Screen
1	1
Resolution	Size (W x H)
1920 px X 1080 px	39.36 ft X 19.68 ft
Total	
774.00	
Player Software:	
Nova Star	
Board Orientation	
Landscape	



Lead Time (Days)

0 days

Exclusion

Not disclosed

Content Approval

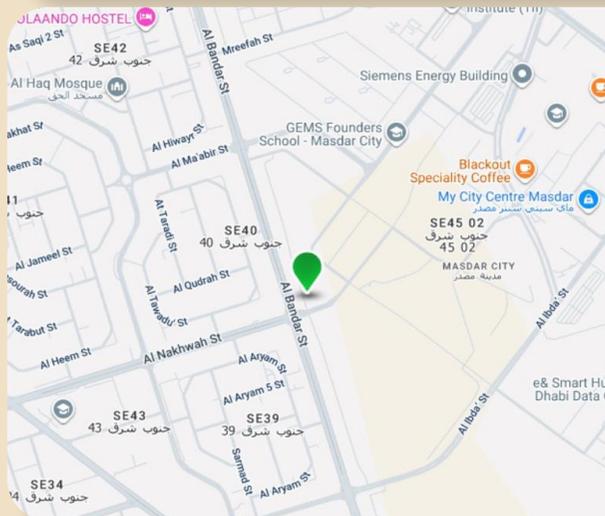
Yes

Sell as Network

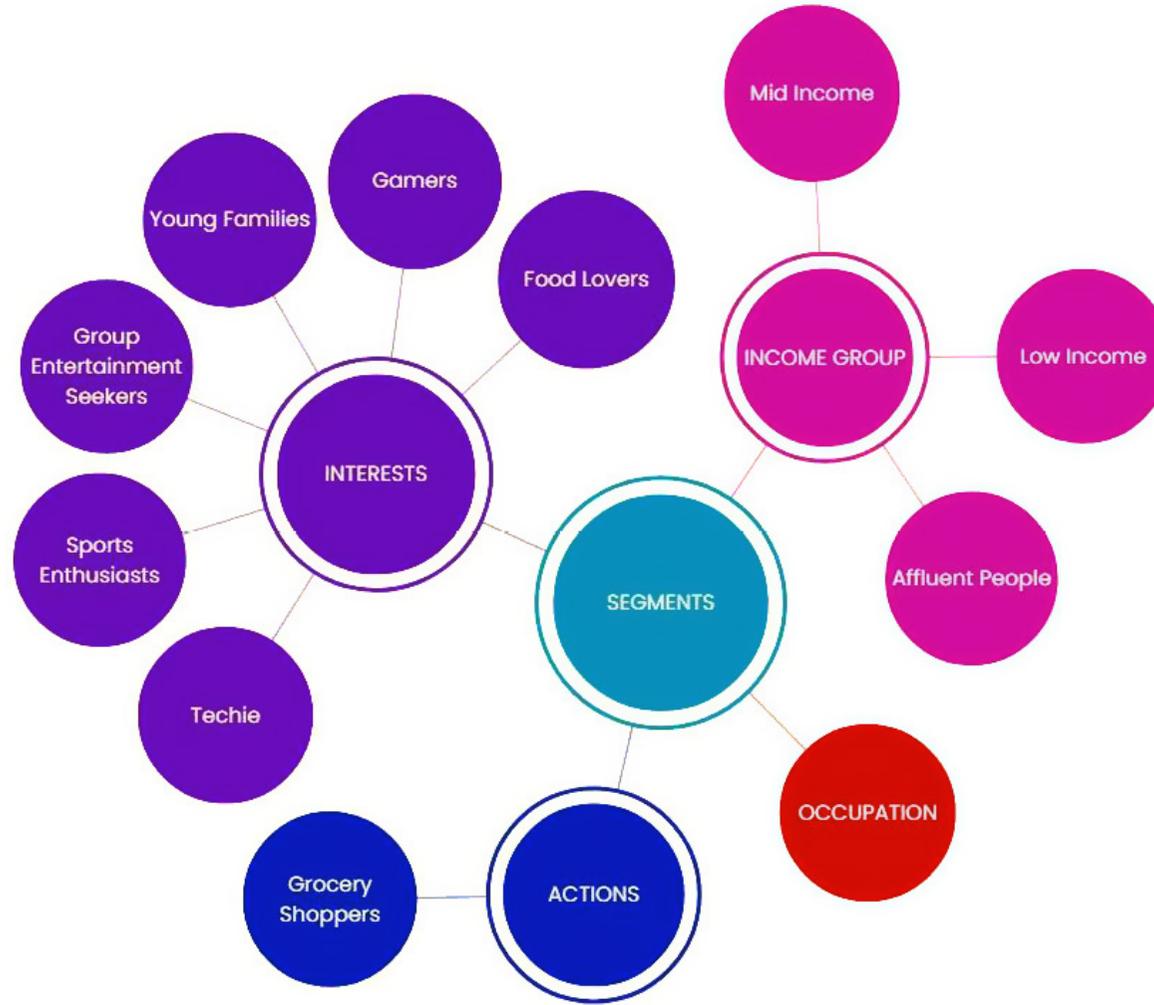
No

Other Specifications

Video Support	Image Support	Feature Support	Audio Support	Board Type
mp4, wmv, mpeg, avi, mov, webm	jpg, jpeg, png	AR, Image, RSS Feed, Social Media, Video	.mp3, .mp4, .aac, .webm	EXTERIOR LED SCREEN



Site Owner	Sadaf Media
Latitude	24.4252597
Longitude	54.6073503
Type	Digital Billboard
Address	Not disclosed
Category	Outdoor
Venue type	Outdoor, billboards, roadside
Available	Yes
Access Type	public
Country	United Arab Emirates
State	Abu Dhabi
District	Al Ain CITY
Data Status	New
Board Facing	None
Facing	Public



INTERESTS



Impressions
945,000

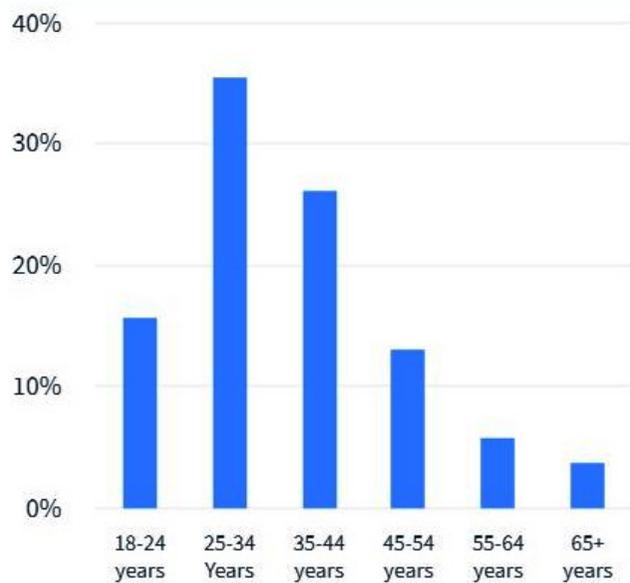


Reach
161,538

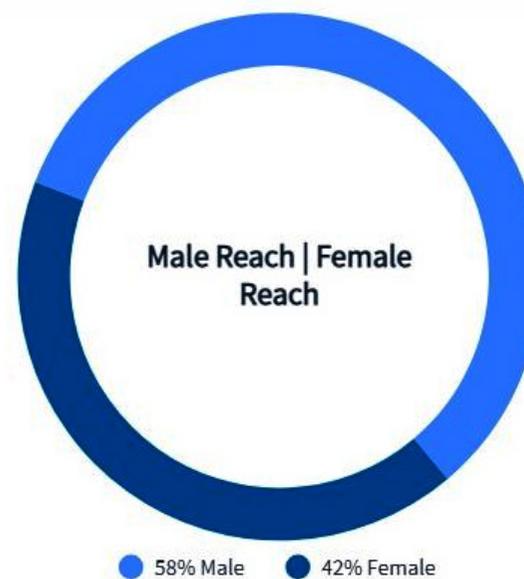


Average Frequency
5.85

Age (in %)

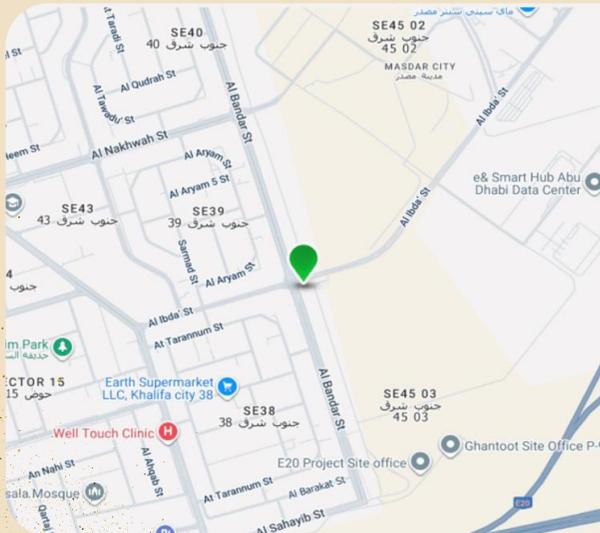
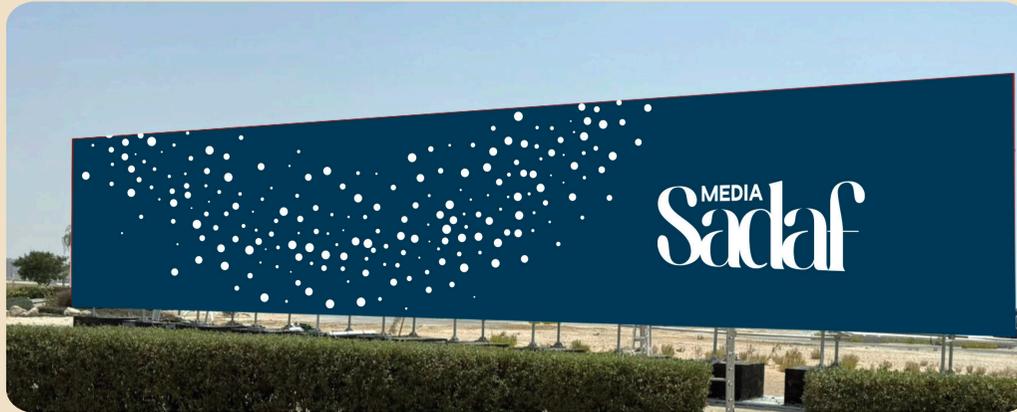


Gender



REACH

HOARDING



Site Owner
Sadaf Media

Latitude **24.4169639167** Longitude **54.60967**

Type
Classic Billboard

Address
Not disclosed

Category **Outdoor** Board Facing **None**

Venue type **Outdoor, billboards, roadside** Facing **Public**

Environment **ROAD-SIDE**

Available **Yes** Access Type **public**

Country **United Arab Emirates** State **Abu Dhabi**

District **Al Ain CITY** Data Status **New**

Board Specifications

No of Faces

1

Size (W x H)

98.39999999999999 ft X 16.4 ft

Total

1,613.76

Viewing Distance (metre):

100 m

Board Orientation

Landscape

Lead Time (Days)

0 days

Board Position

Head-on

Exclusion

Not disclosed

Content Approval

Yes

Sell as Network

No

Other Specifications

Board Type

BULLETIN

Illumination

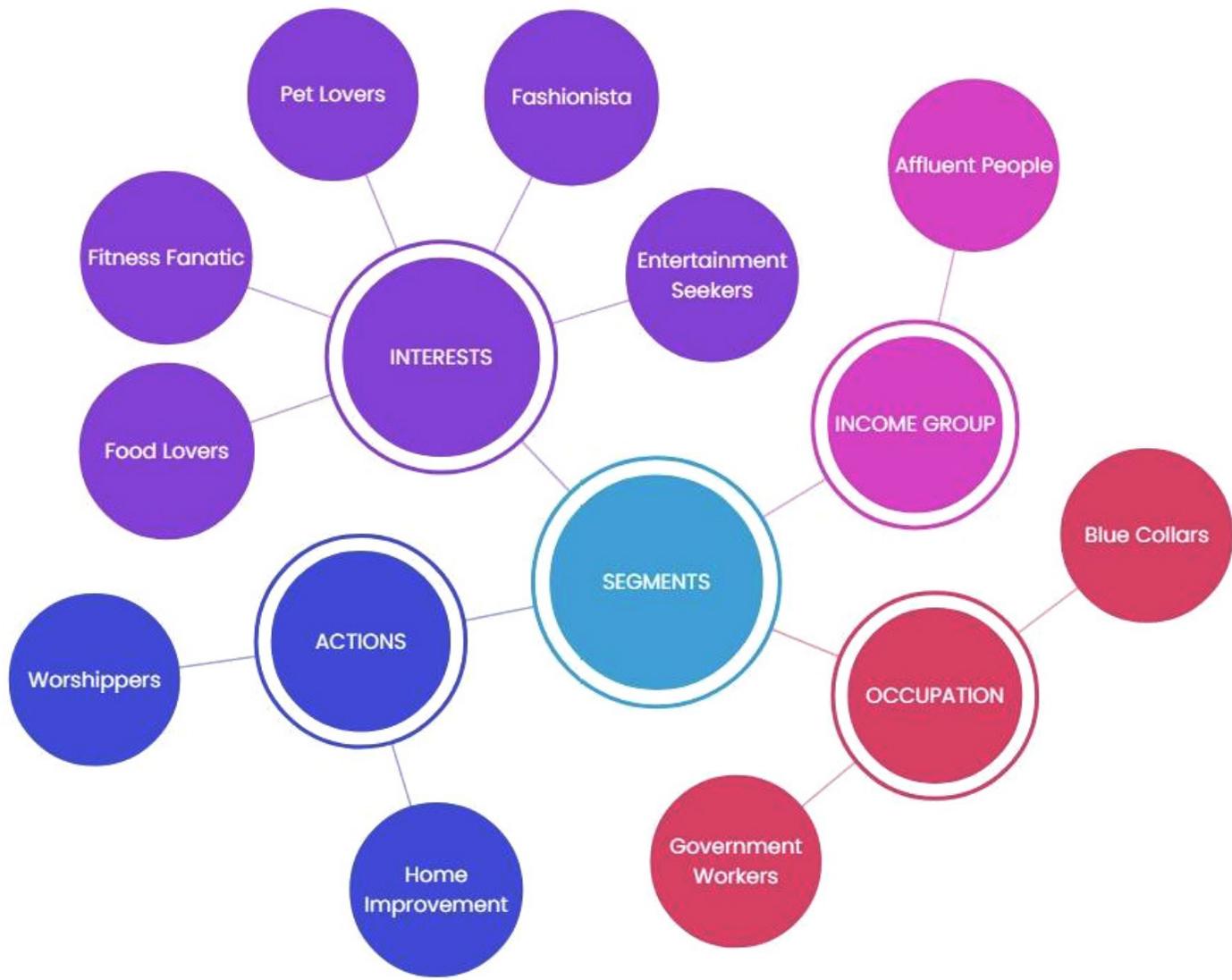
False

Exposure

Moving Audiences
Decisions, Moving
Audiences
Xchange

Nearby POIs

Not disclosed



INTERESTS



Impressions
2,552,113

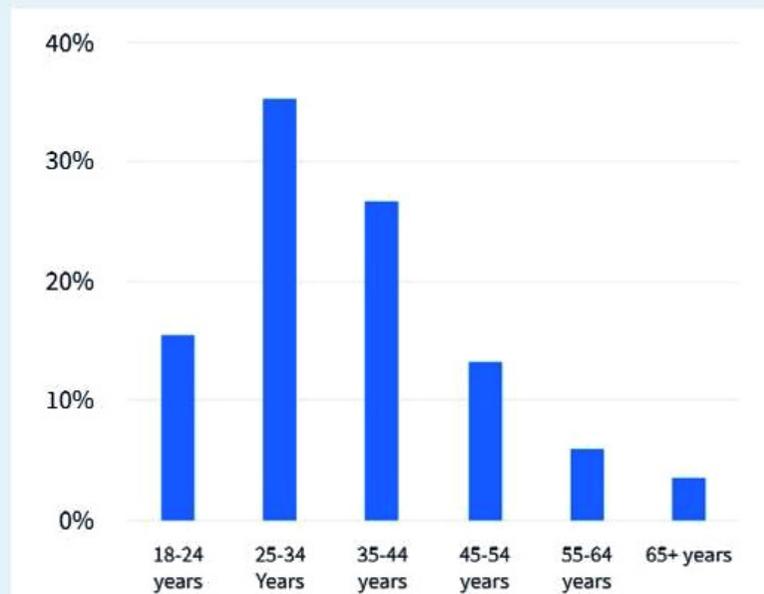


Reach
284,834

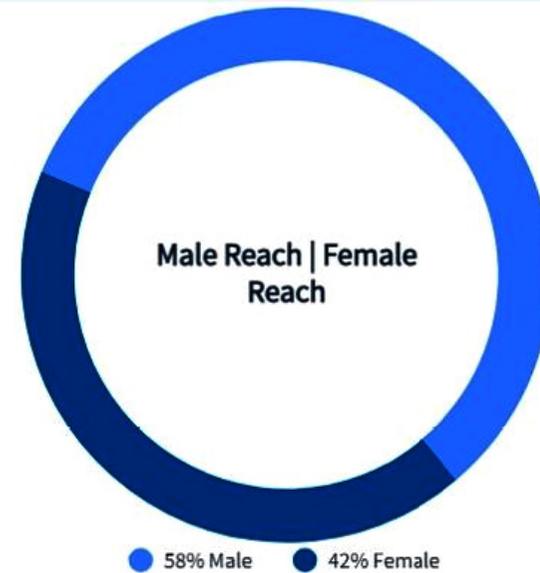


Average Frequency
8.96

Age (in %)



Gender



REACH



Screen Resolution:

- Front:1920 X 1880 (Pixels).
- Back:1080 X 1880 (Pixels).

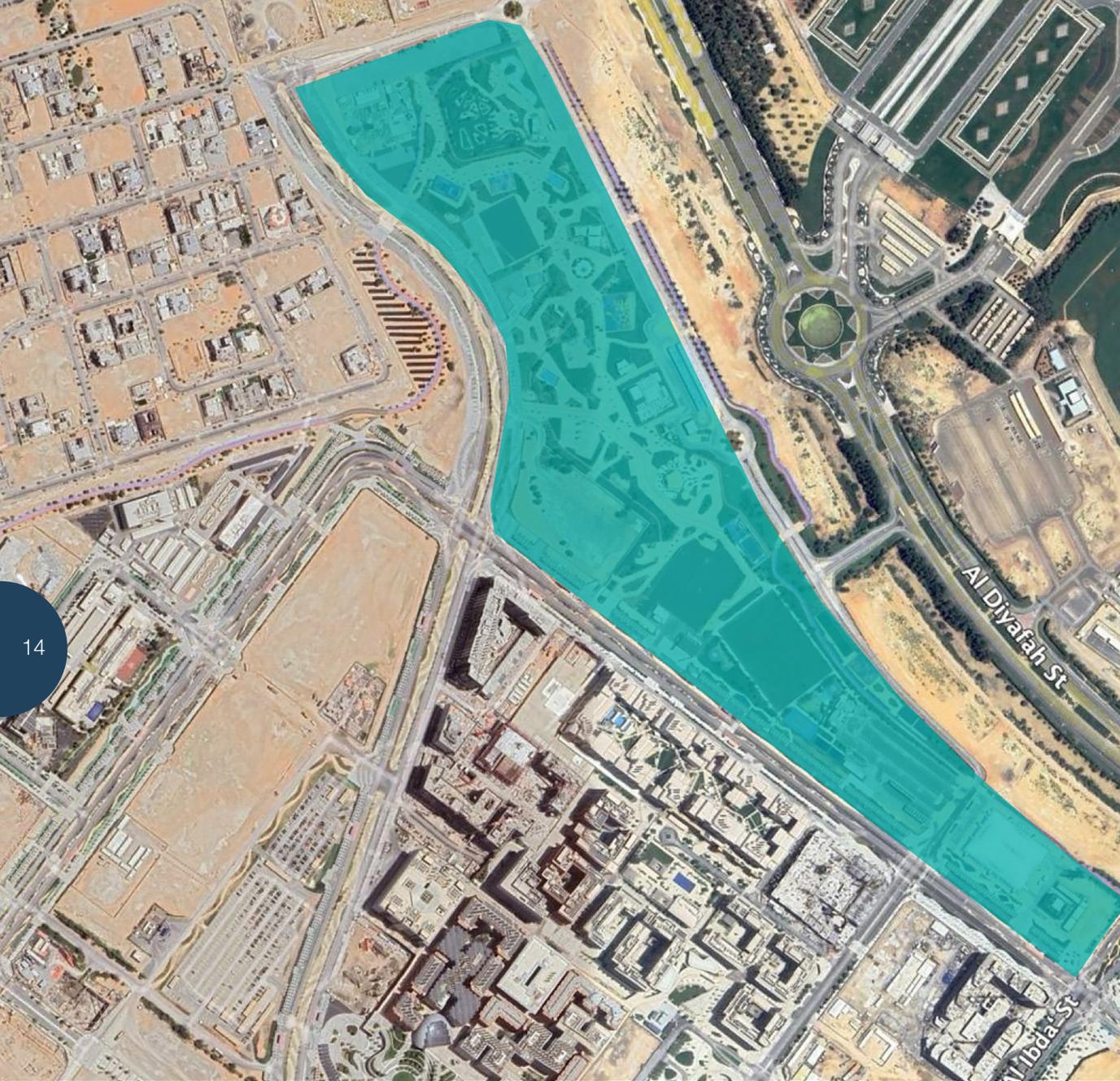
Screen Size

- Width 1.10 X Height 2 (Meter).

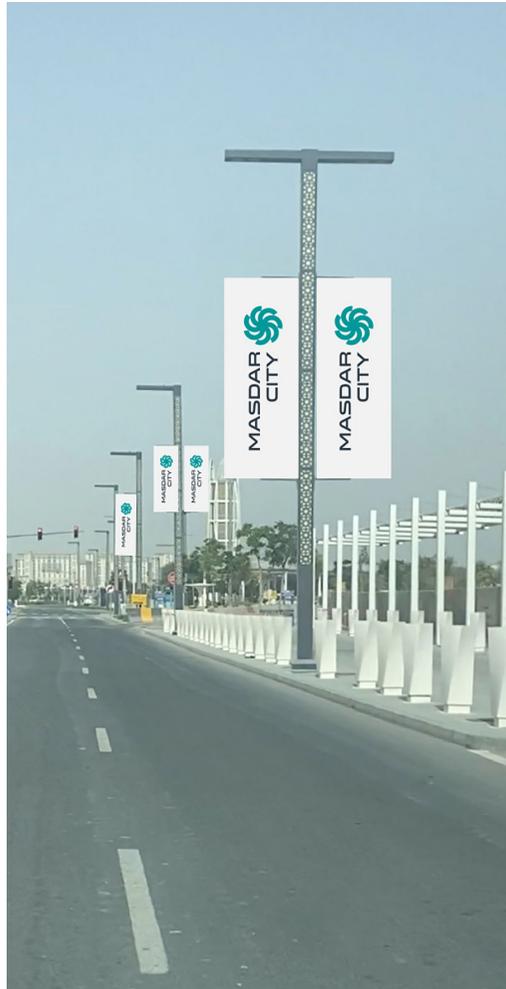
Specifications:

- Double sided screens.

MASDAR PARK SCREENS (QTY 11)



SCREENS LOCATION



LAMPPOSTS

At Sadaf Media, our strength lies in our people. Each team member brings a unique blend of expertise, creativity, and strategic thinking, working collaboratively to turn ideas into powerful brand experiences. From design to content, strategy to execution, our structure is built to be agile, efficient, and deeply invested in every client's success.



H.H. SHEIKH KHALIFA AL NAHYAN
Founder

Dedicated to championing Arab creativity and shaping a modern narrative rooted in heritage.



MOHAMMED AL AMERI
Managing Director

Leading strategy, operations, and client relations to ensure measurable impact and creative excellence.



MAHA J YOUNES
Creative Director

Driving the creative process end-to-end, refining strategy, and ensuring every concept delivers results.



SAMUEL THOMPSON
Project Manager

Specialized in managing projects across government, public, and private institutions.



HUSSEIN AYASH
Development Manager

Experienced in event production and strategic brand placement.



JULIAN CLARIA
Social Media Executive

Content creator and digital designer specializing in brand and visual identity.



MUHAMMAD GHIAS
Graphic & Multimedia Designer

Graphic and web designer with a focus on functional visuals and user-friendly design.



SARAH JANAH
Graphic Designer

Supports the creative team with visual content development and brand assets.

**CREATIVE
MINDS.
CLEAR
VISION.**

This is where your brand begins its next chapter, with intention, imagination, and impact.

At Sadaf Media, we don't just offer services, we build lasting partnerships rooted in creativity, strategy, and trust. We understand that every brand has a story to tell, and our role is to help you shape that story into something memorable and powerful. Whether you're launching something new, refining your voice, or reinventing your identity from the ground up, we approach each project with bold thinking and meticulous execution.

From concept to content, from visuals to voice, we align every detail with your vision to create work that not only stands out, but stands the test of time.

**We're ready when you are.
Let's build something unforgettable, together.**

**MORE THAN
A MEDIA
AGENCY.**

**YOUR
CREATIVE
PARTNER IN
PROGRESS.**