



New Smart OOH- Recommendations & Offers

MCG-1000537

Masscom Global FZE

Office Number 220
One UAQ Building
Umm al-Quwain 7072
U.A.E
+971-43827760
finance@masscomglobal.com
TRN100346873100003

Partner

Masscom Local PCM-AED

For UAE Clients with VAT
AED Currency
U.A.E
TRN 100346873100001

Submission Date : 29 Oct 2025

Reference# : UAE pDOOH mall campaign

#	Programmatic DOOH Package & Offers	Package details	# Screens	Unit Rate	Loyalty Sav. / Unit	Total Offer Rate
1	PDOOH Advertising UAQ Free Trade Zone – Programmatic Digital OOH Campaign 2025	8 Weeks	68.00	1,875.00	27,500.00	100,000.00

A high-impact Programmatic Digital Out-of-Home (PDOOH) campaign designed to position UAQ Free Trade Zone as a progressive business destination through premium mall and outdoor visibility across the UAE. Delivering over 1.9 million impressions across 7 prime mall environments, the campaign leverages data-driven targeting, live triggers, and optimized scheduling to engage affluent professionals and investors at peak moments.

Campaign Period: 8 Weeks (Nov 1, 2025 - Dec 31, 2025)
Total Campaign Value: AED 100,000
Total Screens: 68
Forecasted Impressions: 1,923,076

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Deliverables:

68 Digital Screens across premium malls and outdoor zones.
8-Week PDOOH presence with dynamic creative optimization.
Mall & Outdoor Cluster:
Dubai Premium Cluster: Mirdif City Centre, City Centre Deira, City Centre Me’aisem, City Centre Al Shindagha
Sharjah & Ajman Expansion: City Centre Al Zahia, City Centre Sharjah, City Centre Ajman.

Scheduling Framework:
Mall Timings
Weekdays: 1:00 PM – 3:00 PM (Lunch Time) and 6:00 PM – 10:00 PM (Post-work shopping & dining).
Weekends: 4:00 PM – 11:00 PM (Families, youth, and tourists in leisure mode).

Investment Amount: AED 100000 Net + VAT
(Special rate for UAQ Free Trade Zone, inclusive of all strategic placements and data-led optimization.)

		Sub Total	100,000.00
		Standard Rate (5%)	5,000.00
		Total	AED105,000.00
		Total In Words: Dirhams One Hundred Five Thousand	

UAE Tax Summary

UAE Tax Details	Taxable Amount (AED)	Tax Amount (AED)
Standard Rate (5%)	100,000.00	5,000.00

UAE Tax Details	Taxable Amount (AED)	Tax Amount (AED)
Total	AED100,000.00	AED5,000.00

Vision 2035

This campaign is planned to give a forecasted Impression of 1923076 in the most influential shopping and leisure zones of Dubai with secondary focus in Sharjah and Ajman

Terms & Conditions

Payment terms is 30 days from date of invoicing

Below are common FAQs which most of our PDOOH customers found useful

1. How does Programmatic Digital Out-of-Home (PDOOH) work?

Answer:

PDOOH works like digital advertising but on outdoor screens. Instead of manually booking billboards, ads are placed automatically through a digital platform that connects to thousands of screens in real time. You can choose when and where your ad appears — for example, mornings near business districts or evenings in malls. The system decides the best screens based on audience data and plays your ad instantly. It's flexible, data-driven, and can start or stop anytime.

2. What makes PDOOH different from traditional outdoor advertising?

Answer:

Traditional outdoor ads are fixed — you rent one location for a set time.

PDOOH, on the other hand, lets you run ads dynamically across multiple screens and change them based on live data such as time, weather, traffic, or audience movement.

Think of it as digital media buying for the physical world — smart, automated, and measurable.

3. How are impressions calculated in PDOOH?

Answer:

Impressions represent how many people are likely to see your ad.

Each screen provider uses audience data — from mobile signals, location tracking, or traffic sensors — to estimate how many people pass by or stay near that screen during your ad playtime.

So if your ad runs 50 times a day on a screen that reaches 1,000 people each time, that's about 50,000 impressions per day.

It's not a guess — it's based on real movement and behavior data, giving a reliable estimate of audience reach.

View more insights on PDOOH campaigns from experts [here](#)

Additional Resources and support View our Standard Terms and conditions [here](#)

For any additional insights and support - Book an Expert Consultation [here](#).