

**DUBAI  
SOUTH**

# **DUBAI SOUTH**

## Advertising Guidelines

2016- **2017**

## INTRODUCTION

As part of Dubai initiative plan, Dubai South which covers an area of 145 Km<sup>2</sup> is a master planned city around Al Maktoum International Airport (DWC), the largest airport in the world upon completion. Dubai South city is considered a free Zone area for businesses and organizations operating in the aviation and logistics industries. Dubai South development and operation is under the responsibility of Dubai Aviation City Corporation (DACC), which is a wholly-owned Government of Dubai Company established by Dubai Law No. 8/2006 under the leadership of his highness Sheikh Ahmed bin Saeed. As a partner of Dubai South, Hills advertising has the exclusive outdoor advertising rights for Dubai South main roads for 10 years.

All Outdoor advertising in Dubai South area must be lead and supervised by Hills advertising. All Indoor and outdoor Advertising for buildings owned and controlled by DACC in the Dubai South area is under the control of Hills advertising and follows all guidelines mentioned in this coding manual.

Hills advertising will not be responsible for any Indoor advertising within an investor's own building premises although any outdoor advertising within the investor's plot must be supervised by Hills advertising. Hills will be developing the media offering in conjunction with Dubai South master plan, ensuring 100% coverage, reach and maximum frequency as state-of-the-art systems will be installed in various sizes and in all strategic locations. The advertising manual is subjected to change annually according to Hills advertising business plan and Dubai South master plan.

## THE CODE AREA OF APPLICATION

This code is applicable to all Dubai South project area, all investors own plots and all properties and plots owned by DACC, excluding the Exhibition district (Expo 2020 area), Humanitarian City Authority (HIA) lands, the airport passenger terminal and building, the airport passenger terminal car park and airshow facility (internal and airside). All advertising on the right of way or outside of the investor own plot falls only under Hills advertising regulations and policies.

## AIM AND OBJECTIVE OF THIS CODE

This code aims to give guidance to all investors in Dubai South districts regarding the outdoor advertisement policies, regulations and standards applicable inside each investor's own plot. This Code does not include advertising outside of the investor's plot or at the right of way. Outdoor advertising outside of the investor own plot (main roads of Dubai South) or at the right of way near the Investor's plot is considered an advertising campaign, and must follow Hills advertising business plan in accordance with Dubai South master plan. Investors must contact Hills advertising Sales team directly for any information or guidance for advertising outside of the investors' plot. Advertising outside the investor's plot or in the right of way does not require permit fees to be paid to Dubai South. This code will also help to facilitate all the procedures to apply for an outdoor advertising permission. All media installations found in the investor own property must only be used for the investors' own branding and advertising. No selling or renting of media installations inside the property is allowed and it must be directly related to the project in the area.

This code is subjected to change according to any changes occurring to Hills advertising business plan or Dubai south master plan.

## INVESTOR **LIFECYCLE**

Investor's life cycle will be divided into three main phases: Construction phase, opening phase and operational phase. In all three phases, all installations must be provided, produced and installed by pre-approved contractors (Appendix 2) or Hills Advertising. It must be noted that pre-approved contractors are only allowed if the work is branding of the company, any advertising/commercialization work must be done and installed by Hills advertising only. Branding is only promoting the company's name, Logo, Project name and picture; without mentioning any promotions, offers, email addresses, phone numbers, messages and Products. If any of the advertising is mentioned, then Hills advertising will be in charge. Hills advertising will always have the right to match the price from client's tender process and to supervise the production and installation process in all cases.

In all phases, Permit fees will be paid to Dubai South, following the permit procedure explained in Appendix 2. Permit fees does not include any production or installation fees; production and installation fees are the responsibility of the investor to pay the pre-approved contractor or Hills advertising. Hills advertising hold the right to overlook all deals between all investors and the pre-approved contractors concerning the outdoor advertising and to supervise the whole process to ensure that all guideline were followed with the desired quality.

## INVESTOR **LIFECYCLE**

In the construction and opening phases only temporary media installations (excluding construction fencing that will not have branding) is allowed on the investor's property. Temporary media installations consist of:

1. Flags
2. Advertising hoardings
3. Branding on Construction fences (Construction Hoardings).
4. Signage on Building Wrap
5. Leaflets
6. Roller-ups
7. Activations

In the operational phase, permanent installations can be used. Permanent media installations consist of:

1. Unipoles
2. Lampposts
3. Gantries
4. Roof Top Signage
5. Film/Sticker (on glass façade)
6. Wall Banner/Commercial

It must be noted throughout this coding manual that all media installations are subjected to permit fees mentioned in Appendix 1. Permit fees is payable to Dubai South and it does not include production rates or installation fees.

## BUSINESS NAME SIGNAGE

Business signage is the name mentioned in the company's trade license and on the master lease agreement. Business name signage can have the company's logo but without mentioning any websites, phone numbers, emails, any commercialization of products and services, addresses, and any other promotional material and must be permanent signage. Any temporary signage will have to be done through Hills advertising. All Business name signage must be submitted to Dubai South Land planning and development control office. Business name signage does not follow this coding manual and it is only mentioned for clarification purposes.

*Business name signage will be under the responsibility of the investor according to the Dubai South Development Guidelines and planning Regulations:*

1. The client may procure a sign board (subject to meeting Dubai South planning guidelines) displaying the name of the company which shall be fixed against the wall of the building and shall not project more than 200mm from the face of the wall. All signs shall be placed below the roof line, at least 2.50m above ground level.
2. The Consultant shall present to the Authority all necessary engineering drawings of the elevation of the building on which the sign is to be fixed showing the location and design of the proposed sign with all dimensions and proper mockup of proposed design.
3. Only backlit lightening is allowable for business name signage.
4. No sign shall be displayed without the written approval of Dubai South Planning Department.
5. No advertising sign shall be allowed to be placed on the property fence or on the roof of any building without Hills advertising and Dubai South consent which will not be reasonably withheld. For property fence advertising, only the project mockup/image, company name and logo are allowed.
6. All business name signage must be made of Acrylic or stainless steel.

## **BUSINESS** NAME SIGNAGE

The Dubai South Company Registrar (licensing department) will review and be responsible for approving all Free Zone Enterprise names.

The Company Registrar will reject applications which include names that:

1. Refer to “Dubai” or any abbreviation or acronym (such as DXB) which refers or could be taken to refer to an official connection with Dubai and/or the Government of Dubai.
2. Infringe or may infringe the intellectual property rights of a third party
3. Are contrary to public policy, the culture or laws of Dubai or the UAE.
4. Are deemed to be offensive, misleading or deceptive.
5. Are for any other reason, deemed unacceptable to the Corporation.

# TECHNICAL GUIDELINES

Below are the technical guidelines for each media installation:

## 1. ADVERTISING HOARDINGS

Hoardings can be a powerful advertising tool because of its sheer size and grandeur. It has a great ability to deliver the message clearly and can grab the attention of huge sector of the on-the-go audience. Hoardings are considered temporary installation and it lays under the large format installations. For Advertising outside the investor plot using Hoardings, Hills advertising provided Hoardings along all major Dubai South roads.



If the Hoarding is used solely for branding inside the Investor's plot, the capital cost of the hoarding installation will be paid to the pre-approved contractor assigned by the investor but under the supervision of Hills advertising. If the Hoarding is used for Advertising purposes – the production and installation of it must be done by Hills advertising only.

*In both Branding or Advertising cases – Permit fees of 600 AED/m<sup>2</sup> will be paid by the investor to Dubai South authority through Hills advertising and following the permit Process described in Appendix 2. Permit fees does not include production/installation fees.*



## TECHNICAL GUIDELINES

Advertising hoardings should follow these Specifications:

Item	Guidelines
Size	<ul style="list-style-type: none"> <li>- Maximum height as the below:               <ol style="list-style-type: none"> <li>1. Car speed of (less than 100 km/hr.) Max. height: 8 m with base</li> <li>2. Car speed of (100- 120 Km/hr.) Max. height: 12 m with base</li> </ol> </li> <li>- The underside of advertising signboard frame should not be more than 2m above the ground</li> <li>- Minimum height is 3 m.</li> </ul>
Position	<ul style="list-style-type: none"> <li>- Lateral clearance must comply with lateral clearances described in Dubai RTA outdoor advertising control manual.</li> <li>- Permitted if located on land zoned for business, commercial or industrial purposes.</li> <li>- Must check with Dubai south Land planning and development control office and Hills advertising if it is positioned on the right of way.</li> <li>- Client must provide the exact position of the Hoarding on its plot.</li> </ul>

## TECHNICAL GUIDELINES

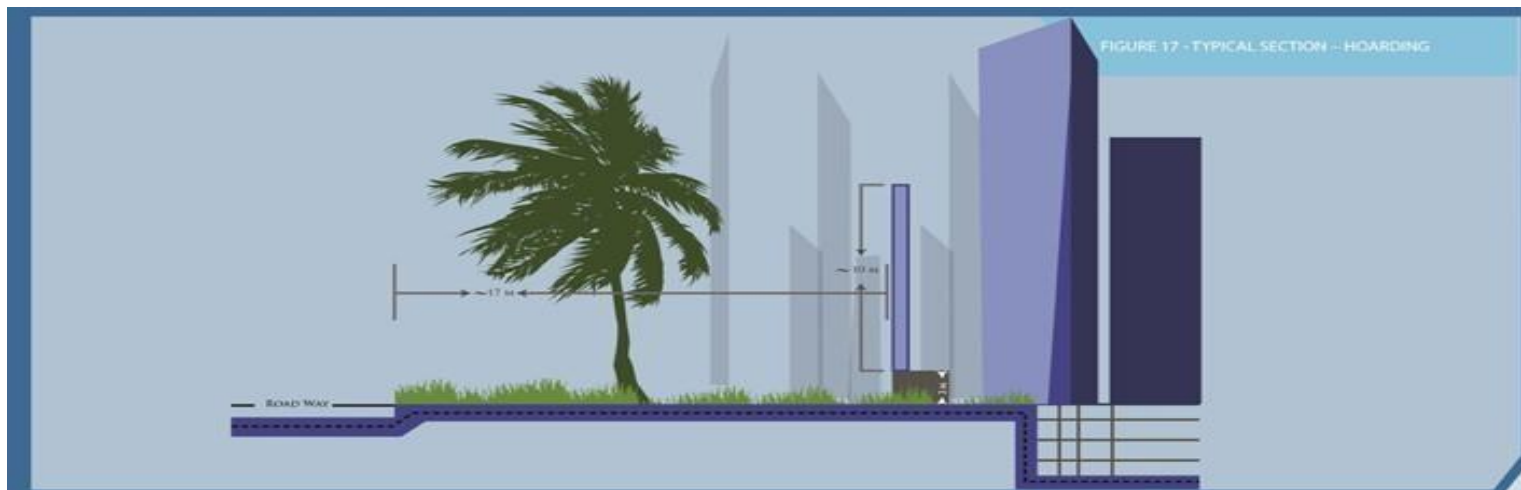
Advertising hoardings should follow these Specifications:

Item	Guidelines
Visual/Design	<ul style="list-style-type: none"> <li>- Should take into account the nature of the surrounding area, including the visual character and desired amenity.</li> <li>- The pre-approved contractor or Hills Advertising must provide detailed structural design of the hoarding along with STAAD wind test for approval.</li> </ul>
Material	No material specifications.
Lighting	<ul style="list-style-type: none"> <li>- Only front lighting is permitted.</li> <li>- If possible, Solar lighting system can be used.</li> </ul>
Maintenance	<ul style="list-style-type: none"> <li>- The sign must be maintained in an acceptable condition.</li> <li>- All maintenance should be carried out by the Pre-approved contractor Hired or Hills Advertising.</li> </ul>
Time	<ul style="list-style-type: none"> <li>- Limited to period of 12 months.</li> <li>- Can be renewed upon agreement.</li> </ul>
Installation	<ul style="list-style-type: none"> <li>- Installation should be completed as much as possible during evening hours and disrupt passengers as little as possible.</li> <li>- Work permit must be issued from Dubai South by the contractor/Client.</li> </ul>

## CONSTRUCTION FENCES

Mainly used in the operation and construction phases and as a branded construction fence. No Advertising is allowed at the construction fence. Construction fence is utilized on a temporary basis and needed for event storage, public safety or security, crowd control, or theft deterrence. The hoardings are considered a temporary large format OOH installation. The Client will be responsible in producing, Installing and maintaining the hoardings with Hills Advertising supervision. Investor must check with Hills advertising if their construction fence is branded, if not they must check with Dubai south Land planning and development control office. In case of a branded construction fence, the branding will only consist of two company logos/ name on the sides and the projects mock-up shots in the middle and the branding on the fence must be done by pre-approved contractor and through Hills advertising supervision.

*In the case of branded construction fence; Permit fees of 200 AED/m<sup>2</sup> will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## TECHNICAL GUIDELINES

Construction hoardings should follow these Specifications:

Item	Guidelines
Size	<ul style="list-style-type: none"> <li>- Fence Max. Height is 3 m.</li> <li>- Project shot maximum size is 3x3 m.</li> <li>- Company logo maximum size is 1x1 m.</li> </ul>
Position	<ul style="list-style-type: none"> <li>- Permitted if located on land zoned for business, commercial or industrial purposes.</li> <li>- Permitted only in the Construction phase of the project.</li> </ul>
Visual/Design	<ul style="list-style-type: none"> <li>- Colors used should not be very strong if used all over the hoarding.</li> <li>- Should take into account the nature of the surrounding area, including the visual character and desired amenity.</li> </ul>
Material	<ul style="list-style-type: none"> <li>- Plastic fencing or panels constructed of chain-link, steel or wire construction fences can be used</li> </ul>
Lighting	Only front lighting is permitted.

Time	<ul style="list-style-type: none"><li>- Limited to period of 12 months.</li><li>- Can be renewed upon agreement.</li></ul>
Installation	<ul style="list-style-type: none"><li>- Installation should be completed as much as possible during evening hours and disrupt passengers as little as possible.</li><li>- Work permit must be obtained by the contractor from Dubai south.</li></ul>
Maintenance	<ul style="list-style-type: none"><li>- The sign must be maintained in an acceptable condition.</li><li>- All maintenance should be carried out by the pre-approved contractor hired.</li></ul>

## Flags

Flags are considered temporary small format OOH installation. For flags required by tenants or owners outside their plot or in the right of way, Investors must directly contact Hills advertising since it will fall under Hills advertising policies and regulations. For outside of the investor plot flags advertising; Hills advertising can provide flags along all Dubai South Right of way and streets roundabouts under specified rental fees. Within the investors own property, and for areas equal to or bigger than 10,000 m<sup>2</sup> only 6 flags per each 10,000 m<sup>2</sup> are allowed on the plot at no permit fees and the production and installation can be done by pre-approved contractor through Hills advertising supervision. For any flags exceeding this quota, If the flags are used for branding then a pre-approved contractor is responsible for the production and installation. If the flags are used for advertising, then Hills advertising is responsible for the production and installation.

*In the case of flags installation both advertising and branding; Permit fees of 1000 AED/flag will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## TECHNICAL GUIDELINES

All flags should meet the following specifications:

Item	Guidelines
Spacing	- Maximum Distance between two flags is 20 m.
Size	<ul style="list-style-type: none"> <li>- Maximum height of the flags 4 m, with maximum width of 1 m.</li> <li>- Diameter of the flag pole should be of minimum 8 cm.</li> <li>- Flag poles height is max. 6 m. If it's a national Emirati flag it can be of 12 m max.</li> </ul>
Locations	<ul style="list-style-type: none"> <li>- Distance between the flag and the edge of the road is at least 2.5 m. and be at least 50 m from closest traffic control sign.</li> <li>- Flags locations must be provided by the investor/client.</li> </ul>
Height	Maximum flag height above ground is 2 m.
Material	<ul style="list-style-type: none"> <li>- Thermally painted aluminum or metal frame.</li> <li>- German knitted polyester 125gsm must be used.</li> </ul>
Time	<ul style="list-style-type: none"> <li>- Limited to period of 6 months.</li> <li>- Can be renewed upon agreement.</li> <li>- If renewed the flags must be reproduced and reinstalled.</li> </ul>

## BUILDING WRAPS

Building wraps is only used in the construction phase or with written approval from the Dubai South executive (Deputy COO). If building wrap is used for branding or advertising; Only Hills advertising can provide and install the building wraps upon request.

All building wraps must meet the following specifications:

- Must be smartly designed with aesthetic intentions.
- It must carry one advertisement in all sides.
- Use only when the building under maintenance or construction.

*In the case of branded Building wrap; Permit fees of 300 AED/m<sup>2</sup> will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*

## ROLL-UPS

Ideal for conferences, promotional events, indoor displays. It can also be found in small sizes suitable for counter or tabletop displays. It is considered temporary media installation with a period of time of max. 5 - 7 working days but can be renewed upon agreement. Only 2 roll-ups are allowed in the same floor and only one for the same company. Roll-ups must be made of PVC and metal frame and must be approved by Hills advertising on a case-by-case manner and it must be produced by Hills advertising if installed in any building owned by DACC.

*In the case of Roll ups; Permit fees of 200 AED/Roll up will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## LEAFLETS

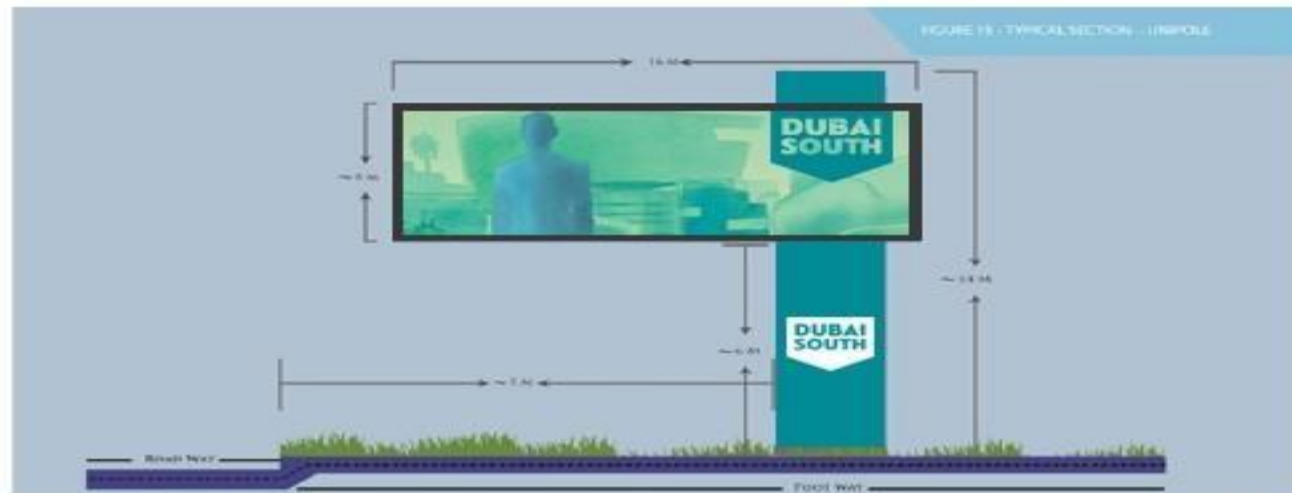
It is perfect for small-scale marketing or when small region has to be covered. Leaflets are an inexpensive way to get information out to a large number of people. It can be used as a fact sheet handed out at conferences or trade shows also it can be used to promote for a product or a business. It is considered temporary media installation with a period of time of maximum 1-2 days. Leaflets must be studied on a case-by-case manner, and only produced by the Investor.

*In the case of leaflets; Permit fees of 150 AED/campaign will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*

## UNIPOLES

Unipoles are considered permanent large format installations. Investors can use Unipoles in their own property in the operational phase, third party supplier can be hired by the investor but under the supervision and guidance of Hills advertising. Unipoles inside of the Investor plot must only be used to promote the same project/company (sub-leasing is strictly not permitted), if it is needed to promote other projects for the same company, Hills advertising must be involved and it has to be studied in a case by case manner. If the Unipole is used for commercialization, Hills advertising will have the right to install and manage the Unipole inside of the investor property. If needed in the construction or opening phase investors must use the Unipoles supplied by Hills advertising which will be provided along all major roads within all Dubai South districts.

*In the case of Unipoles; Permit fees of 400 AED/campaign will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## TECHNICAL GUIDELINES

Unipoles should follow the following Specifications:

Item	Guidelines
Size	<ul style="list-style-type: none"><li>- Maximum size 128 square meters with Max width: 16m, Max height: 8 m.</li><li>- The minimum clearance (headroom) of advertising signboard frame should be 6 – 8 meters higher than the asphalt surface or verge.</li></ul>
Spacing	<ul style="list-style-type: none"><li>- Distance between two Unipoles 200 m. The locations of the signs must be planned in accordance with the layout of the Dubai South master plan and must also take future developments at the Dubai South district into account.</li></ul>
Visual/Design	<ul style="list-style-type: none"><li>- Multiple posts are not permitted.</li><li>- All sides of the sign should conceal any signage components, connections, lighting fixtures or internal structural elements.</li></ul>
Material	<ul style="list-style-type: none"><li>- Thermally painted aluminum or metal frame</li><li>- Precast concrete must be used ( if no, permit must be delivered for the engineering department for approval)</li></ul>
Maintenance	<ul style="list-style-type: none"><li>- The sign must be maintained in an acceptable condition</li><li>- All maintenance must be carried out by the hired contractor.</li></ul>

## LAMPPOSTS

Lampposts are considered permanent small format installations. Investors can use lampposts in their own property in the operational phase. Lampposts inside of the Investor plot must only be used to promote the same project/company. If it is needed to promote other projects for the same company, Hills advertising must be involved and it has to be studied in a case by case manner. If needed in the construction or opening phase investors must use the lampposts supplied by Hills advertising which will be provided along all internal main roads within Dubai South districts, such as the airport road and the peripheral road.

*In the case of Lampposts; Permit fees of 350 AED/m<sup>2</sup> annually will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## TECHNICAL GUIDELINES

Lampposts should meet the following Specifications:

Item	Guidelines
Size	<ul style="list-style-type: none"> <li>- Maximum size is 1.5 m with maximum height of 3.5m.</li> <li>- Maximum base height above the ground should be 1.5 m.</li> </ul>
Spacing	<ul style="list-style-type: none"> <li>- Generally on every lamppost except where lamps are very closely spaced relative to traffic speeds where signs should only be placed on 1 out of every 3 posts.</li> </ul>
Position	<ul style="list-style-type: none"> <li>- Lampposts signs are not permissible on median islands which are less than 2.5 m wide.</li> <li>- Lampposts on Sidewalks must provide a minimum lateral clearance for pedestrian movement of 1.2 m and preferably 2 m.</li> </ul>
Material	Thermally painted aluminum or metal frame
Lighting	All lampposts must be internally illuminated with LED lights.
Maintenance	<ul style="list-style-type: none"> <li>- The sign must be maintained in an acceptable condition</li> <li>- All maintenance must be carried out by the hired contractor.</li> <li>- Regular electricity maintenance must be conducted.</li> </ul>

## ROOF TOP ADVERTISEMENT SIGN BOARD/ ON- BUILDING

Prohibited in all cases for aviation purposes. Proposals may be considered on exception with signed approval from DACC Executive Chairman and Hills CEO. If approved, only Hills advertising is responsible of producing and installing of the roof top sign board. All roof top advertisement size must not exceed 20% of the building size. Roof top signboards will be studied as a case by case manner.

For approval, the investor must provide the following documents:

1. Urban planning study.
2. Architecture drawings and mock ups including sizes and material.
3. Distance from other assets.

*In the case of Roof top advertisements; Permit fees of 1500 AED/m<sup>2</sup> annually will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## PROJECTED WALL SIGNAGE

Projected wall signage Business name signage will be under the responsibility of the investor according to the Dubai South Development Guidelines and planning Regulations. Projected wall signage must be installed in the operational phase and can be done through a third-party supplier but under the supervision of Dubai South engineering department. Hills advertising team will be requested to comment on the look and feel of the signage, however not has an approval or supervisory role.

*In the case of Projected wall signage; Permit fees of 300 AED/campaign will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*

Projected External wall signage must meet the following specification:

Item	Guidelines
Position/standards and guidelines	<ul style="list-style-type: none"><li>- Smart design with aesthetic aspects is required for shop signage.</li><li>- No stickers allowed.</li><li>- All signage must have a vertical clearance of minimum 2.5m from the footpath level- Signage must fit within and complement the architectural features of the building, and should not obscure any window or opening or balcony.</li><li>- Projected Signage from balcony or building façade with balconies is prohibited- Any projected or encroached signage from balcony, building façade with balconies or fixed higher than the ground floor of the buildings to draw attention to any commercial services, goods for sale, or any other services available at the premises where the advertisement is being displayed to be prohibited.</li></ul>

## ROOF TOP / COMMERCIAL – 3D LETTERS/ ON- BUILDING

Prohibited in all cases for aviation purposes. Proposals may be considered on exception with signed approval from DACC Executive Chairman and Hills CEO. If approved, only Hills advertising is responsible of producing and installing of the roof top sign board. All roof top advertisement size must not exceed 20% of the building size. Roof top 3D letters will be studied as a case by case manner.

For approval, the investor must provide the following documents:

1. Urban planning study.
2. Architecture drawings and mock ups including sizes and material.
3. Distance from other assets.

*In the case of 3D letters on buildings; Permit fees of 100 AED/m<sup>2</sup> will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## TECHNICAL GUIDELINES

Roof Top / Commercial 3D letters must follow the following guidelines:

Item	Guidelines
Size	Maximum size 72 square meters, Max width: 12m. Max height 6m.
Position	<ul style="list-style-type: none"><li>- 3D sign must be fixed safely and meet Dubai aviation City corporation (DACC) requirements</li><li>- Design must be approved by South Land planning and development control office and Hills Advertising.</li><li>- Clean finishing and hidden structure must be considered in fixing</li><li>- Fire distinguisher must be provided at site</li></ul>

## FILM/STICKERS ON GLASS FAÇADE

All Film/stickers on glass façade cases must be studied in a case by case manner by both Hills advertising team and South Land planning and development control office, especially for buildings owned and controlled by DACC. Film/stickers must be planned in accordance with the layout of the Dubai South master plan. Must be installed in the operational phase either by Hills advertising team (if it is used for commercialization/ advertising inside the investor plot) or a third-party supplier (if it used for Branding inside the investor plot) hired by the investor and supervised by Hills advertising team. For buildings owned by DACC, all stickers on glass façade must be produced and installed only by Hills advertising. For every Glass sticker installed, a method statement of the installation procedure along with Material certificate for the material used must be submitted to Hills advertising.

*In the case of Stickers on glass buildings; Permit fees of 400 AED/m<sup>2</sup> will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*

## TECHNICAL GUIDELINES

Film / Stickers on glass façade must meet these specifications:

Item Size	Guidelines
	<ul style="list-style-type: none"><li>- Advertising area should not exceed 50% of the building</li></ul>
Position	<ul style="list-style-type: none"><li>- Advertisement on glass facade must be smartly designed and placed to reflect excellent aesthetic aspect. Must not be very clutter. And must not use very strong colors.</li><li>- The film/ sticker must not obscure the internal visibility towards the exterior. Stickers shall have a minimum transparency level of 70%</li></ul>

## WALL BANNERS – COMMERCIAL

Wall banners must be planned in accordance with the layout of the Dubai South master plan. Must be installed in the operational phase either by Hills advertising team if used for advertising inside of the investor plot or a third-party supplier (refer to approved list located in Appendix 2) hired by the investor and supervised by Hills advertising team if used for branding inside of the investor plot. For buildings owned by DACC all wall banners must be produced and installed only by Hills advertising team.



*In the case of Wall banners; Permit fees of 500 AED/m<sup>2</sup> annually will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*

## TECHNICAL GUIDELINES

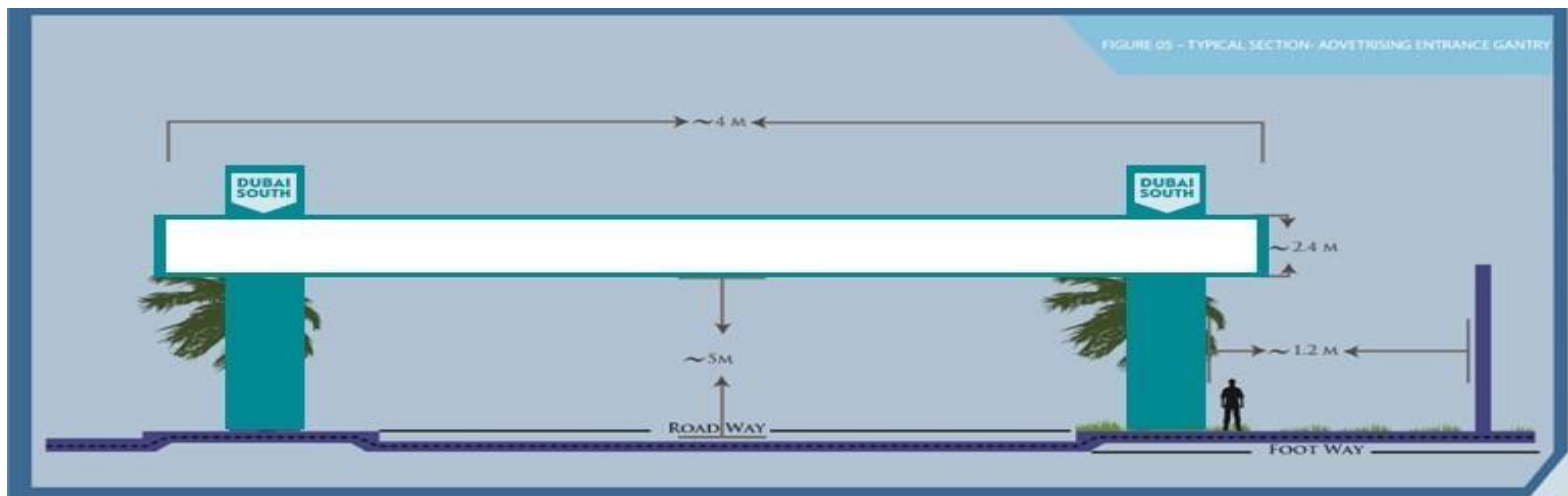
All wall banners must meet the following specifications:

Item Size	Guidelines
	<ul style="list-style-type: none"><li>- More than one advertisement sign may be placed on walls in condition of malls or</li><li>- Must not project more than 0.30 m from the wall.</li></ul>
	<ul style="list-style-type: none"><li>- Advertisement on wall facade must be smartly designed and placed to reflect excellent Position.</li><li>- Aesthetic aspect, neon illumination is desirable.</li><li>- Must complement the architectural feature of the building.</li></ul>

## GANTRY

In the construction phase Hills advertising is committed to providing Gantries upon request. In the operational and opening phase a third-party supplier can be hired under the supervision of Hills advertising team if the gantry is used for branding purposes inside the investor plot. If the gantry is used for advertising purposes inside the investors' plot, Hills advertising will be responsible in producing and installing the gantry. For plots owned by DACC only Hills advertising is responsible for producing and installing the gantry. All gantry designs must be reviewed by both Hills advertising engineering team and the Dubai South Land planning and development control office for approval.

*In the case of Gantries; Permit fees of 250 AED/m<sup>2</sup> annually will be paid to Dubai South through Hills Advertising. Permit fees does not include the production and installation fees.*



## TECHNICAL GUIDELINES

All Gantries must meet with the following specification:

Item	Guidelines
Coverage	Less than 65% of each side of the structure
Entrance sign	Mandatory feature, > 20% of each side of the structure. Can be an attachment to the bridge structure
Architectural features	Advertising must not negatively affect architectural design of the bridge.
Illumination	Only internal illumination and LEDs
Entrance	Must define an area, marking a parameter of its boundary.

## PYLONS

Not permitted within the DACC master plan.

## MEDIA ACTIATIONS

All activations within buildings owned and controlled by DACC and within the investors' plot falls under this coding, same as activations on Dubai South main road and on the right of way falls under Hills advertising rules and regulation. Media activation will be dealt with in a case by case manner and will be discussed with Dubai South assets management team if it is within DACC buildings. Media activations are permitted within the operational phase. Hills advertising are responsible for the production and installation of all media activations. Investor must provide a 3D mockup for the activation along with method statement for the installation and a material certificate for all materials used.



## CONTENT GUIDELINES

OOH advertising must:

- Not imitate a traffic control device, must not instruct drivers to perform an action such as stop or yield, and must not invite traffic to move contrary to any traffic control device or turn where there is fast-moving traffic.
- Contain reflectors that could be mistaken for a traffic control device at night. The permissible level of reflectance of a sign also applies to the sign content.
- Not contain large areas of red display if illuminated. At night, particularly in wet conditions, an illuminated red display could be confused with a traffic signal, a stop sign, or the taillights of a moving vehicle.
- Not contain messages that are distractive or inconsistent with road safety.
- Be legible. The font size should be at least 150 millimeters (6 inches) tall.
- Minimize the time to read and understand a sign, the sign should not contain more than six units of information in total, using the following measures as a guideline:
  - Word up to eight letters long = one unit
  - Number up to four digits long = 0.5 unit
  - Number five to eight digits long = one unit
  - Symbol, picture, logo, or abbreviation = 0.5 unit
- Not spread the message across more than one adjoining sign.
- Contain short, simple, and clear messages so they can be understood quickly.
- Kept clean, tidy and in a safe condition.
- Have the permission of the land owner of the site where it is placed.

## CONTENT GUIDELINES

OOH advertising must:

- Be designed to protect drivers who run off the road, for example:
  - Have appropriate lateral offsets.
  - Be protected by barriers.
  - Use soft materials.
  - Have mounting structures that use a “break-away” design if appropriate. - Be considered at all times as secondary to traffic control devices.
- Be oriented toward the driver’s line of sight (perpendicular to oncoming traffic).
- Be located outside the “cone of vision” reserved for traffic control devices. - Be internally illuminated:
  - If externally illuminated, have all external lighting aimed directly at the signs with as little light as possible falling around or above the signs.
  - If externally illuminated, have all external lighting aimed downward from the top of the sign structure. - Not be in conflict with the Emirate’s cultural sensitivities, religious morals and beliefs.
- Not display poor color contrast between content and background (e.g., tan on brown and light blue on darker blue).
- Not Display flashing and changing elements in roadway users’ line of sight.
- Not have moving or scrolling elements.

# PROCESS GUIDELINES

## 1. APPLICATION

In order to request for an approval process, the company must submit the following:

1. Company profile
2. Letter from the company
3. Company trade license photocopy
4. Advertising measurements
5. Advertising Design
6. Mock up for advertisement on the site
7. Building permit
8. GIS (shape file)
9. Layout of the land

All document will be studied by Hills advertising team if complies with the OOH advertising manual the team will approve it. If not all document will be returned to the Company for revision and resubmission.

## 2. COMPLIANCE

As mentioned before, all OOH advertising must be done either by Hills advertising or controlled and managed by Hills advertising. And so, all non-compliance with the code will be monitored and inspected by a professional team provided by Hills advertising and DACC.

All non-compliances will be dealt with according to the following process:

- First letter will be sent clarifying the non-compliance and requesting for its removal during a specified period of time, at most 48 hours.
- If the non-compliance is not remedied, a second letter will be sent clarifying that there will be a penalty if not removed during a specified period of time, at most 24 hours.
- All penalties will depend on the type of non-compliance with the code.
  - If it does not comply with the content guidelines 500 AED will be paid the first week and will be doubled for each upcoming week.
  - If it does not comply with Hills advertising business plan or Dubai south master plan a fine of 10,000 AED will be paid.
  - If the structural implementation does not comply with the approved drawings a fine of 50,000 AED will be paid.
- If the non-compliance is not remedied, Hills advertising will have the right to contact the specialized authority for action and remove the non-compliance within 30 days from the first warning letter and legal proceedings undertaken to recover the rectification works.

### 3. INSPECTION AND MAINTENANCE

All advertising media shall be inspected at least weekly; all inspections must be carried out by hired contractor's team to make sure all installations complies with the OOH advertising manual. All large format infrastructures must have permanent ladders attached in order to maintain the installation or replace the advertisement. Any damages to the installations material or support must be fixed immediately. All maintenance work will be carried out by a professional team assigned by the hired contractor or Hills Advertising for DACC and common area land. Hills advertising team will only be responsible for the maintenance of its own infrastructure or the installation supplied and produced by Hills advertising company.

### 3. CHARITY WORK

As a part of Hills advertising social responsibility plan, Hills advertising is committed in support any charitable campaigns and other not for profit corporate social responsibility projects either by doing the campaigns for free or by giving discount rates to the companies involved.

## PROCESS GUIDELINES

### Appendix 1 – Permit Fee Schedule & minimum duration

Item	Monthly Rate AED/m <sup>2</sup>	Annual rate AED/m <sup>2</sup>	Minimum Duration
1. Advertising Hoarding	60	600	N/A
2. Construction Hoardings	20	200	3 month Can be renewed
3. Flags	AED 1,000 per flag	N/A	1 month
4. Roll-Ups	AED 200 per roll-up	N/A	Event or promotion duration up to 2 wks
5. Leaflets	AED 150 per campaign/event	N/A	1-2 days per campaign
6. Unipoles Permit	N/A	400	1 Year
7. Lampposts	30	350	3 Months
8. Projected External Wall Signage	300	N/A	1 month
9. Roof top /Commercial & 3D on building	100	1,500	1 Year
10. Film stickers on glass façade	400	N/A	2 weeks

## PROCESS GUIDELINES

### Appendix 1 – Permit Fee Schedule & minimum duration

Item	MonthlyRate AED/m <sup>2</sup>	Annualrate AED/m <sup>2</sup>	Minimum Duration
11. Wallbanners–commercial	50	500	1 Year
12. Gantry	22	250	6 Months
13. BuildingWraps	300	3, 600	1 Month

### Appendix 2

Qualified tenderers for signage as pre-approved by Hills Advertising.

**DUBAI  
SOUTH**

Thank  
**You**