



Location: Umm Suqeim Road/ Burj Al Arab

Size: 100m x 13m

Type: Back lit Hoarding

- There are 6 luxury hotels, including the Burj Al Arab, located within 1.5 km radius of the site with abundant dining options attracting crowd with high disposable income.
- Souq Madinat, a one of its kind mall with a unique appeal is right across the street.
- The property is on the key connecting road between King Salman Bin Abdulaziz Al Saud St (Al Sufouh Road) & Sheikh Zayed Road which is a heavy traffic zone during weekday commute hours - 8am to 10am/ 5pm to 8pm
- The advertising asset is part of the gateway between the premium Umm Suqeim residential community and the highly popular Mall of the Emirates.
- The neighboring areas of Al Sufouh, Umm Suqeim 1, Umm Suqeim 2 & Umm Al Sheif have on an average 6 villas for every apartment*
- The neighborhood is a popular residential area amongst well to do Arabs & Westerners with rents for 2 bedroom villas ranging from 140,000 to 150,000 per year*

*Source: propertyfinder.ae