



Abu Dhabi Outdoor Advertising Regulations

- All visuals must respect the local culture and not be in conflict with Islamic principles.
- It is acceptable to have one side in English only and the other in Arabic only
- Visuals should be either in Arabic only or 50% Arabic and 50% in English with the same message
- For municipality approval all art work must need minimum 10 working days.



Technical

- Color copies [quantity may be specified as required from time to time] of Final Materials [FM] must be submitted for approval before the Bus Wrapping Commencement Date.
- Scanned image should be CMYK and saved as TIF (not compressed) or EPS format or PSD format
- Minimum resolution: 300 dpi on actual size
- All files must be in layers format.
- Text and layout: preferably to be done in Freehand software, converted to path.
- A copy of the visual in PDF low resolution should be submitted along with the high resolution art work.
- For window sticker, the flip of the visual for the other side of the stickers facing the platform should be submitted.



Dates

- Need to provide 5 working days for Bus Wrapping
- Artworks must be supplied 10 working days before the contract's start date or Viola Outdoor cannot guarantee on-time
- Installation. Last minute artwork changes will delay installation by minimum 5 days
- Installations takes place at night however, no installations is permitted on Thursday or Friday nights under any circumstances, as per ADM and city regulations