



Abu Dhabi Municipality Outdoor Advertising Regulations

- Visuals should be in either Arabic only, or 50% Arabic and 50% English with the same message
- It is acceptable to have one side in English only and the other in Arabic only
- Fonts must be a minimum of 15cm high on the actual poster
- Text must not represent more than 50% of the advertising surface
- All font sizes must be clearly marked on color print-outs provided by the client for ADM's approval
- All visuals must respect the local culture and not be in conflict with Islamic principles
- Any sales promotion must be pre-approved by DED
- Approval by ADM requires 3 working days



Technical

- Acceptable file formats: EPS, AI, PDF [high resolution]
- Minimum resolution: 300DPI
- All artworks and images should be in CMYK mode
- A4 color print-out of each artwork must be supplied with the CD to assist production and installation
- Client/Agency to provide hard copy of clear and detailed guidelines on installation sequence
- Die-cuts up to 10cm may be added [with additional cost and subject to ADM's approval] but will not be illuminated



Dates

- 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 3-5 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