



جزيرة اللؤلؤة
THE PEARL ISLAND

قطر QATAR

Digital & Static Outdoor Media Rate Card 2025

The State of Qatar

Qatar stands as a beacon of prosperity and progress, ranked as the world's 6th richest country per capita by the World Bank in 2021. Boasting the 7th highest non-energy sector growth according to the Qatar Financial Center in the same year, Qatar solidifies its position as the 2nd most competitive economy in the Arab world and 17th worldwide as per the Global Competitiveness Report 2021.

Recognized for its investment-friendly business environment, Qatar was hailed as the best in the Arab world by the Arab Competitiveness Report in 2018. Beyond economic prowess, Qatar shines as the most peaceful country in the MENA region according to the Global Peace Index 2021. With world-class education, healthcare, and sports facilities, along with accolades like the best airport and airlines in the Middle East, Qatar offers a blend of quality living and high accessibility to key business and leisure destinations. Its commitment to openness is evident as it ranks as one of the top 10 most open visa countries in the world according to The World Tourism Organization in 2018.



The Pearl & Gewan Island

The Pearl Island, a masterpiece project by UDC, stands as the largest endeavor in Qatar spanning 4 million sqm. This man-made marvel offers freehold ownership, making it the first urban development project in Qatar to do so. With accolades for its design and mixed-use development, The Pearl Island boasts the largest marina in Qatar, a waterfront retail walkway, and the world's biggest district cooling plant, all integrated with smart and sustainable features. It's not just an island; it's Doha's fastest-growing community, hosting 370 operational retail and F&B brands, accommodating 52,000 residents across 25,000 units, and drawing in 34 million annual visitors.

On the other hand, Gewan Island, UDC's latest venture, promises a blend of smart, sustainable features and a rich mix of residential, retail, and leisure districts across its 400,000 sqm expanse. With 657 residential units and an estimated daily footfall of 10,000 visitors, Gewan Island is set to become a vibrant hub with its longest climatized retail walkway and a projected population of 3,500 residents.





Born from the visionary spirit of United Development Company (UDC), Scoop is a modern marketing agency located on The Pearl Island, poised to revolutionize your brand's digital presence.

Our team of passionate strategists and creative minds operate at the forefront of the digital landscape, crafting impactful campaigns that resonate with your target audience. We offer a comprehensive suite of services, ranging from social media mastery and eye-catching design to strategic website development and impactful media buying.

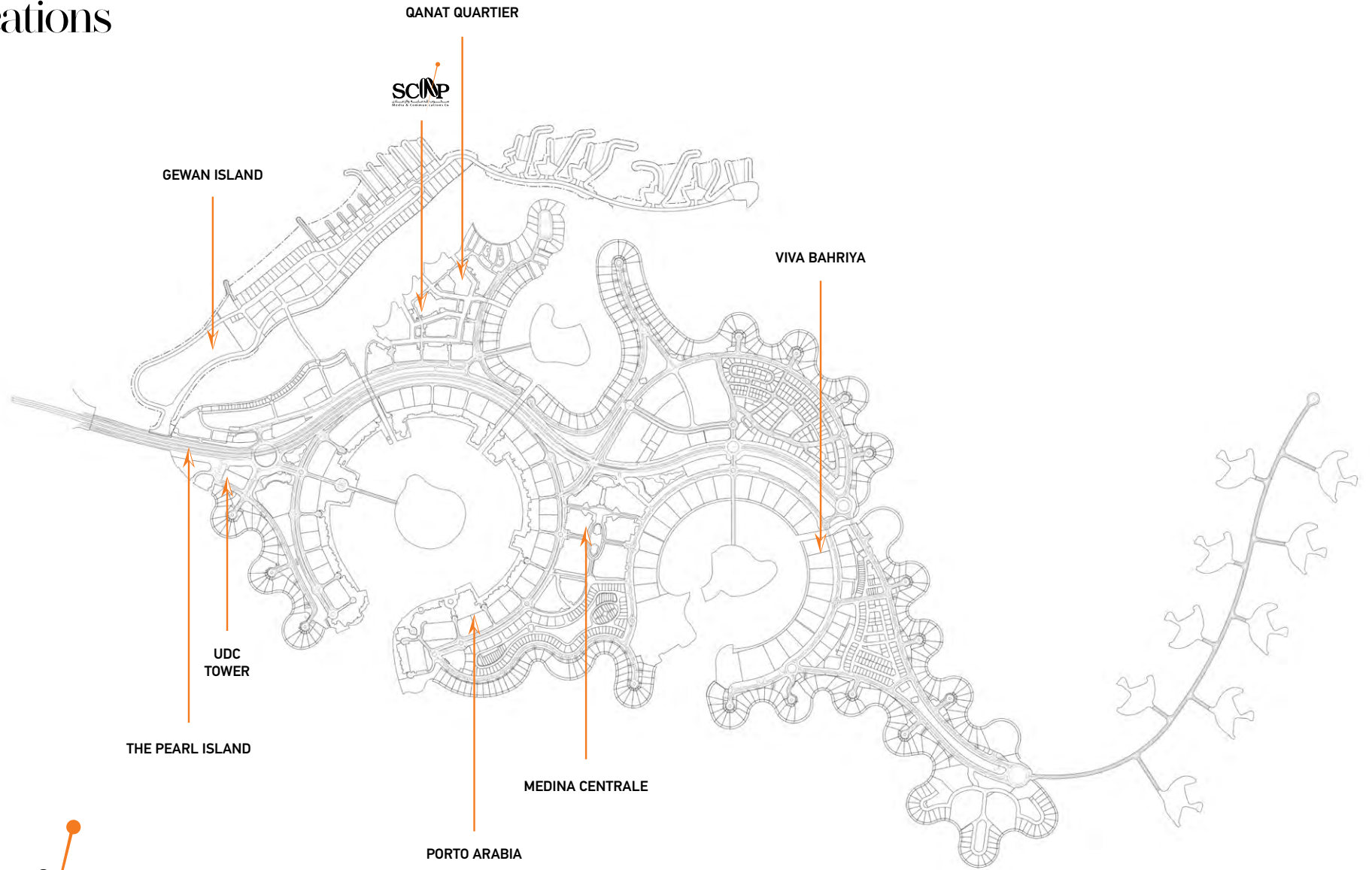
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Be Remembered

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Locations



Digital Media

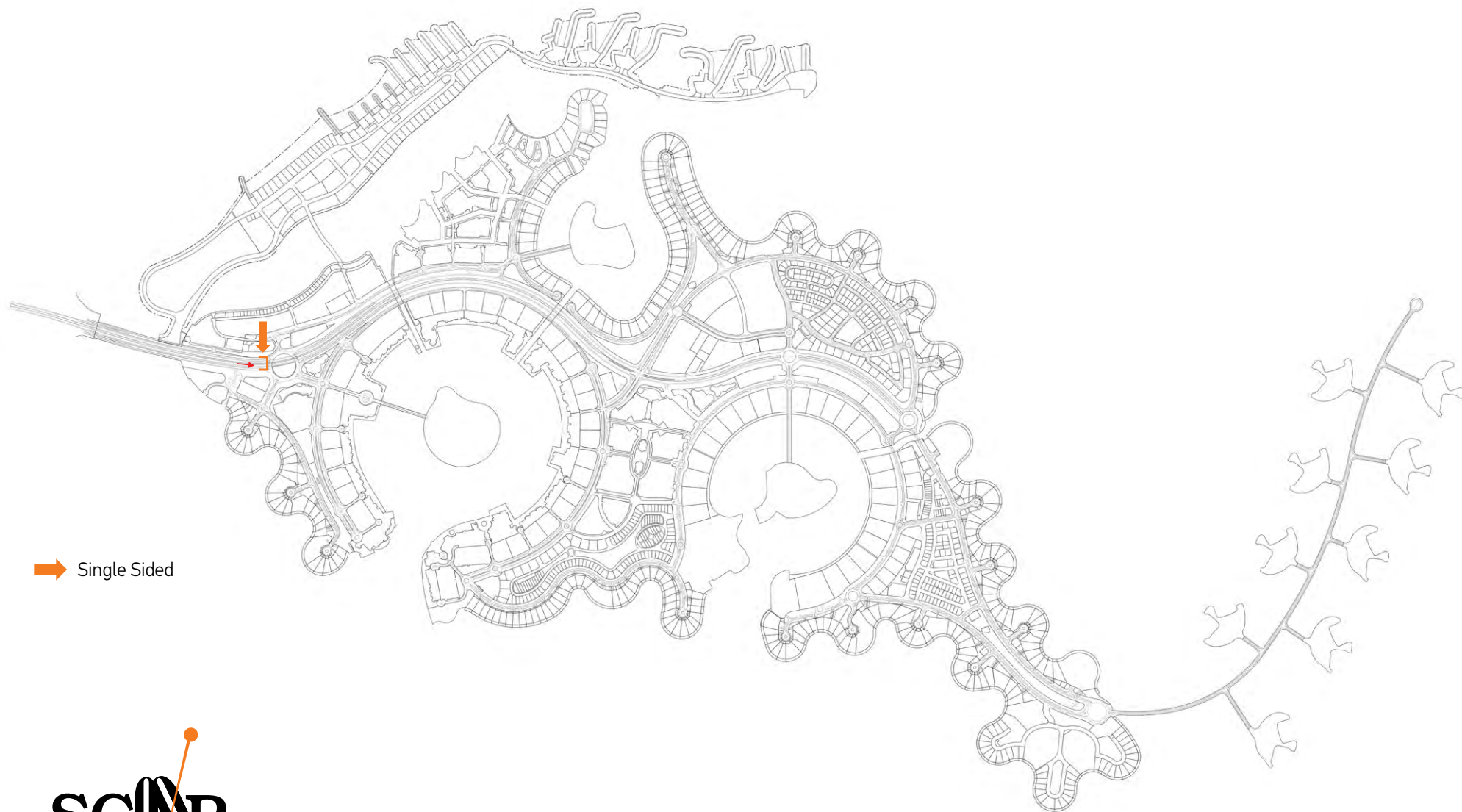
Digital Underpass

Total Assets	2
Number of Circuits	2
Number of Faces Per Circuits	1



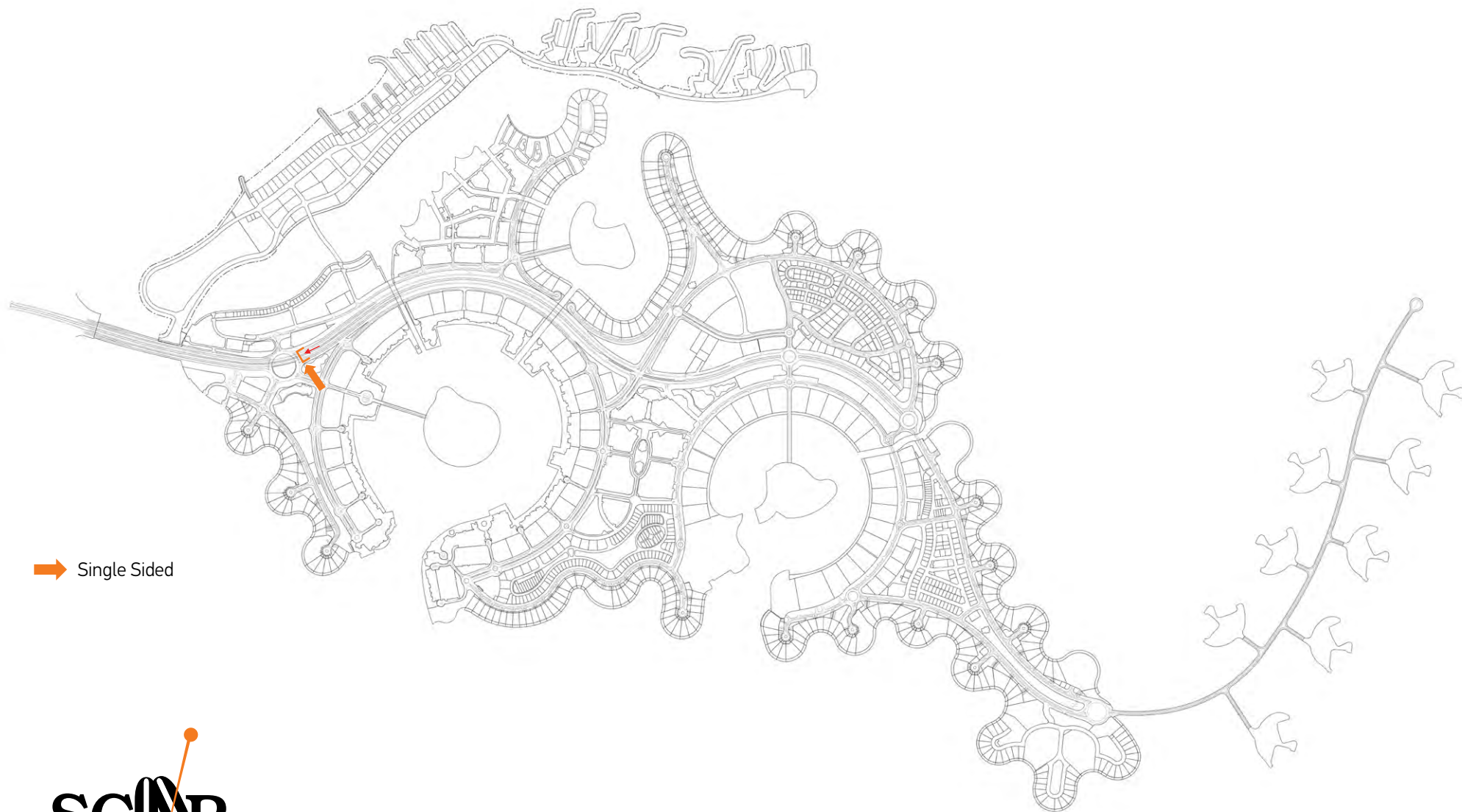
Rate per Screen Slot Duration: 10sec	Upload Fee	Campaign Duration	Starting Day	Material Specs	Measurement (WxH)
60,000 QAR	2,000 QAR	2 weeks	Flexible	Static or Video Artwork 6240(W) x 420(H) px	32m x 2m

Circuit 1



→ Single Sided

Circuit 2



→ Single Sided

UDC Tower

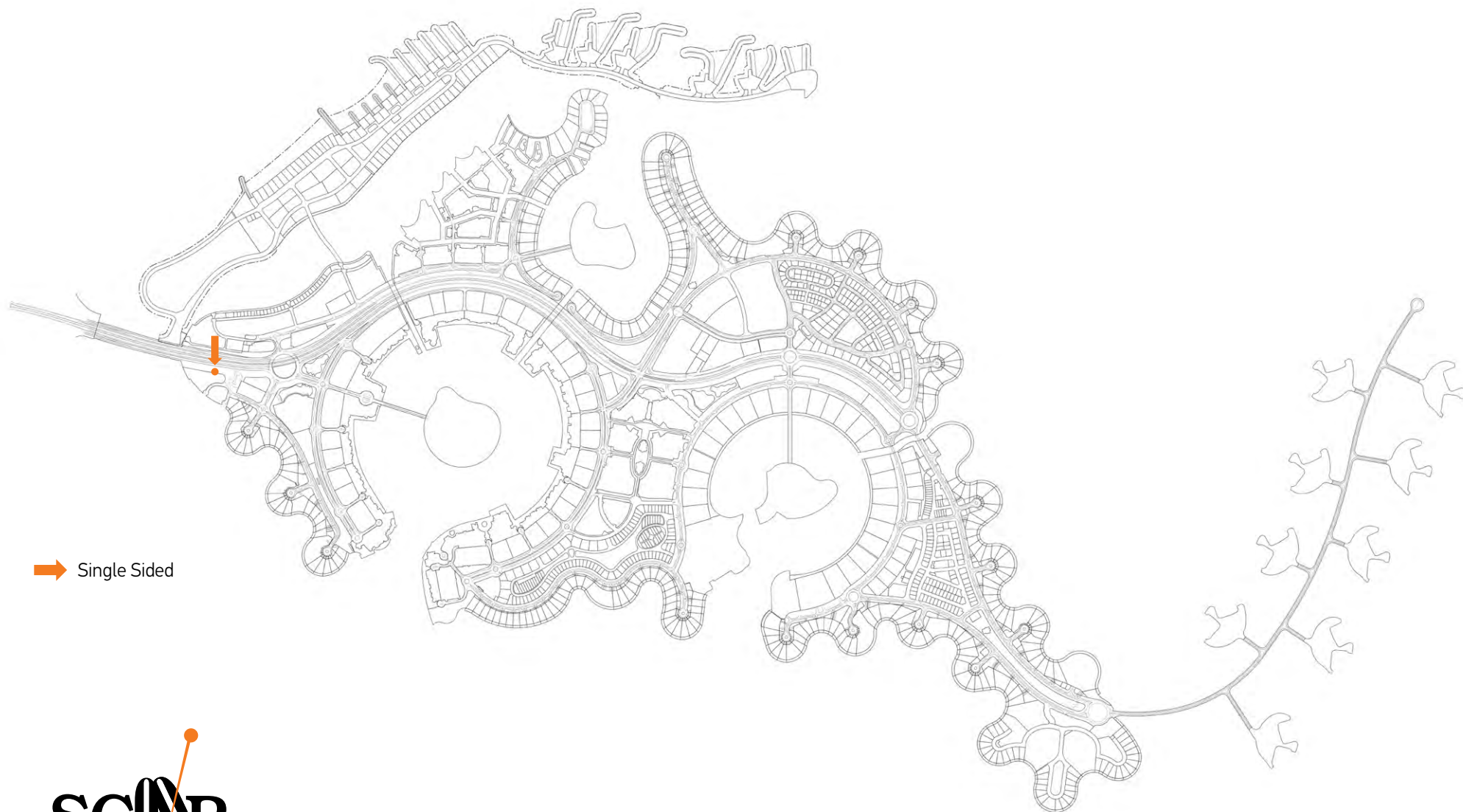
Total Assets	4
Number of Circuits	1
Number of Faces Per Circuits	4



Rate Slot Duration: 10sec	Upload Fee	Campaign Duration	Starting Day	Material Specs	Measurement (WxH)
45,000 QAR	1,000 QAR	2 weeks	Flexible	Static or Video Artwork 1664(W) x 1040(H) px	10m x 5.5m



Circuit 1



→ Single Sided

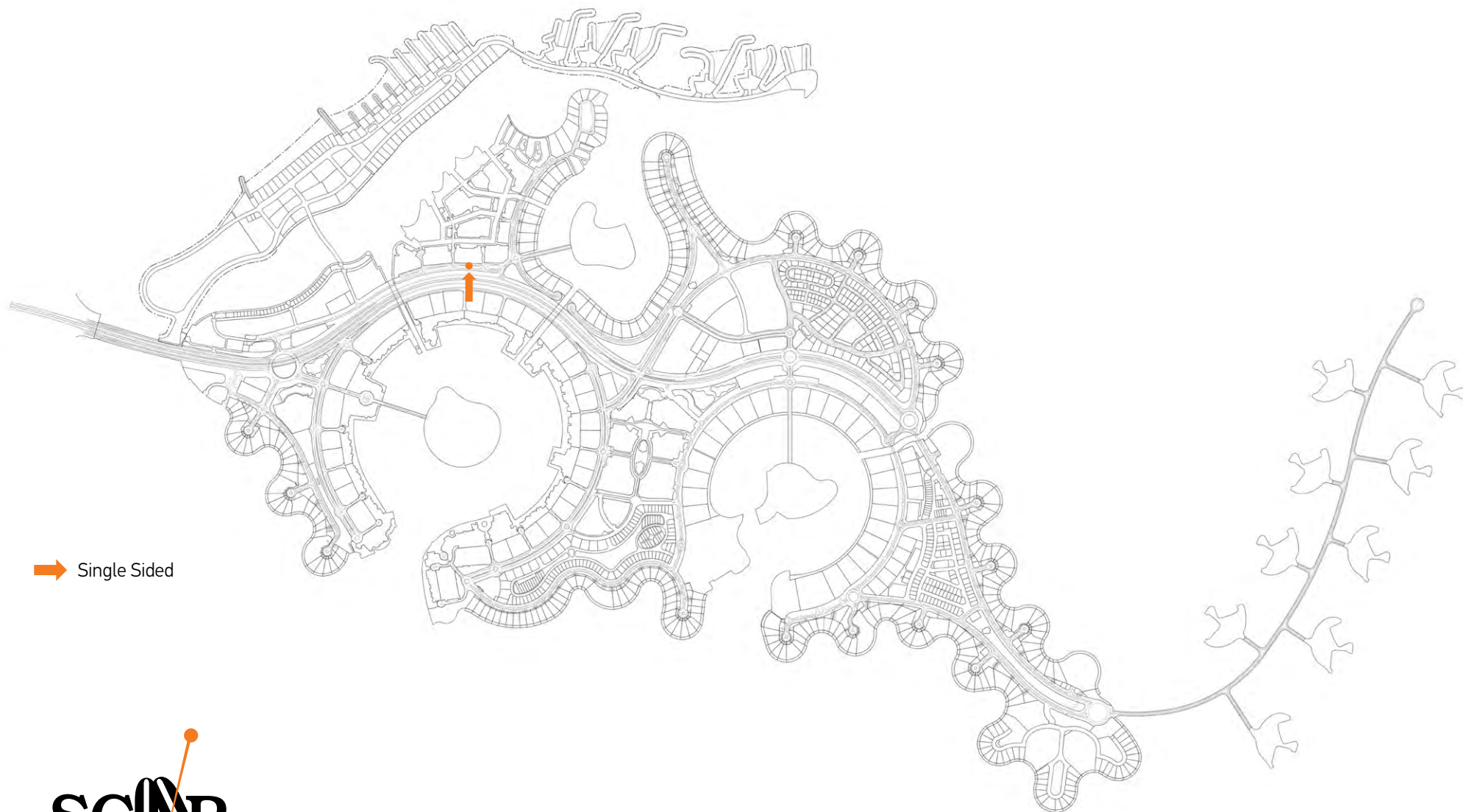
Qanat Quartier

Total Assets	1
Number of Circuits	1
Number of Faces Per Circuits	1



Rate Slot Duration: 10sec	Upload Fee	Campaign Duration	Starting Day	Material Specs	Measurement (WxH)
35,000 QAR	1,000 QAR	2 weeks	Flexible	Static or Video Artwork 3742(W) x 432(H) px	25.5m x 2.55m

Circuit 1



→ Single Sided

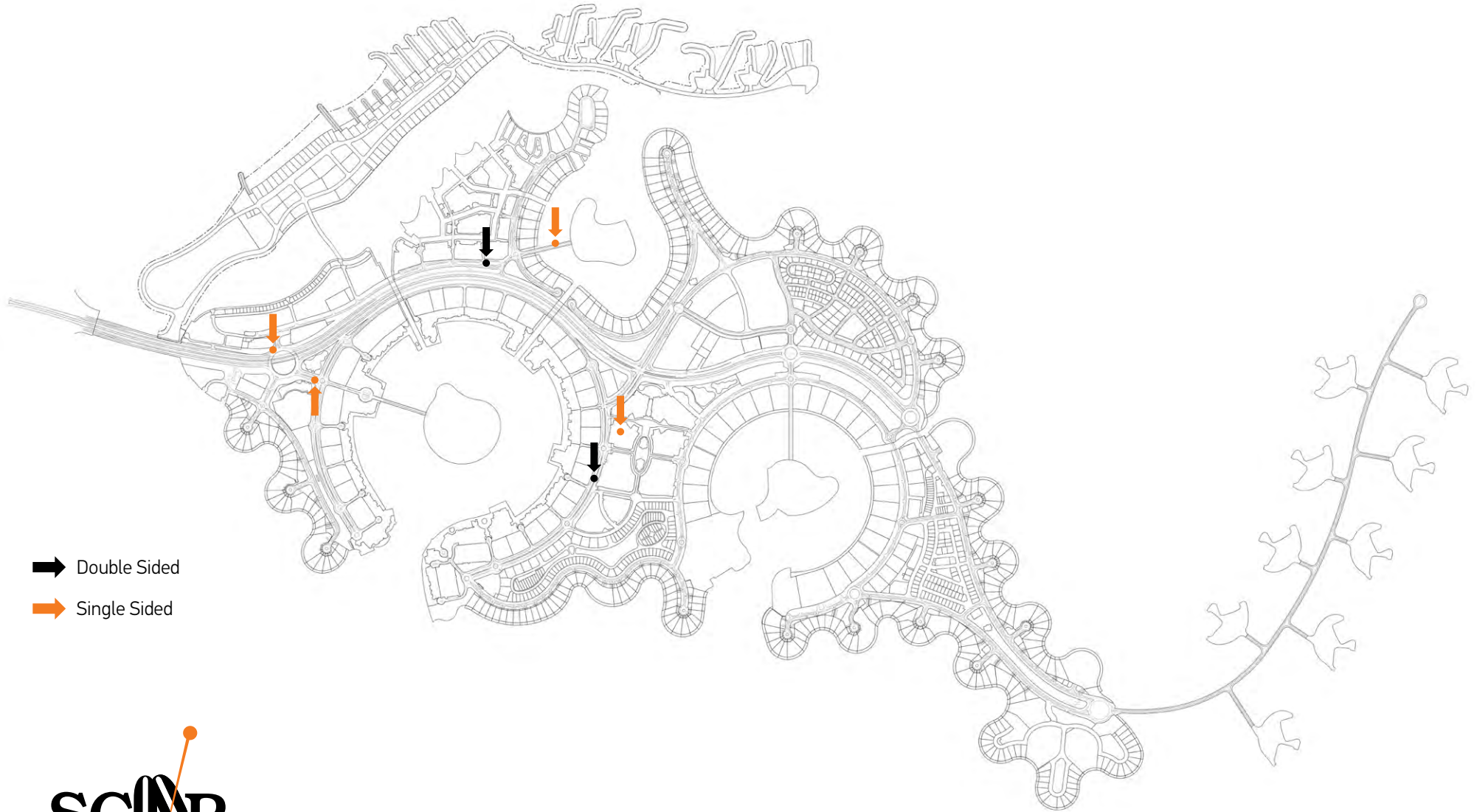
Digital Mupi

Total Assets	24
Number of Circuits	3
Number of Faces Per Circuits	8



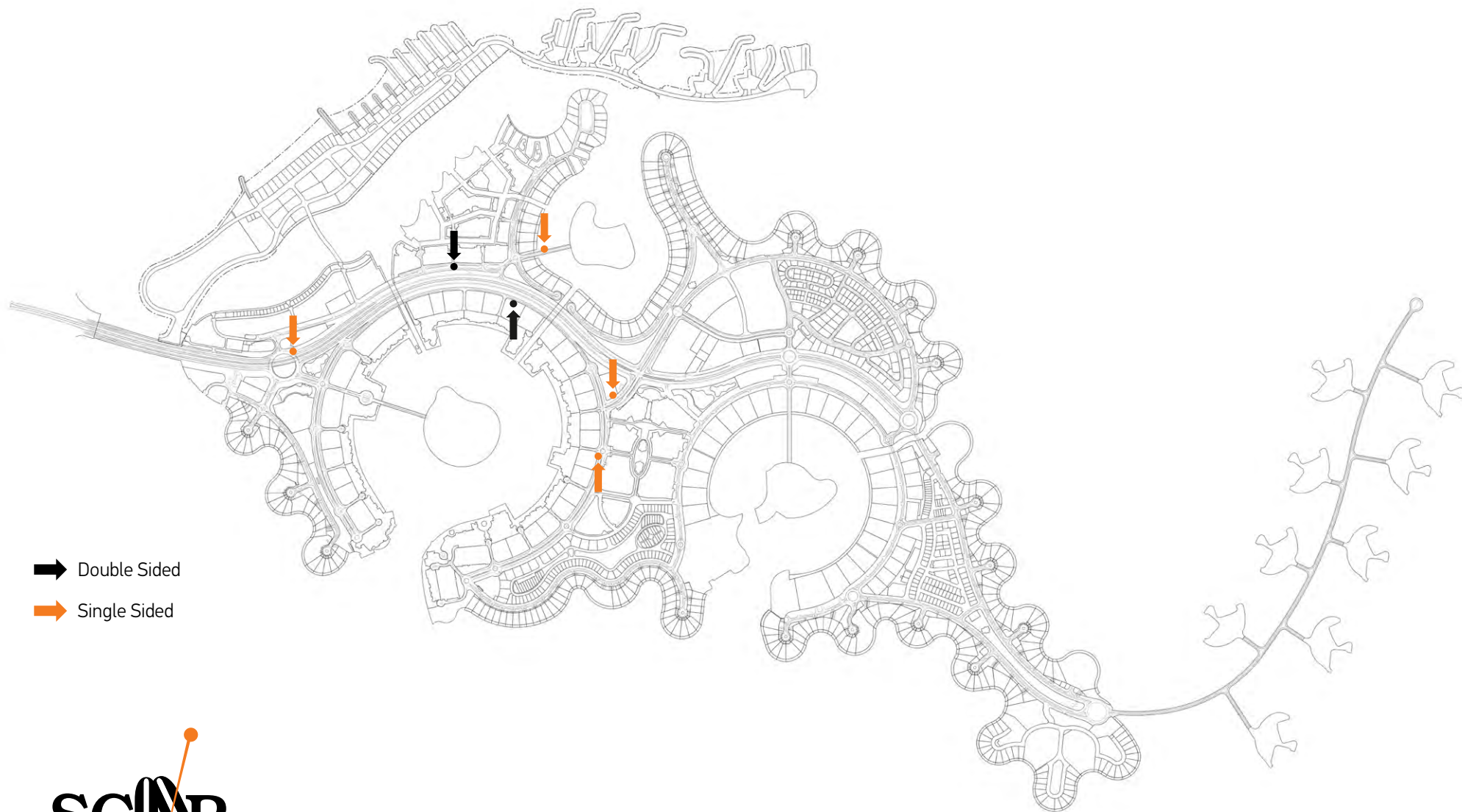
Rate Slot Duration: 10sec	Upload Fee	Campaign Duration	Starting Day	Material Specs	Measurement (WxH)
30,000 QAR	1,500 QAR	2 weeks	Flexible	Static or Video Artwork 256(W) x 384(H) px	1.28m x 1.92m

Circuit 1

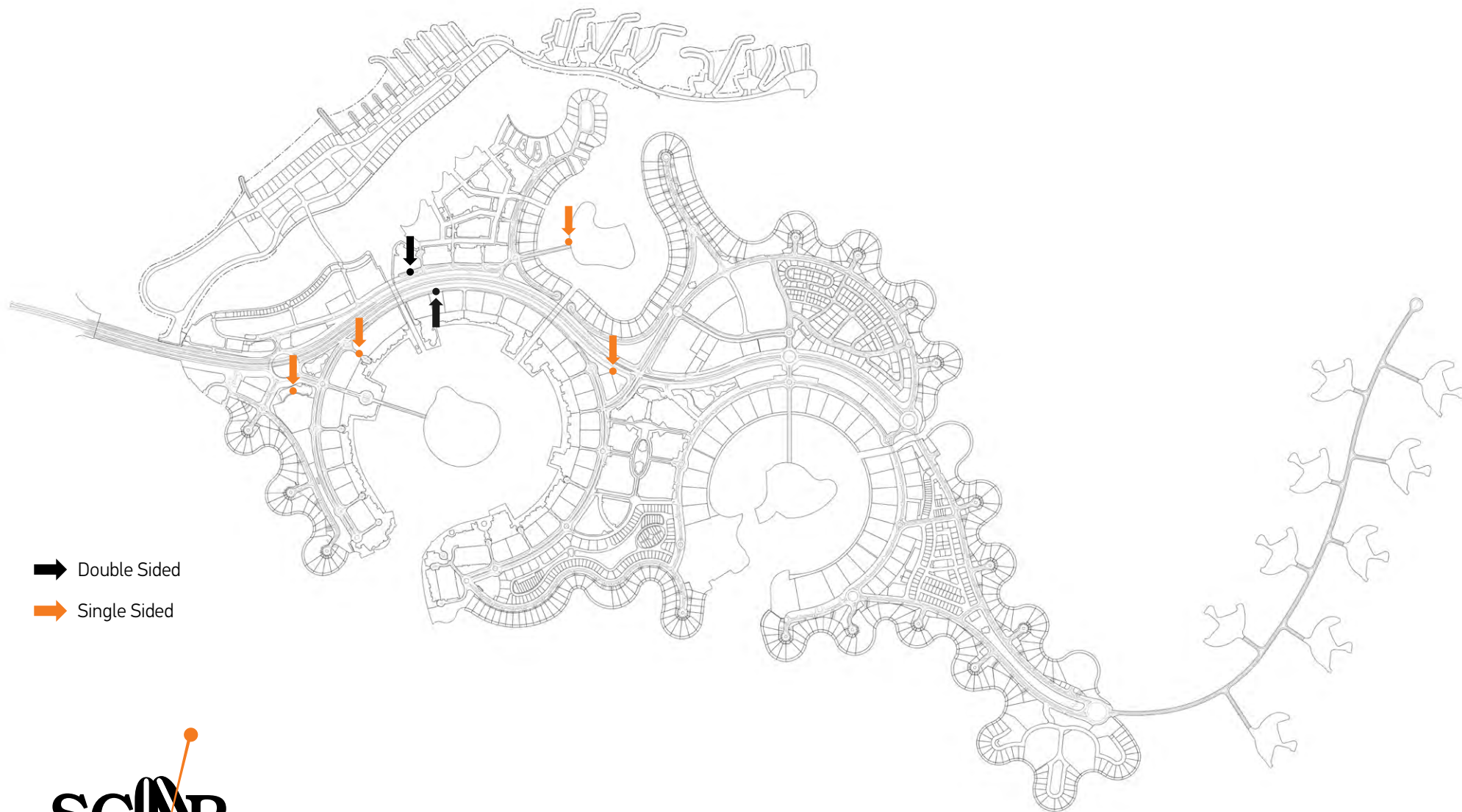


- ➡ Double Sided
- ➡ Single Sided

Circuit 2



Circuit 3



- ➡ Double Sided
- ➡ Single Sided

Indoor/Opposite Monoprix

Total Assets	8
Number of Circuits	1
Number of Faces Per Circuits	8



Rate Slot Duration: 10sec	Upload Fee	Campaign Duration	Starting Day	Material Specs	Measurement (WxH)
16,000 QAR	1,000 QAR	2 weeks	Flexible	Static or Video Artwork 1080(W) x 1920(H) px	55"

Static Media

Light Poles

Main Entrance

Total Assets	
Poles	Faces
36	72

Number of Circuits	
3	

Number Per Circuits	
Poles	Faces
12	24



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
40,000 QAR	12,000 QAR	2 weeks	Flexible	Material: Vinyl (450-510 gsm) Printing: UV-resistant Resolution: 150-300 DPI	1m x 3m

Light Poles

Main Boulevard

Total Assets	
Poles	Faces
24	48

Number of Circuits	
2	

Number Per Circuits	
Poles	Faces
12	24



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
40,000 QAR	12,000 QAR	2 weeks	Flexible	Material: Vinyl (450-510 gsm) Printing: UV-resistant Resolution: 150-300 DPI	1m x 3m



Light Poles

Main Boulevard / Medina Centrale

Total Assets	
Poles	Faces
9	18

Number of Circuits
1

Number Per Circuits	
Poles	Faces
9	18



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
20,000 QAR	9,000 QAR	2 weeks	Flexible	Material: Vinyl (450-510 gsm) Printing: UV-resistant Resolution: 150-300 DPI	1m x 3m

Light Poles

Porto Arabia Drive

Total Assets	
Poles	Faces
84	168

Number of Circuits	
4	

Number Per Circuits	
Poles	Faces
21	42



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
30,000 QAR	18,000 QAR	2 weeks	Flexible	Material: Vinyl (450-510 gsm) Printing: UV-resistant Resolution: 150-300 DPI	1m x 3m



Light Poles

Porto Arabia Boardwalk

Total Assets	
Poles	Faces
144	288

Number of Circuits	
6	

Number Per Circuits	
Poles	Faces
24	48



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
25,000 QAR	17,000 QAR	2 weeks	Flexible	Material: Vinyl (450-510 gsm) Printing: UV-resistant Resolution: 150-300 DPI	1m x 2m

Mupi

Porto Arabia Boardwalk

Total Assets	180
Number of Circuits	6
Number of Faces Per Circuits	30



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
30,000 QAR	7,500 QAR	2 weeks	Flexible	Resolution: 150-300 DPI	1.2m x 1.76m

Mupi

Medina Centrale

Total Assets	24
Number of Circuits	3
Number of Faces Per Circuits	8



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
12,000 QAR	960 QAR	2 weeks	Flexible	Resolution: 150-300 DPI	0.795m x 1.315m

Retail Arcade Posters

Porto Arabia

Total Assets	88
Number of Circuits	11
Number of Faces Per Circuits	8



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
6,400 QAR	900 QAR	2 weeks	Flexible	Resolution: 150-300 DPI	62cm x 86cm

Senior

Medina Centrale

Total Assets	1
Number of Circuits	1
Number of Faces Per Circuits	2



Rate	Production Installation	Campaign Duration	Installation Day	Material Specs	Measurement (WxH)
10,000 QAR	1,320 QAR	2 weeks	Flexible	Resolution: 150-300 DPI	3.11m x 2.01m



Scoop on!
Thank you!



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