



ONE TRUCK. THREE SCREENS. THE ENTIRE CITY.

Mobile LED billboard advertising across Sheikh Zayed, 6 October & the North Coast live, GPS-tracked, and impossible to ignore.

PRICING & MEDIA KIT 2026

POWERED BY BLUE AGENCY

Who We Are

Egypt's smart mobile billboard your brand, on the move

Road Reach Advertising turns the busiest streets of Greater Cairo into your media channel. Instead of waiting for people to pass a fixed billboard, we drive a fleet-grade LED truck straight into the traffic where your audience already is during the hours they're actually on the road.



3

Synchronized LED
screens



20 m²

Total display surface



10 hrs

Prime-time, 3PM–1AM



2 + Coast

Cairo zones + North
Coast





THE OPPORTUNITY

Why rent **ten billboards** when one moving screen covers the whole city?

Don't wait for your audience to pass your ad. **Drive your ad to them.**

Maximum reach. Minimum cost. The highest return in outdoor advertising.



ROAD REACH ADVERTISING

Why Road Reach Wins

Six reasons brands move with us



Three Synchronized Screens

20 m² of LED seen from every angle as you drive.



Prime-Time Streets

10 hours daily (3PM–1AM) in real evening congestion.



Live GPS Tracking

See exactly where your truck is, on a live map, anytime.



Client Livestream

Watch your ad playing live from your phone a first in Egypt. With a Reach & Impression Report



Lower Than Traditional

A fraction of the cost of static billboards, more exposure.



Real-Time Content

Swap your creative in minutes test, update, react instantly.



Road Reach vs Traditional Billboards

Where static ends, mobile begins

FEATURE	TRADITIONAL BILLBOARD	ROAD REACH
Location	✗ Fixed — one spot, seen once per pass	✓ Roams high-traffic zones across the city
Frequency	✗ Limited, single exposure	✓ Repeated exposure on optimized loops
Timing	✗ No control over when it's seen	✓ Operates in prime traffic hours, 3PM–1AM
Content	✗ Printed, hard to update	✓ Full-motion video, changed in real time
Transparency	✗ No proof of delivery	✓ Live GPS + livestream of your ad
Cost	✗ High cost per impression	✓ Lower cost, higher return



Three Screens. One Moving Canvas.

20 m² of synchronized LED, visible from every direction

LEFT SCREEN



≈ 4 m × 2 m

8 m² display

RIGHT SCREEN



≈ 4 m × 2 m

8 m² display

REAR SCREEN



≈ 2 m × 2 m

4 m² display



High-brightness LED readable in full daylight, glowing at night



All three screens play in perfect sync, multi-angle coverage



Full-motion video, static, or animated your creative, your way



Prime-Time Strategy

We run when the streets are fullest - 3PM to 1AM

- Peak congestion = maximum eyes on screen
- Longer dwell time at intersections and signals
- Stronger LED impact and recall after sunset
- Evening hours the real purchase-decision window

Prime-time dominance delivers a stronger return than spreading thin across 24 low-traffic hours.

EXPOSURE PER CAMPAIGN

Up to 300

displays per day

~9,000

displays per month

3 screens

simultaneous, multi-angle

135,000s

live impressions / month

Estimates based on high-density urban movement.



Total Transparency

GPS tracking + live ad stream — you always know where your ad is and that it's running



Live GPS Tracking

See your truck move across the city on a real-time map. Know the exact route, area, and timing of every minute you pay for.



Client Livestream

Open your phone and watch your ad playing on the screen live, from anywhere, at any time. Total proof of delivery.

Get Your Professional Report with traffic analyses & Reach
No other mobile screen in Egypt gives you this level of **proof and control.**





LAUNCH OFFER

30% OFF

for our founding clients

- Applies to every package shared, exclusive day & exclusive month
- Locked in for your first booking across Zayed, 6 October & the Coast
- Limited launch slots secured on a first-come basis



ROAD REACH ADVERTISING



Pricing - North Coast (Summer) July-Aug

15-second slot · launch offer 30% applied · prices in EGP

BEST VALUE

SHARED LOOP

15-sec slot · Marina → Amwaj

~~240,000 EGP~~

168,000 EGP

per month (30 days)

- 15 sec rotation along the coast
- Affluent summer audience
- GPS + livestream access

EXCLUSIVE DAY

Full-screen takeover · your ad only

~~85,000 EGP~~

59,500 EGP

per day

- Full screen, your ad only
- Weekends & seasonal events
- Sidi Abdel Rahman hotspots

EXCLUSIVE MONTH

Full-screen takeover · 30 days

~~1,800,000 EGP~~

1,260,000 EGP

per month

- Own the coast all season long
- No competition on screen.
- Priority booking.
- **Special Car Branding for Your Brand**

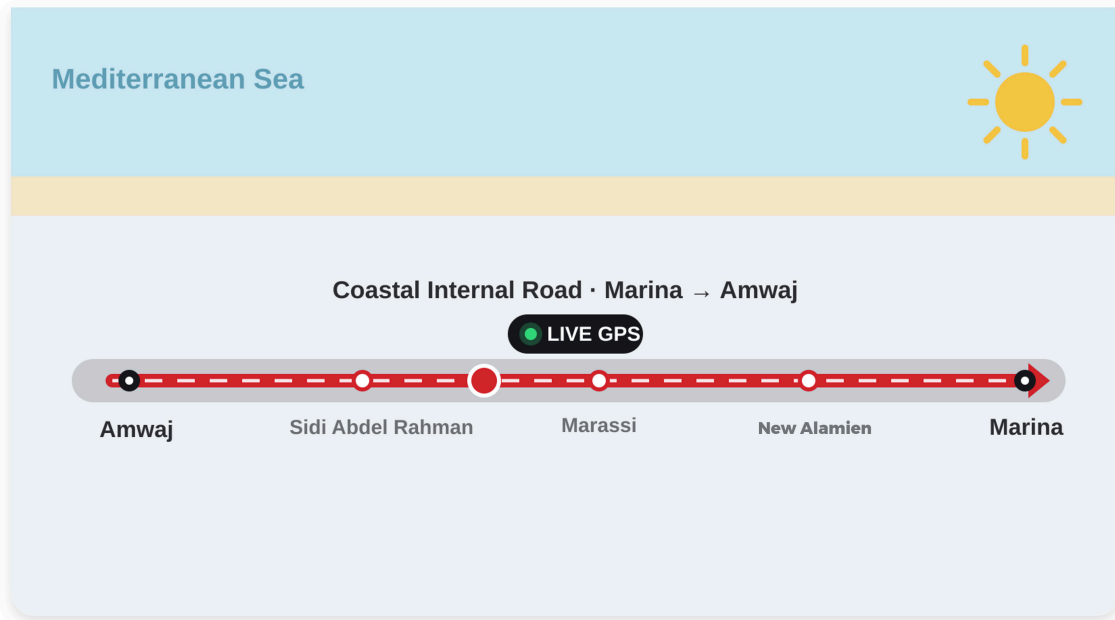
All prices in EGP, exclusive of 14% VAT. Launch offer valid for early bookings only.



ROAD REACH ADVERTISING

Route 2 - North Coast (Summer)

The coastal internal road, Marina to Amwaj — launching August



THE LOOP

- The internal coastal road from Marina to Amwaj village
- Through Hacienda, Marassi & Sidi Abdel Rahman hotspots
- Reaching Egypt's highest-spend summer audience
- Beach clubs, restaurants, launches & seasonal brands



Peak summer season



3PM – 1AM daily



30 operating days



ROAD REACH ADVERTISING

Pricing - Sheikh Zayed & 6 October (From SEP)

15-second slot · launch offer 30% applied · prices in EGP

BEST VALUE

SHARED LOOP

15-sec slot · shared rotation

~~140,000 EGP~~

98,000 EGP

per month (30 days)

- 15 sec every ~2 min, 3PM–1AM
- GPS tracking + livestream access
- Free ad design included

EXCLUSIVE DAY

Full-screen takeover · your ad only

~~60,000 EGP~~

42,000 EGP

per day

- The entire 20 m² is 100% yours
- Ideal for launches & events
- Pick your date & route

EXCLUSIVE MONTH

Full-screen takeover · 30 days

~~1,000,000 EGP~~

700,000 EGP

per month

- Zero on-screen competition
- Maximum daily repetition
- Priority scheduling
- **Special Car Branding for Your Brand**

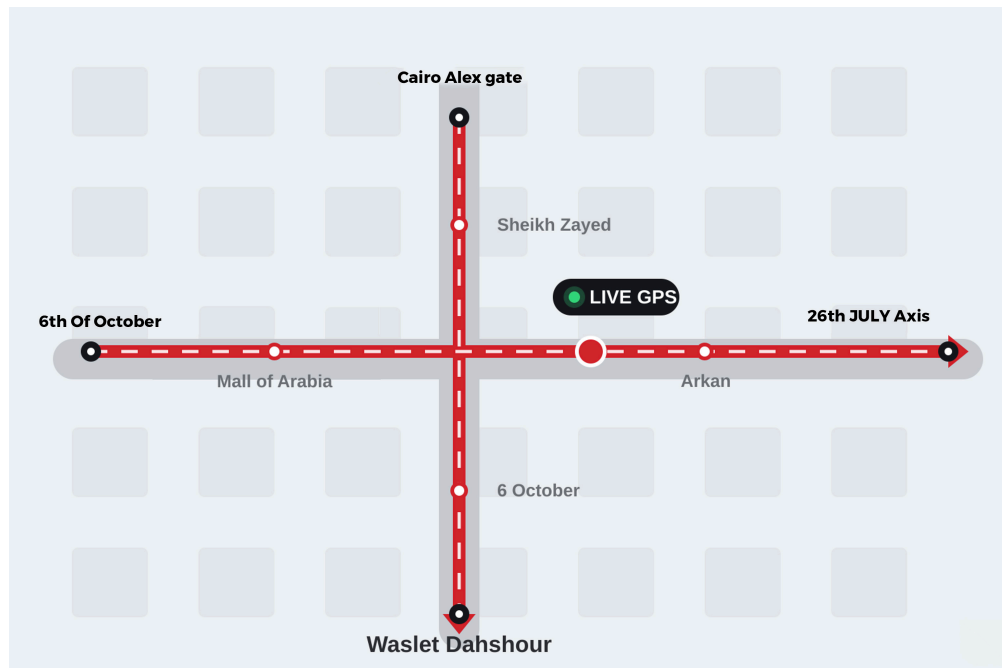
All prices in EGP, exclusive of 14% VAT. Launch offer valid for early bookings only.



ROAD REACH ADVERTISING

Route 1 - Sheikh Zayed & 6 October

Full coverage of Waslet Dahshour + the 26th July Axis



THE LOOP

- Down the full length of the 26th July Axis, end to end
- Onto Waslet Dahshour from Cairo–Alex Desert Road to El Wahat Road
- U-turns at both ends a continuous two-way loop
- Passing Arkan, Mall of Arabia & the key Zayed compounds



3PM – 1AM, 10 hours daily



Standing in front of vital areas and malls within Sheikh Zayed



30 operating days / month



ROAD REACH ADVERTISING

Rate Card 2026

All packages at a glance - list price vs launch offer

PACKAGE	SLOT / DURATION	LIST PRICE	LAUNCH -30%
SHEIKH ZAYED & 6 OCTOBER			
Shared Loop · 15-sec	Monthly · 30 days	140,000 EGP	98,000 EGP
Exclusive Day	Full takeover · 1 day	60,000 EGP	42,000 EGP
Exclusive Month	Full takeover · 30 days	1,000,000 EGP	700,000 EGP
NORTH COAST (SUMMER)			
Shared Loop · 15-sec	Monthly · 30 days	240,000 EGP	168,000 EGP
Exclusive Day	Full takeover · 1 day	85,000 EGP	59,500 EGP
Exclusive Month	Full takeover · 30 days	1,800,000 EGP	1,260,000 EGP

All prices in EGP, exclusive of 14% VAT. Exclusive packages give you the full 20 m² screen with zero shared rotation.



Every Campaign Includes

Real value baked into every booking - no hidden extras



Free Ad Design

Our team designs your creative, ready for the screen.



Free Content Updates

Change your message during the campaign at no cost.



Live GPS Reporting

A real-time map of where your ad travelled.



Livestream Access

Watch your ad playing live from your phone a first in Egypt.
With a Reach & Impression Report



Performance Report

A clear monthly summary of your campaign's exposure.



Dedicated Account Manager

One point of contact from booking to wrap-up.





Secure your slot before launch.

Limited launch slots across Sheikh Zayed, 6 October and the North Coast. Let's plan your campaign and lock in 30% off.



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