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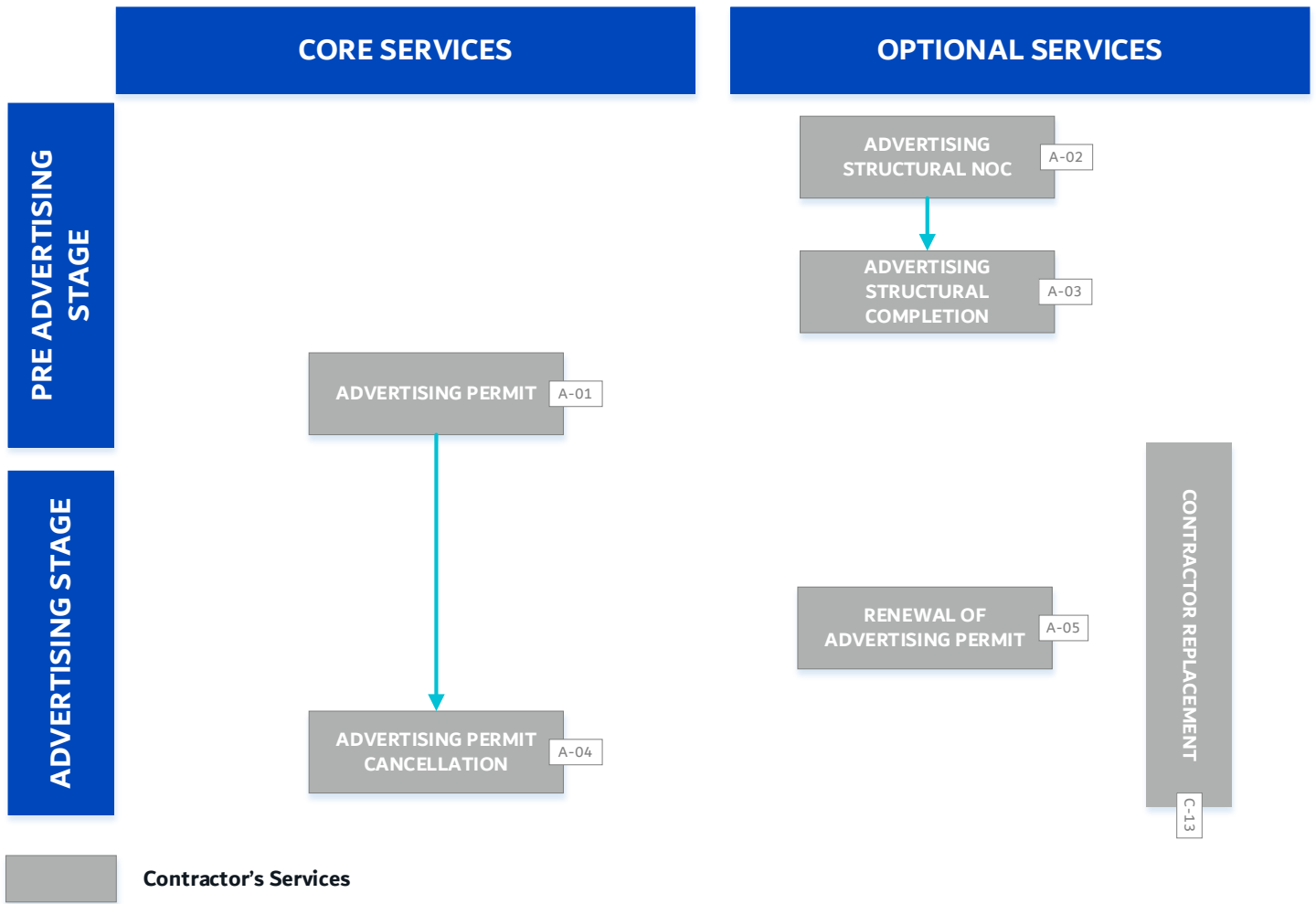
ADVERTISING

SERVICES' ID CARDS

ISSUE NO. 4

DATED: DECEMBER 2021

ADVERTISING SERVICES MAP



Service ID Name	ADVERTISING PERMIT	Service ID No.	A-01
Description	This service enables the customer to obtain a permit for promoting particular product within DDA's Jurisdiction (private lands/public parks/ roads....etc.)		
Types	Building Signage (Podium Parapet Sign), Building Signage (Roof Parapet Sign), Building Signage (Wall Mounted Hoarding /Banner), Building Signage (Building Wrap), Billboard (Unipole, Hoarding, Megacom, Mupie, Lampost sign), Building Signage (Ground Floor Shop Signage), Building Signage (Window Sticker), Construction Fence, Inflatable & Floating Signage, Flags, Free Standing Unit (FSU), Bridge Banner, Roundabout Branding, Building Signage (Roof Top Sign)		
Requester	Contractor		
Service Deliverables	Advertising Permit		
Service Request Channels	Online, Customer Service Center at Dubai Studio City - Commercial Building 1 - Ground Floor		
Service Delivery Hours	Online: 24/7 Customer Service Center: Monday to Thursday (7.30 am to 2.30 pm) - Friday (7.30 am to 12 Noon)		
Estimated Time to Deliver	4 Working Days		
Service Fees	<ul style="list-style-type: none"> For Building Signage (Wall Mounted Hoarding/Banner), Building Signage (Building Wrap), Building Signage (Roof Top Sign), Billboard (Unipole, Hoarding, Megacom, Mupie, Lampost Sign), Construction Fence, Inflatable & Floating Signage, Bridge Banner, Roundabout Branding: AED 5,000 per year For Building Signage (Podium Parapet Sign), Building Signage (Roof Parapet Sign) : AED 2,500 per year For Flags, Free Standing Unit (FSU): AED 1,500 per year For Building Signage (Window Sticker): AED 1,000 per year For Building Signage (Ground Floor Shop Signage): AED 500 per year <p><i>An additional fee of AED 10 as "Knowledge Dirham" and AED 10 as "Innovation Dirham" is applicable per transaction</i></p>		
Required Documents	<ol style="list-style-type: none"> Advertising Permit Application (In case of applying through customer service center) Location map/site plan Tenant/Owner Trade License Picture showing the current existing building façade/site on which the sign is being proposed Colored and scaled drawing of the proposed sign/artwork including dimensions (height, width & depth), cross section & material specifications Mock-up perspective showing the proposed sign superimposed on the building/site NOC from the plot owner for installation of sign Contractor appointment letter from the tenant (applicable for Building Signage only) NOC from applicable licensing authority: <ul style="list-style-type: none"> NOC from RERA in case of real estate advertising NOC from DTCM in case of entertainment event advertising 		

- NOC from National Media Council or Ministry of Culture, Youth and Community Development in case of movie advertising
- NOC from Dubai Health Authority or Ministry of Health in case of medicine products, clinics, hospitals, pharmaceutical or health products, or service advertising
- NOC from Consumer Products Control Section – Public Health & Safety Department – Dubai Municipality in case of consumer product
- NOC from the Department of Economic Development of the Emirate in the case of advertising of promotional campaigns or raffles, discounts and special offers
- NOC from the Emirates Securities and Commodities Authority and any other relevant authority as relevant for advertisements related to securities and financial services
- NOC from KHDA for all advertisements relating to the provision of educational services

10. Copy of Company Trade License

11. Structural calculations

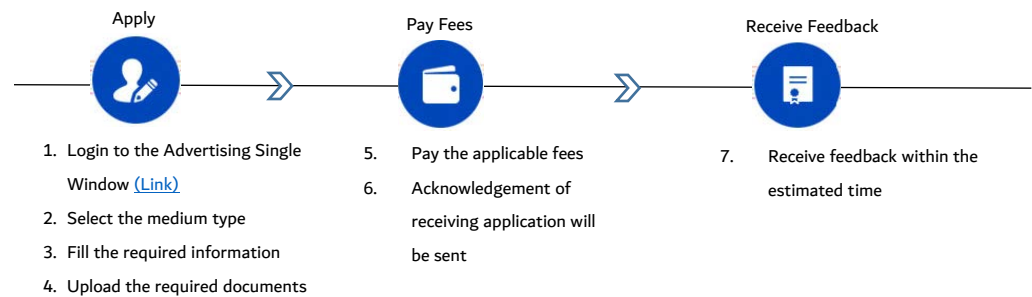
12. Structural drawings

13. Risk Assessment & Risk Compliance method statement covering all activities (applicable for electrical signs, signs fixed above 2.5m, signs with height dimension above 2.5m)

Note

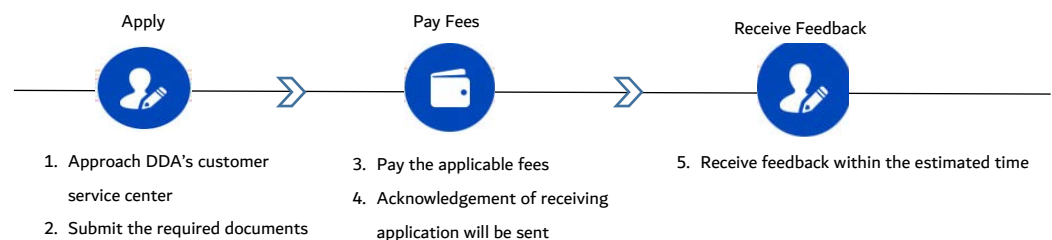
- This service is applicable to all TECOM free zone areas only
- For areas other than TECOM Free zones:
 - DDA processes only Structural aspects and provide approval
 - Upon Structural approval, for advertising permit Customer can approach Dubai Municipality.

Online





How to Apply

Customer Service Center



Service ID Name	ADVERTISING STRUCTURAL NOC	Service ID No.	A-02
Description	This service enables the customer to obtain approval on the structural drawings prior to start the work at site		
Requester	Contractor		
Service Deliverables	Advertising Structural NOC		
Service Request Channels	Online		
Service Delivery Hours	Online: 24/7		
Estimated Time to Deliver	4 Working Days		
Service Fees	AED 5,000 per year <i>An additional fee of AED 10 as "Knowledge Dirham" and AED 10 as "Innovation Dirham" is applicable per transaction</i>		
Required Documents	<ol style="list-style-type: none"> 1. Location map (site)/Site Plan 2. Request from Dubai Municipality to obtain the Structural Completion Certificate 3. Structural calculations and drawings (soft copy) 4. NOC from Dubai Civil Defence 		
How to Apply	<p>Online</p> <pre> graph LR A((Apply)) --> B((Pay Fees)) B --> C((Receive Feedback)) </pre> <ol style="list-style-type: none"> 1. Login to the Single Window Application (Link) 2. Select the medium type 3. Fill the required information and select the required service 4. Upload the required documents 5. Pay the applicable fees 6. Acknowledgement of receiving application will be sent 7. Receive feedback within the estimated time 		

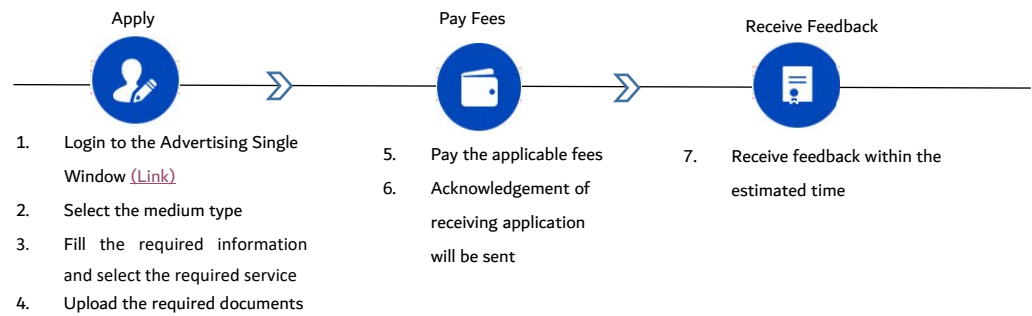
Service ID Name	ADVERTISING STRUCTURAL COMPLETION	Service ID No.	A-03
Description	This service allows the customer to obtain a certificate that confirm compliance with all the structural elements approved in the drawings. This certificate will allow customer to obtain Advertising Permit from the relevant Authority		
Requester	Contractor		
Service Deliverables	Structural Completion Certificate		
Service Request Channels	Online		
Service Delivery Hours	Online: 24/7		
Estimated Time to Deliver	4 Working Days		
Service Fees	NA		
Required Documents	<ol style="list-style-type: none"> 1. Tenant/Owner Trade License 2. Copy of Company Trade License 		
How to Apply	<p>Online</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="text-align: center; margin-right: 20px;"> <p>Apply</p>  </div> <div style="font-size: 2em; margin-right: 20px;">➔</div> <div style="text-align: center; margin-left: 20px;"> <p>Receive Feedback</p>  </div> </div> <ol style="list-style-type: none"> 1. Login to the Single Window Application (Link) 2. Select the medium type 3. Fill the required information and select the required service 4. Complete the application 4. Receive feedback within the estimated time 		

Service ID Name	ADVERTISING PERMIT CANCELLATION	Service ID No.	A-04
Description	This service allows the customer to cancel the advertising permit issued from DDA.		
Requester	Contractor		
Service Deliverables	Confirmation Email		
Service Request Channels	Online, Customer Service Center at Dubai Studio City - Commercial Building 1 - Ground Floor		
Service Delivery Hours	Online: 24/7 Customer Service Center: Monday to Thursday (7.30 am to 2.30 pm) - Friday (7.30 am to 12 Noon)		
Estimated Time to Deliver	4 Working Days		
Service Fees	NA		
Required Documents	<ol style="list-style-type: none"> Advertising Permit Cancellation Request (In case of applying through customer service center) Picture showing the existing building facade/site on which the sign is being removed 		
How to Apply	<p>Online</p> <p>Apply</p> <ol style="list-style-type: none"> Login to the Single Window Application (Link) Select the medium type Fill the required information and select the required service Complete the application <p>Receive Feedback</p> <ol style="list-style-type: none"> Receive feedback within the estimated time <p>Customer Service Center</p> <p>Apply</p> <ol style="list-style-type: none"> Approach DDA's customer service center Submit the required documents <p>Receive Feedback</p> <ol style="list-style-type: none"> Receive feedback within the estimated time 		

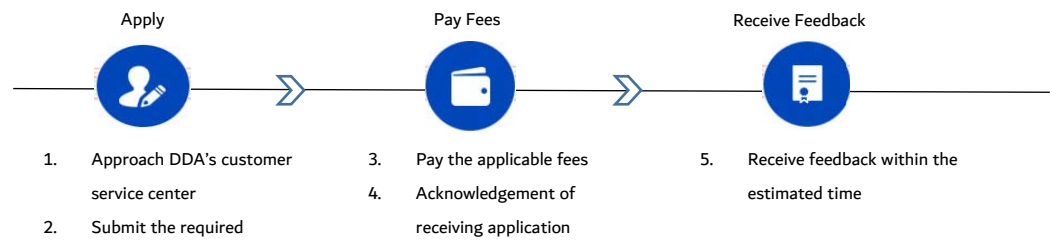
Service ID Name	RENEWAL OF ADVERTISING PERMIT	Service ID No.	A-05
Description	This service enables the customer to renew the issued permit for promoting particular product within DDA's Jurisdiction		
Types	Building Signage (Podium Parapet Sign), Building Signage (Roof Parapet Sign), Building Signage (Wall Mounted Hoarding /Banner), Building Signage (Building Wrap), Billboard (Unipole, Hoarding, Megacom, Mupie, Lampost sign), Building Signage (Ground Floor Shop Signage), Building Signage (Window Sticker), Construction Fence, Inflatable & Floating Signage, Flags, Free Standing Unit (FSU), Bridge Banner, Roundabout Branding, Building Signage (Roof Top Sign)		
Requester	Contractor		
Service Deliverables	Advertising Permit through email/online		
Service Request Channels	Online, Customer Service Center at Dubai Studio City - Commercial Building 1 - Ground Floor		
Service Delivery Hours	Online: 24/7 Customer Service Center: Monday to Thursday (7.30 am to 2.30 pm) - Friday (7.30 am to 12 Noon)		
Estimated Time to Deliver	4 Working Days		
Service Fees	<ul style="list-style-type: none"> For Building Signage (Wall Mounted Hoarding/Banner), Building Signage (Building Wrap), Building Signage (Roof Top Sign), Billboard (Unipole, Hoarding, Megacom, Mupie, Lampost Sign), Construction Fence, Inflatable & Floating Signage, Bridge Banner, Roundabout Branding: AED 5,000 per year For Building Signage (Podium Parapet Sign), Building Signage (Roof Parapet Sign) : AED 2,500 per year For Flags, Free Standing Unit (FSU): AED 1,500 per year For Building Signage (Window Sticker): AED 1,000 per year For Building Signage (Ground Floor Shop Signage): AED 500 per year <p><i>An additional fee of AED 10 as "Knowledge Dirham" and AED 10 as "Innovation Dirham" is applicable per transaction</i></p>		
Required Documents	<ol style="list-style-type: none"> Advertising Permit Application (In case of applying through customer service center) Tenant/Owner Trade License Copy of Company Trade License 		

How to Apply

Online



Customer Service Center



Service ID Name	REVISION OF ADVERTISING DESIGN	Service ID No.	C-06
Description	This service enables the customer to apply for a revision to the approved advertising design		
Requester	Contractor		
Service Deliverables	Stamped Drawings		
Service Request Channels	Online, Customer Service Center at Dubai Studio City - Commercial Building 1 - Ground Floor		
Service Delivery Hours	Online: 24/7 Customer Service Center: Monday to Thursday (7.30 am to 2.30 pm) - Friday (7.30 am to 12 Noon)		
Estimated Time to Deliver	5 Working Days		
Service Fees	AED 1,000 + AED 1.0 ft2 (for any additional built-up area) if Approved <i>An additional fee of AED 10 as "Knowledge Dirham" and AED 10 as "Innovation Dirham" is applicable per transaction</i>		
Required Documents	<ol style="list-style-type: none"> Design Revision Application (In case of applying through customer service center) Approved structural design drawings (DWF) Proposed structural design drawings highlighting the changes (DWF) Structural Calculations / Models 		
How to Apply	<p>Online</p> <pre> graph LR A[Apply] --> B[Pay Fees] B --> C[Receive Feedback] </pre> <ol style="list-style-type: none"> 1. Login to Advertising Single Window (Link) 2. Select the medium type 5. Fill the required information and select the required service 3. Upload the required documents 5. Pay the applicable fees 6. Acknowledgement of receiving application will be sent 7. Receive feedback within the estimated time <p>Customer Service Center</p> <pre> graph LR A[Apply] --> B[Pay Fees] B --> C[Receive Feedback] </pre> <ol style="list-style-type: none"> 1. Approach DDA's customer service center 2. Submit the required documents 3. Pay the applicable fees 4. Acknowledgement of receiving application will be sent 5. Receive feedback within the estimated time 		

Service ID Name	CONTRACTOR REPLACEMENT	Service ID No.	C-13
Description	This service enables the customer to replace the existing contractor with a new contractor		
Requester	Plot Owner, Old Contractor, New Contractor		
Service Deliverables	Confirmation Email		
Service Request Channels	Online, Customer Service Center at Dubai Studio City - Commercial Building 1 - Ground Floor		
Service Delivery Hours	Online: 24/7 Customer Service Center: Monday to Thursday (7.30 am to 2.30 pm) - Friday (7.30 am to 12 Noon)		
Estimated Time to Deliver	2 Working Days		
Service Fees	<ul style="list-style-type: none"> Request with NOC from the previous Contractor: AED 500 Request with undertaking letter from the Owner: AED 2,000 <p><i>An additional fee of AED 10 as "Knowledge Dirham" and AED 10 as "Innovation Dirham" is applicable per transaction</i></p>		
Required Documents	<ol style="list-style-type: none"> Consultant/Contractor Replacement Application (In case of applying through customer service center) NOC from old contractor (In case of applying online) Appointment and Acceptance Letter to be signed and stamped by owner, consultant, and new contractor (In case of applying online) 		
How to Apply	<p>Online</p> <pre> graph LR A((Apply)) --> B((Pay Fees)) B --> C((Receive Feedback)) </pre> <ol style="list-style-type: none"> 1. Login to Advertising Single Window (Link) 2. Select the medium type 3. Fill the required information and select the required service 4. Upload the required documents 4. Pay the applicable fees 5. Acknowledgement of receiving application will be sent 6. Receive feedback within the estimated time <p>Customer Service Center</p> <pre> graph LR A((Apply)) --> B((Pay Fees)) B --> C((Receive Feedback)) </pre> <ol style="list-style-type: none"> 1. Approach DDA's customer service center 2. Submit the required documents 3. Pay the applicable fees 4. Acknowledgement of receiving application will be sent 5. Receive feedback within the estimated time 		