

NIZWA & A'SEEB ADVERTISING BOARD

Call: 79101010
www.etqan.com/ads

Nizwa Importance

Nizwa is located in the heart of Oman about 165 km from Muscat the Capital City. Driving is about an hour and a half; the road passes through many Wilayats like Bidbid, Samail, and Izki.

Nizwa is an ancient city in the Ad Dakhiliyah region of northern Oman and is one of the oldest cities in Oman. It was once a center of trade, religion, education and art. Set amid a verdant spread of date palms, **it is strategically located at the crossroads of routes linking the interior with Muscat and the lower reaches of Dhofar thus serving as the link for a large part of the country.** Today, Nizwa is a diverse prosperous place with numerous agricultural, historical and recreational aspects.

Nizwa is about 140 km (1.5 hours) from Muscat. The population is estimated at around 700,000 people including the two areas of Burkat Al Mooz and Al Jebel Al Akhdar.

Marked by a grand new double-arched gateway, **the town forms a natural access point for the historic sites of Bahla and Jabrin, and for excursions up the mountain roads to Jebel Akhdar and Jebel Shams.**

Nizwa is now the second-biggest tourist destination in Oman. It was named the Capital of Islamic Culture in 2013. The city is known for date cultivation, the most highly prized varieties of which are khalas and khumaizi.



Nizwa History

Nizwa was the capital of Oman in the 6th and 7th centuries AD. With its deep connection to the root of Islam, Nizwa possesses a number of renowned mosques, such as Sultan Qaboos Jama (Friday mosque), So'al Mosque built in the 2nd century AH (9th century AD), Ash-Shawathinah Mosque in Uqr and Ash-Sharja Mosque. There are also Al-Ain Mosque, Ash-Sheikh Mosque and Shuraij Mosque in Tanuf built in 377 AH (around 1000 AD).

Today it remains one of the most popular tourist attractions with its historical buildings and imposing fort built in the mid 17th century by Imam Sultan Bin Saif Al Ya'ribi, The town's immense palm oasis stretches for eight kilometers along the course of two wadis. It is famous for its bustling souq where tourists can buy exquisite copper and silver jewellery and other craft items.



Important Statistics About Nizwa

Type	Statistic Year	Amount
Capita	2021	137,744
Visitor to Nizwa Fort	2020	145,000
Number of Workers	2019	49,509
Type	Statistic Year	Percentage
Family income more than 1100 omr	2018	63.262%

*From National Center for Statistics & Information

Nizwa Recent Recognition

- 2022 – Best tourist destination
Arabic city Tourism Media Awards
- 2015 – Nizwa the Capital of Islamic
Culture



9 Advantages of Using Billboards Advertising



#1 Visibility

- **Visible** – Even bland billboards with uninspired designs can catch the attention of morning commuters from miles away.
- **Attention-getting** – Billboards also attract attention—especially on the highway, where there might not be much else to look at. Static billboards with eye-catching designs or digital options can be especially effective

#2 Always On

- **They are always on**—and what’s more, consumers don’t have the option of turning them off if they don’t like your ad. That means more impressions on your advertisement. In fact, studies show that 71% of people consciously look at billboards when driving.³

#3 Location

- When it comes to successful billboard advertising, **location is key**. And one of the biggest advantages of using billboards is the options you have when it comes to placing your advertisement.

#4 Audience Diversity

- Billboards offer unique opportunities for businesses to **reach a large and diverse range of consumers**. Other advertising methods might give you better options for targeted advertising, but billboards can reach consumers you never even knew existed,

#5 More Exposure

- It might not seem obvious, but another advantage of using billboards is the exposure rate they can offer—even in a world where it feels like most of us are always looking at one screen or another.
- **Increase brand awareness**
- **Build consumer trust**
- **Attract new customers**
- **Provide consumers with a visual reference for your business**

9 Advantages of Using Billboards Advertising



#6 Reach a Captive Audience

- One of the key advantages of using billboards to advertise is that **they are primarily targeted at consumers behind the wheel**. That's good news for advertisers, as cars might be one of the last places in the world where people's eyes are focused on something besides their phone—for instance, your billboard.

#7 Greater Impressions

- **Billboards are also a great way to increase impressions** on your advertising. That's because, even if they seem old-fashioned, billboards remain a type of advertising that consumers notice, trust, and remember. Couple that with the captive audience we mentioned above and you've got a winning combination.
- In fact, **studies show that 37% of Americans look at billboards whenever they pass one**, and almost 71% do this intentionally.⁸

#8 Increase Sales

- Perhaps the one of billboards' greatest assets are their **ability to increase sales**—and widen your profit margin.
- **Impulsivity** – Billboards play to the habit of people for impulse purchases. And as it turns out, consumers feel particularly impulsive when they're behind the wheel, with 68% reporting that that's when they make purchasing decisions.
- **Turnover rate** – Billboards offer a surprisingly high turnover rate when it comes to getting consumers who saw your ad to visit your store.

#9 Cost-Effective

- Finally, one of the **biggest advantages of using billboards for your OOH advertising is how cost-effective they can be**.
- It's easy to balk at the price of billboards. Even junior posters or smaller bulletins can cost businesses a pretty penny. **But when you consider the number of people who are likely to see your billboard—especially if it has been thoughtfully placed in a high-traffic area—they're actually very cost-effective**, in terms of the impressions they stand to gain.

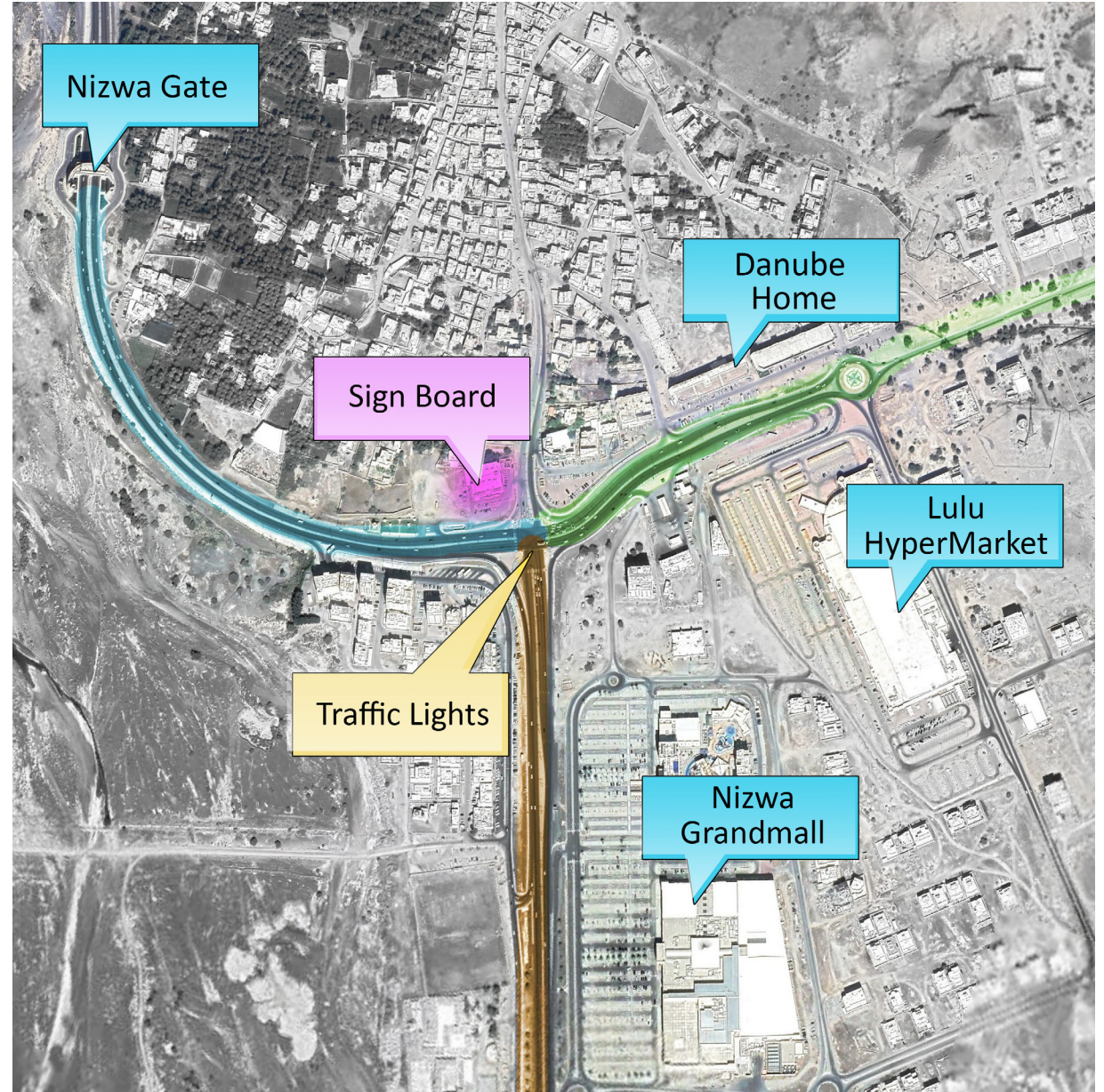
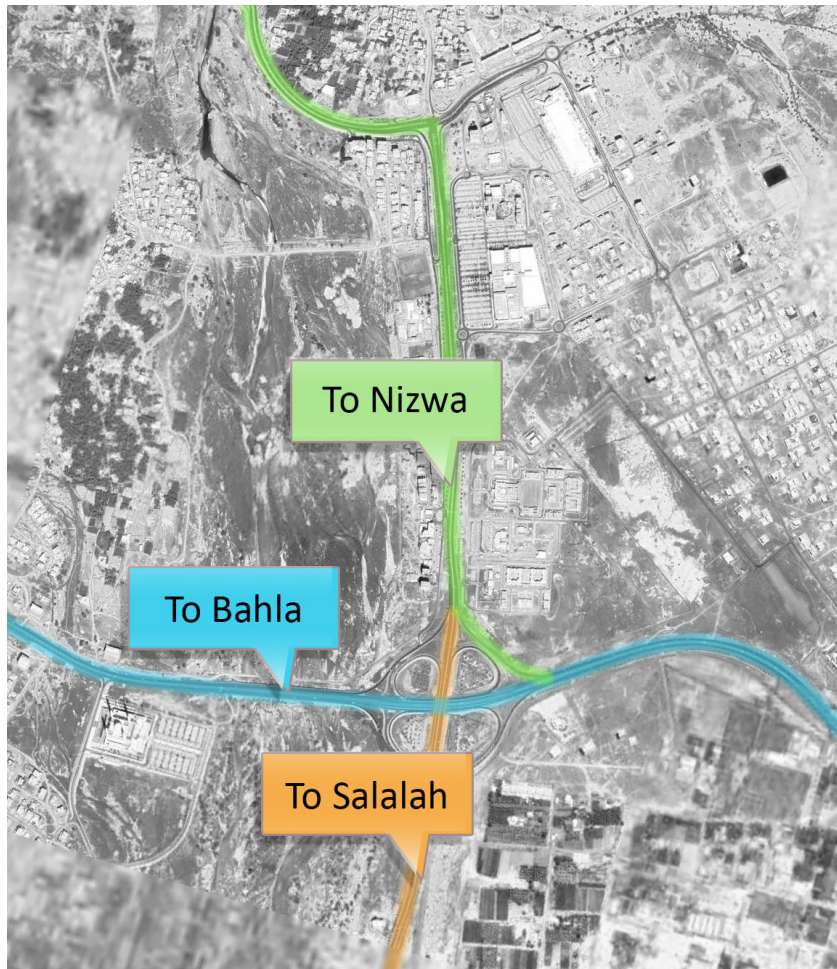


The Best Advertising Sign
Board Location

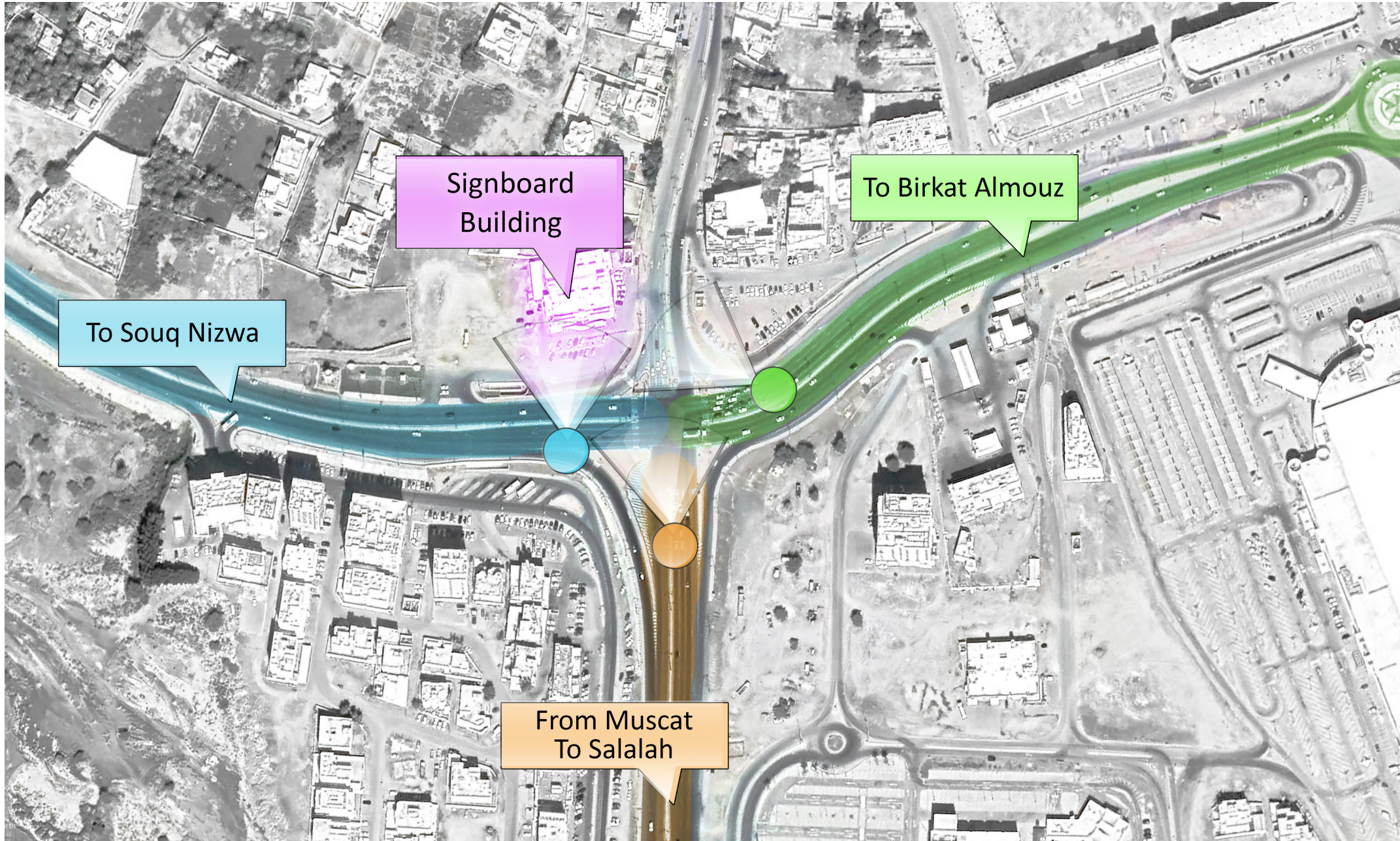
NIZWA FIRQ

Prime Location | Heavy Traffic Light | Biggest Size

Accessibility to Nizwa and The Sign Board Location



Clear View to The Sign Board From 3 Directions



Clear View to The Sign Board From 3 Directions



Clear View to The Sign Board From 3 Directions



Clear View From Long Distance in The Main Road to Access Nizwa



Busiest Intersection In Nizwa with Biggest Sign Board



Clear View From 3 Directions



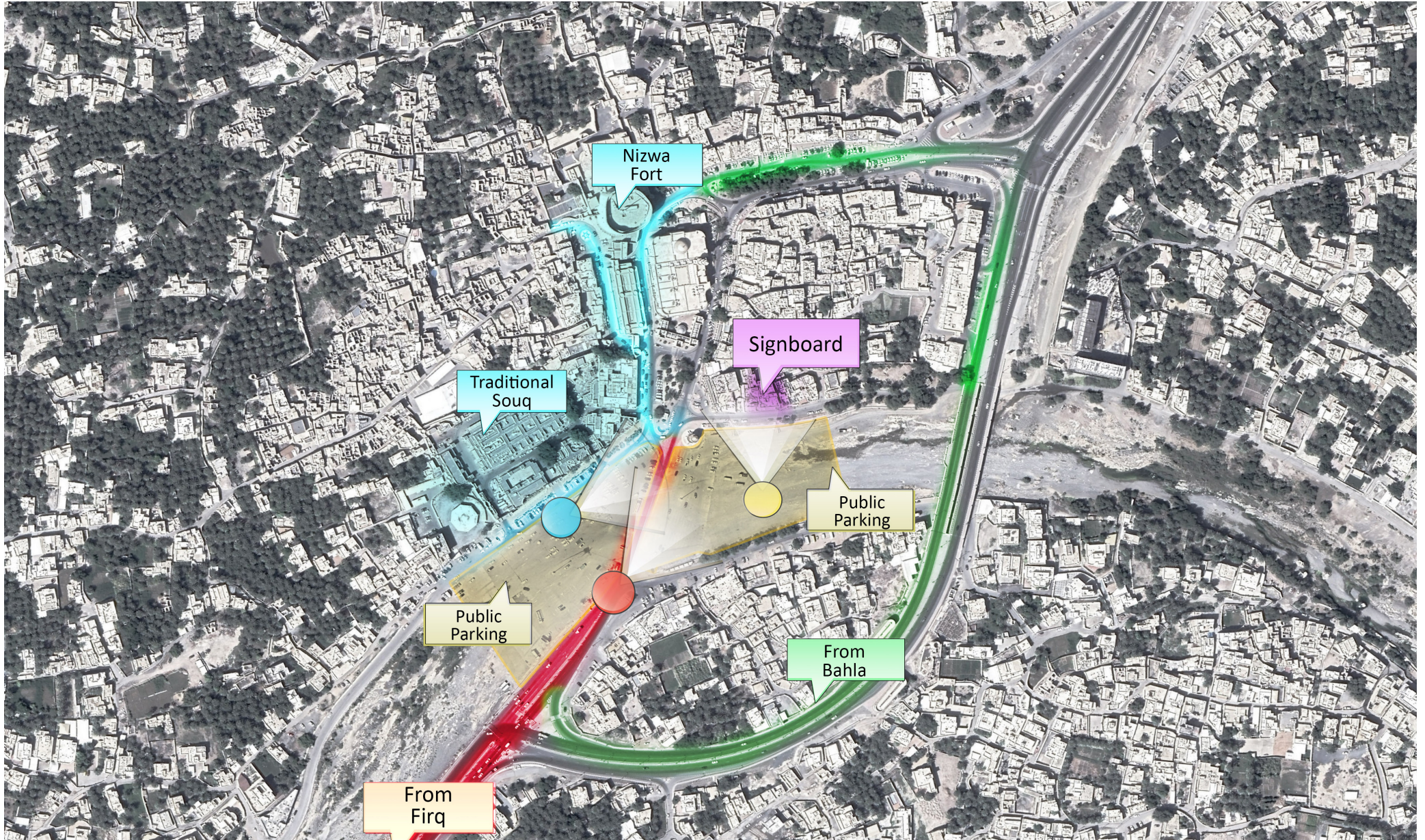


Most Significant and Visited
Location In Nizwa

NIZWA SOUQ

Prime Location | Central Souq Location | Great Visibility

Accessibility to Nizwa Souq and The Sign Board Location



Clear View From Main Access Road to Nizwa Souq and All Public Parkings



Clear View From The New Extended Parking Area of Nizwa Souq and Souq Al Juma Area



Clear View From The New Extended Parking Area of Nizwa Souq and Souq Al Juma Area



Sign Board

Souq Al Juma Area
& Public Parking

New Parking Area

Clear View From The New Extended Parking Area of Nizwa Souq ,Souq Al Juma Area and Traditional Food Outlets



Excellent View From Main Access Road to The Souq and Close Proximity to Nizwa Islamic Culture Symbol , Sultan Qaboos Mousq and Nizwa Fort



Popular Shopping Area and Busy
Location Connecting 3 Major Areas Al Hail,
Al Khoud, and Al Mabeela

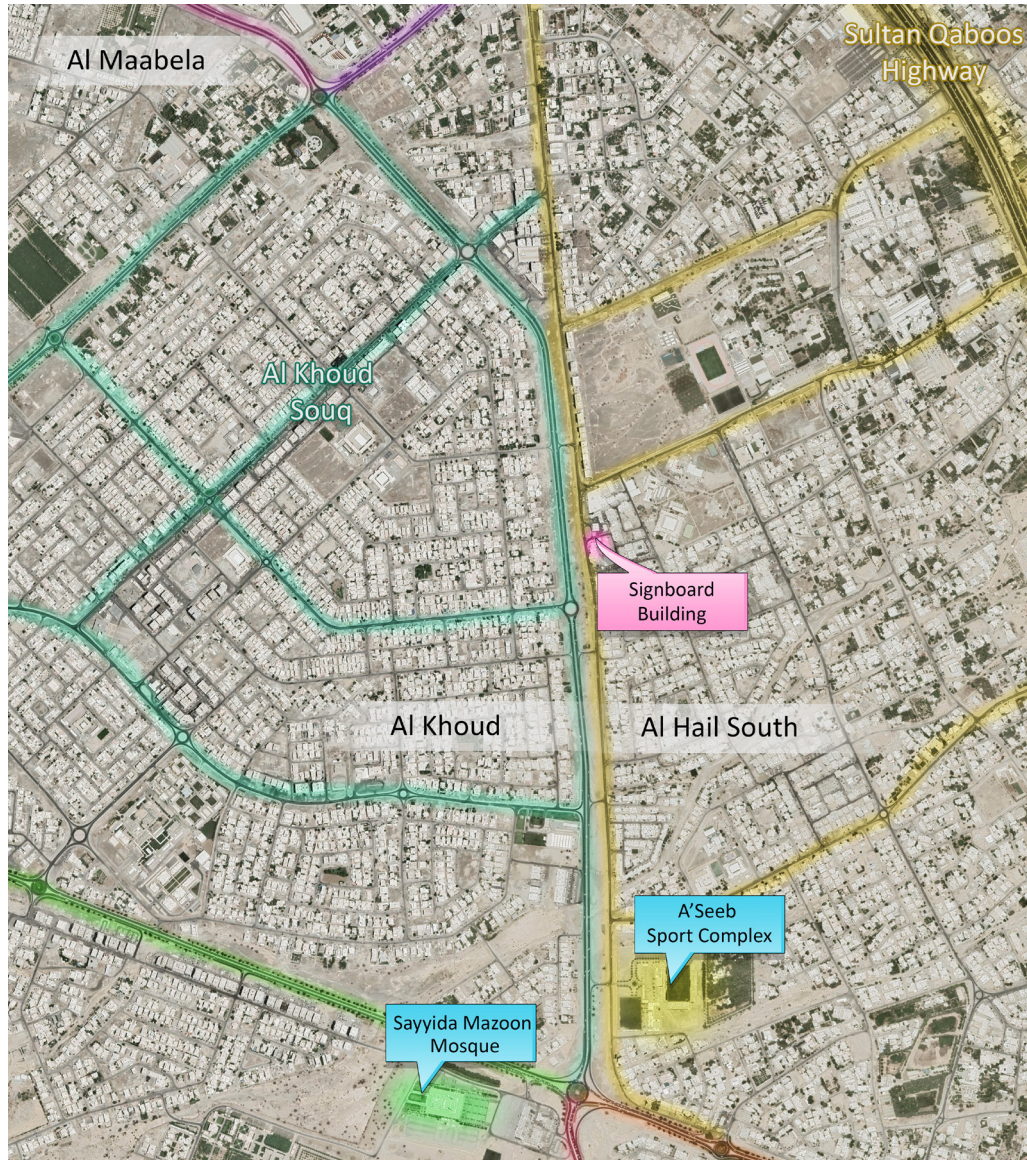
AL HAIL SOUTH

Prime Location | Heavy Traffic Day and Night

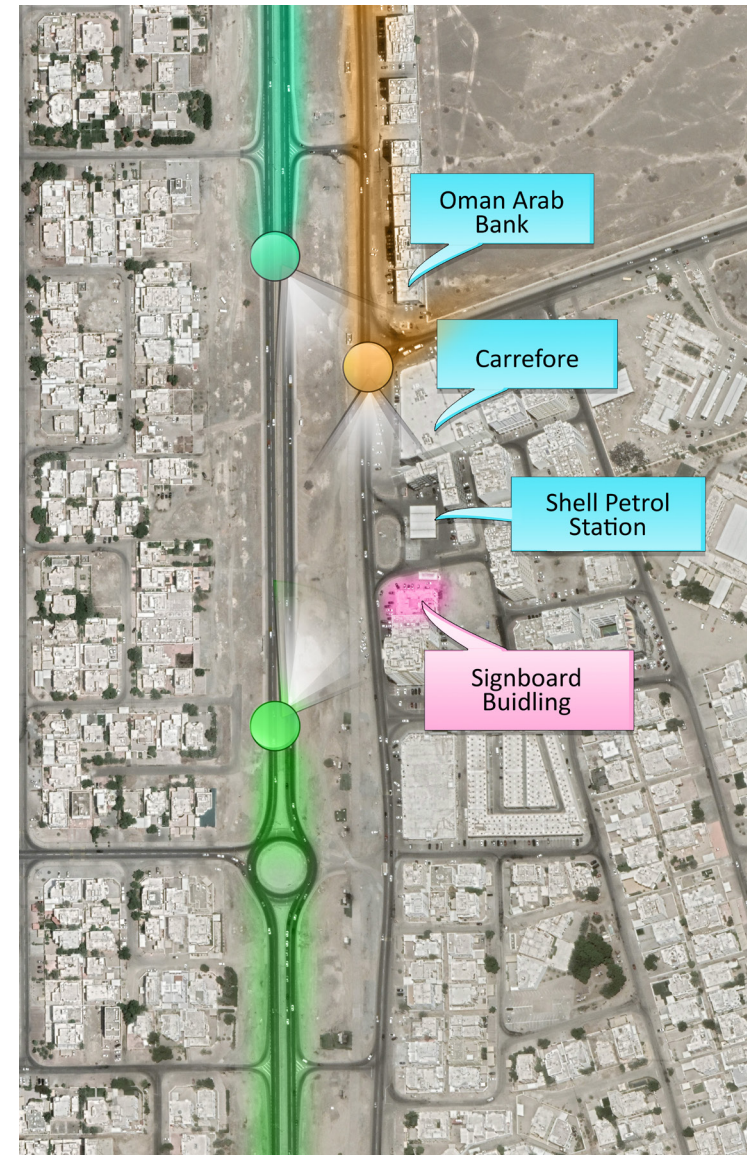
Great Visibilty | Eye Level View



Accessibility to The Signboard Location



Map of the accessibility to the location



Closeup map of the building

Clear View From The Roads



Clear View From All Accessing Roads



Clear View From al Mabeela - al Khoud Road to al Mawalih



Clear View From al Mabeela - al Khoud Road to al Mawalih



Good View From al Mawalih to al khoud souq and al Mabeela



Why Choosing Us



#1 Best Locations in Nizwa

- We offer the best locations in Nizwa to display your advertisements with clear view from different directions.

#2 Customizable

- The Sign Boards are customizable according to your needs, requirements and proportions because they are not yet built.

#3 Ownership

- We own these building and you deal directly with the Owners not the dealer which means lower cost and easier communications.

Contact Us

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Lets Meet and Get Free Mockups

Contact us immediatly if you are intrested we will be happy to meet you, understand your needs and answer your questions.

We will be happy to give you **FREE mockups** how your ads will look on our advertising board.