

Administrative Resolution No. (180) of 2025
Approving the
Out-of-Home Advertising Manual in the Emirate of Dubai¹

The Director General of the Dubai Municipality,

After perusal of:

Law No. (20) of 2024 Establishing Mada Media Company PrJSC;

Decree No. (6) of 2020 Regulating Advertisements in the Emirate of Dubai;

Decree No. (34) of 2022 Establishing the Agencies Affiliated to the Dubai Municipality and Determining their Functions;

The Order of 1961 Establishing the Dubai Municipality (the “**DM**”); and

Executive Council Resolution No. (79) of 2024 Approving the Articles of Association of Mada Media Company PrJSC,

Does hereby issue this Resolution.

Approval of the Manual
Article (1)

Pursuant to this Resolution, the Out-of-Home Advertising Manual in the Emirate of Dubai, published on the DM’s official website, inclusive of the procedures, conditions, requirements, specifications, and time frames set forth therein, is approved.

Scope of Application
Article (2)

The Manual approved under this Resolution applies to:

1. out-of-home Advertisements in the Emirate of Dubai;

©2025 The Supreme Legislation Committee in the Emirate of Dubai

¹Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict, the Arabic text will prevail.

2. the Establishments authorised to conduct the activity of out-of-home advertising in the Emirate of Dubai; and
3. the Permits issued by the Competent Entities designated under the above-mentioned Decree No. (6) of 2020, which include these entities' approvals for advertising in the Advertising Spaces.

Reviewing and Updating the Manual Article (3)

The Public Facilities Agency of the DM will, in coordination with the Competent Entities designated under the above-mentioned Decree No. (6) of 2020, periodically review the Manual approved under this Resolution, submit any proposals it deems appropriate for updating or amending it, and refer those proposals to the Director General of the DM to issue the relevant directives as he deems appropriate.

Publication and Commencement Article (4)

This Resolution will be published in the Official Gazette and will come into force on the day on which it is published.

Marwan Ahmed bin Ghalita
Director General
Dubai Municipality

Issued in Dubai on 13 June 2025
Corresponding to 17 Thu al-Hijjah 1446 A.H.