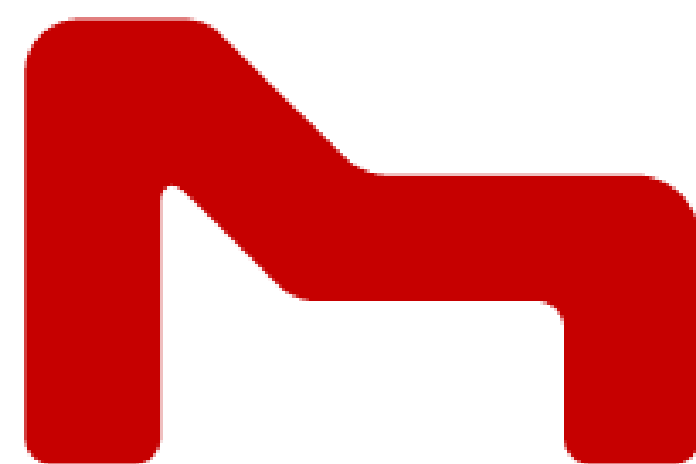
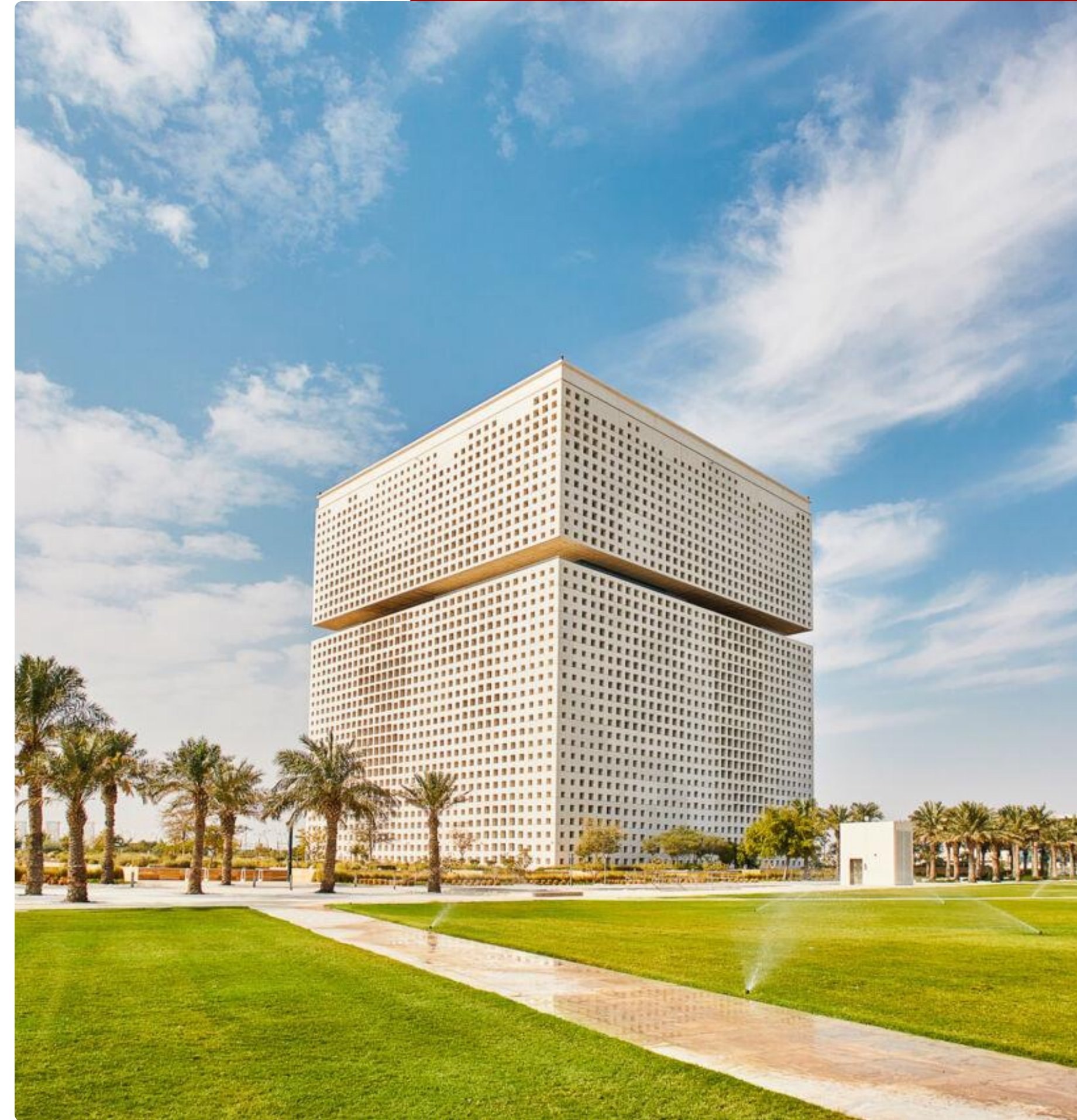




PROMOMEDIA

QATAR FOUNDATION

Education City Tram
Advertising Opportunities



About Qatar Foundation

• Qatar Foundation (QF) is a non-profit organization established in 1995 by the Father Amir HH Sheikh Hamad bin Khalifa Al Thani and Her Highness Sheikha Moza bint Nasser. QF is dedicated to fostering a knowledge-based society by supporting initiatives in education, science and research, and community development.

QF is home to world-class institutions such as:

- Weill Cornell Medicine–Qatar
- Georgetown University in Qatar
- Carnegie Mellon University in Qatar
- Texas A&M, Northwestern, and others
- Sidra Medicine
- Qatar Science & Technology Park (QSTP)
- Qatar National Research Fund (QNRF)
- Hamad Bin Khalifa University (HBKU)





Education City Overview

Education City spans over 12 square kilometers and is a flagship initiative by QF. It hosts multiple branch campuses of top global universities, schools, research centers, startup incubators, and cultural landmarks like the Qatar National Library and Mathaf.



Audience includes:

- Students, faculty, researchers
- International visitors
- Local community and event attendees

Why Transit Media?

Advertising on EC Trams ensures high visibility and daily engagement with a captive, diverse, and high-value audience.



Benefits:

- **High Visibility:** Large, moving ads with long viewing times and repeated exposure along fixed routes.
- **Targeted Reach:** Focused on specific areas and audiences, with strong local relevance.
- **Prestige & Image:** Modern, premium look with eco-friendly association.
- **Cost-Effective:** Long campaign duration and broad daily coverage with one placement.
- **Creative Impact:** Full-wrap and multi-panel storytelling opportunities for memorable campaigns.

Tram Network & Coverage

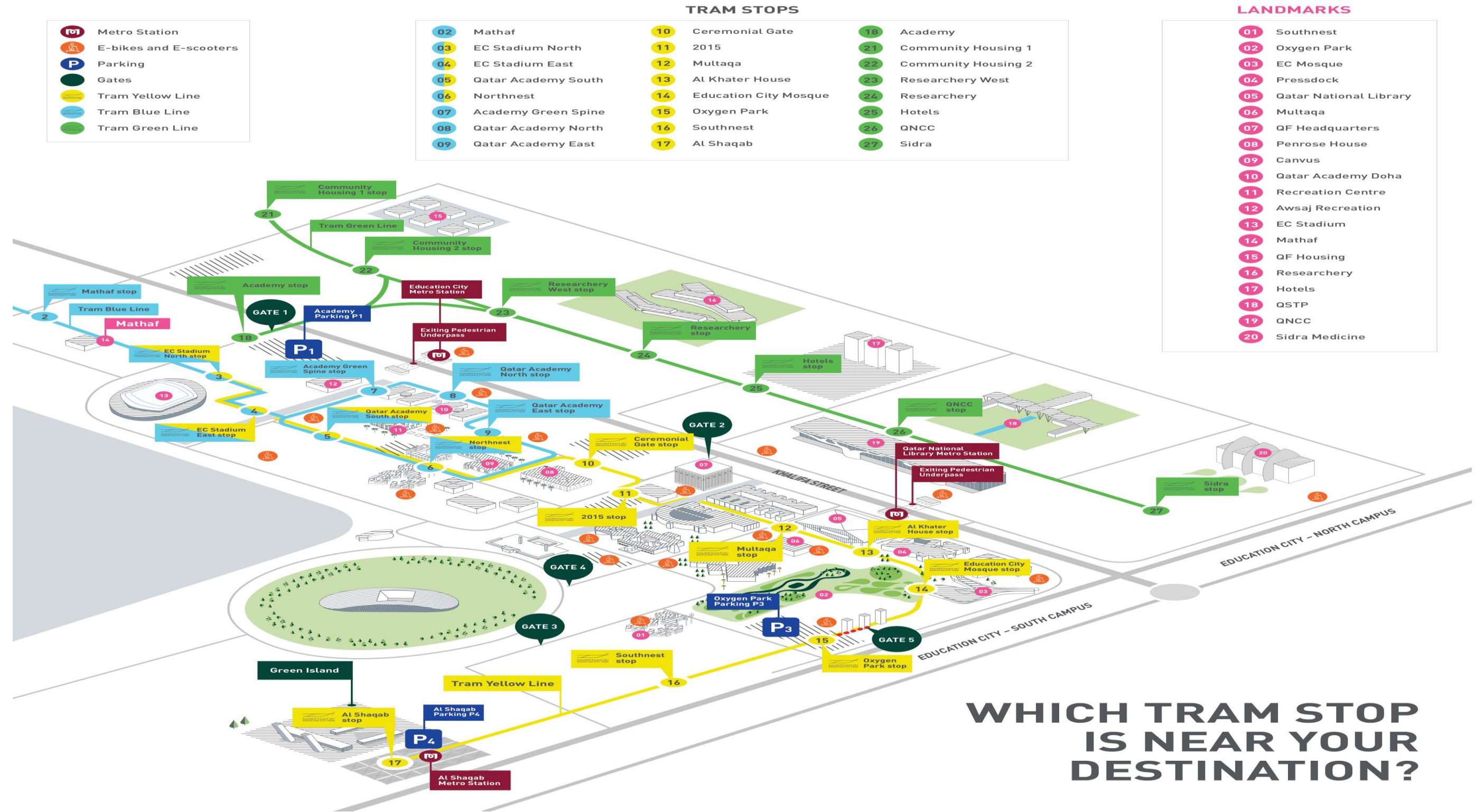
The Education City Tram network connects major institutions and hubs across EC, offering seamless and sustainable mobility.

Key facts:

- Total of 19 stops across EC
- Serves QNCC, Sidra Medicine, HBKU, QNL, universities, Oxygen Park
- Fully electric, quiet, and efficient transport solution
- Connects to Doha Metro Green Line



EC TRAM MAP



EC Tram Operation Schedule

Education City Tram Operation Schedule:

▶ Weekdays:

- 6 Yellow Trams — every 7 minutes
- 4 Blue Trams — every 7 minutes
- 3 Green Trams — every 15 minute

▶ Weekends:

- 4 Yellow Trams
- 2 Blue Trams
- 1 Green Tram



An Extensive Tram Service

Through Education City and Surrounding Areas



Connecting Education City Since 2019

- 13 trams operating on weekdays
 - Running from 6am to 10pm
-
- 6 trams operating on weekdays
 - Weekends Running from 8am to midnight
-
- 24 tram stations
 - Approximately 4,000 passengers per day
-
- 3 main tram lines
 - 13.5 Kilometers, connecting the south campus to the north campus and crossing gharrafat Al Rayyan road
-
- 2,000 Kilometers travelled per day
 - 520 trips per day (on average)

Available Branding Formats:

DISPLAY OPTIONS

External Advertising Specifications

01

Full
EXTERIOR WRAP

Maximum 150 sqm

Full-wrap and multi-panel storytelling opportunities for memorable campaigns.



02

Side
PARTIAL PANELS

Maximum 110 sqm

Moving ads with long viewing times and repeated exposure



03

Side
LINE PANELS

Maximum 50 sqm

Clear and eye-catching canvas that captures attention and elevates your brand's presence.



Available Branding Formats:

OTHER OPTIONS:

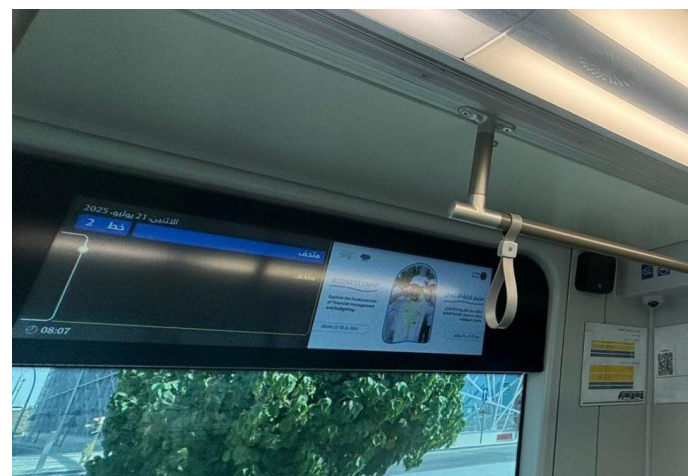
04

Internal Ads



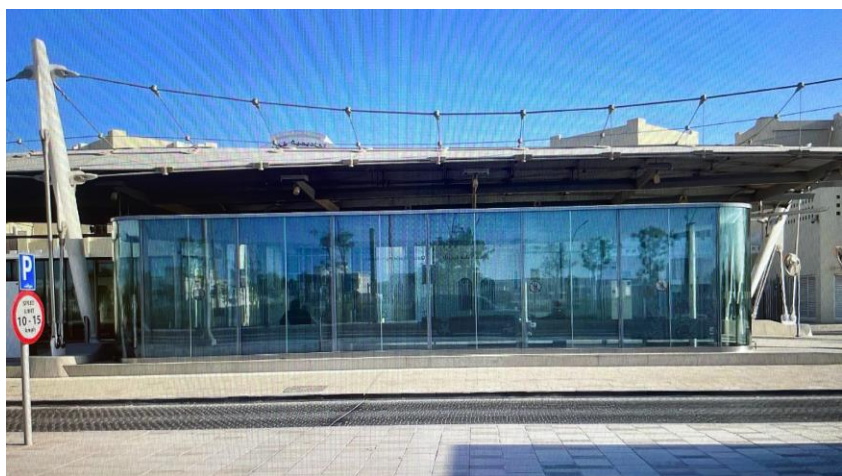
05

Digital Tram Screens



06

Waiting Room



Events 2025:

- **Arab Cup at EC Stadium:** Hosting 4 matches from December 2-9, featuring Saudi and Morocco teams confirmed. We anticipate over 25,000 tram riders per match.
- **Second World Summit at QNCC:** Scheduled for November 4-6, with an expected attendance exceeding 25,000.
- **WISE 12 Summit at QNCC:** Taking place on November 23-24, with an expected attendance exceeding 10,000.
- **Car-Free Day (Education City):** On Qatar National Day, December 18, 2025, expecting over 8,000 tram riders

Advertising Guidelines

- Follow QF's branding tone and visual identity
- Avoid political, religious, or controversial themes
- Designs must comply with tram operator safety standards
- Final artwork to be submitted at least 10 working days in advance
- Production includes printing, lamination, installation, and removal





PROMOMEDIA

Thank you! We look forward to working with you.

