

Baby & Child Agreement - 2018

Advertiser Name							
Tel		Fax		Email			
Mobile		Address					

PERIOD: FROM 01.____. 2018 to 31.____.____ (Maximum 12 months)

NO. OF INSERTIONS: _____

Size	Gross Rate (USD)	Negotiated Rate (USD)
Gatefold	15,000	
IFCS Spread	13,500	
OBC	9,600	
IBC	8,400	
Double Spread	7,500	
Full Page	4,800	
Half Page	3,150	
Quarter Page	1,950	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Baby & Child only.
3. A Debit Note will be issued at the end of the contract period, in case the number of bookings falls below the committed level of bookings.
4. The expenditure in Baby & Child will not be included in the commitment fulfilment for Gulf News Value-ad contract.
5. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
6. Payment Discounts: Not applicable.
7. The Agreement must be signed before the first insertion.
8. An Agency, signing on behalf of the advertiser, is responsible for maintaining the commitments stated above, inclusive of advertisements released by the advertiser directly or through other agencies.
9. Pricing and other terms & conditions are subject to change from January 2019.
10. Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
11. The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

	For Advertiser/Agency <i>(strike off as appropriate)</i>	For Baby & Child
Name of authorised signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority):		
Seal/Stamp		

Contact for payment:

Name	Designation	Tel	
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Details of entry in system (For Al Nisr only):

By	Date	No.	
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Baby & Child Classifieds Display Agreement - 2018

Advertiser Name								
Tel		Fax		Email				
Mobile		Address						

PERIOD: FROM 01.____. 2018 to 31.____.____ (Maximum 12 months)

NO. OF INSERTIONS: _____

Size	Gross Rate (USD)	Negotiated Rate (USD)
Half Page	780	
Quarter Page	480	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Baby & Child only.
3. A Debit Note will be issued at the end of the contract period, in case the number of bookings falls below the committed level of bookings.
4. The expenditure in Baby & Child will not be included in the commitment fulfilment for Gulf News Value-ad contract.
5. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
6. Payment Discounts: Not applicable.
7. The Agreement must be signed before the first insertion.
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	For Advertiser/Agency (<i>strike off as appropriate</i>)	For Baby & Child
Name of authorised signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority):		
Seal/Stamp		

Contact for payment:

Name		Designation		Tel	
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Details of entry in system (For Al Nisr only):

By		Date		No.	
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2018

BABY & CHILD

All Rates inclusive of Colour

General Display

Size	USD
Gatefold	15,000
IFCS Spread	13,500
OBC	9,600
IBC	8,400
Double Page Spread	7,500
Full Page	4,800
Half Page	3,150
Quarter Page	1,950

Advertorial/photo shoot surcharge	50%
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Classifieds Display Advertisements

Size	USD
Half Page	780
Quarter Page	480

Pricing includes VAT.

2018

DIGITAL - BABY & CHILD

Apps	USD	
App ads	600	onwards
Facebook competitions	300	onwards
Augmented reality	4,500	onwards
Email blasts	170	per 1000 emails

Online

Position	Size
Right Hand Premium Position	Half Page (300 x 600)
	Super Banner (220 x 550)
Top of Page Premium Position	Super Leader Board (970 x 90)

Rates in USD

Position	Duration			
	7 days	14 days	21 days	30 days
Home Page	1,200	2,100	2,700	3,600
Channel Index Page + all pages in same channel	1,800	2,700	3,600	4,800

Wallpaper (USD)

Position	Duration			
	7 days	14 days	21 days	30 days
Home Page	1,800	2,700	3,600	4,500
Channel Index Page + all pages in same channel	2,550	3,900	5,400	7,200

Brand Logo (USD)

Position	Duration			
	7 days	14 days	21 days	30 days
Channel Index Page + all pages in same channel	1,200	1,800	2,400	2,850

Pricing includes VAT.