

Citizen K 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)
RG	31,500	
Gatefold	34,650	
IFCS	27,300	
DPS 1	24,570	
DPS 2	24,045	
DPS 3	23,415	
DPS 4	22,785	
DPS 5	22,260	
DPS 6-10	22,050	
DPS 10-towards	21,525	
Masthead	15,750	
TOC 1, 2, 3	15,750	
Editor's letter	15,750	
ROP 1st 40%	12,600	
DPS	18,900	
ROP	9,450	
OBC Beauty book (thick paper)	11,025	
IFC Spread Beauty book (thick paper)	20,475	
IBC	15,750	
OBC	21,000	

1. Pricing includes VAT.
2. Discounts are applicable on advertisements in Citizen K 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 Citizen K 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 Citizen K
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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CITIZEN K

All Rates inclusive of Colour

General Display

Size	USD
RG	31,500
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