

Friday 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	26,940	
Double Page Spread	10,800	
Full Page	6,150	
Half Page	4,050	
1/3 rd Strip Page	3,210	
1/4 th Strip Page	2,640	
Recipe Page (4 panels in a page)	2,670	
Island Panel	2,100	

- 1. Pricing includes VAT.**
2. Discounts are applicable on advertisements in Friday 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 Friday will 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 Friday
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

FRIDAY

All Rates inclusive of Colour

General Display

Size	USD
Gatefold	26,940
Double Page Spread	10,800
Full Page	6,150
Half Page	4,050
1/3 Page	3,210
Quarter Page	2,640
Recipe Page (4 panels in a page)	2,670
Island Panel	2,100

General Display Position Loadings

Outside Back Cover	170%
Inside Front Cover	150%
Inside Back Cover	140%
Page Facing Contents Page	130%
Specified Page / Section	65%
Right Hand Page	45%
Advertorial / Photo shoot surcharge	50% of FP

Pricing includes VAT.

2018

DIGITAL - FRIDAY

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	3,000	4,500	6,600	8,400
Channel Index Page + all pages in same channel	4,200	6,600	9,600	12,300

Wallpaper (USD)

Position	Duration			
	7 days	14 days	21 days	30 days
Home Page	4,200	6,300	8,700	11,400
Channel Index Page + all pages in same channel	6,000	9,300	12,900	17,100

Brand Logo (USD)

Position	Duration			
	7 days	14 days	21 days	30 days
Channel Index Page + all pages in same channel	2,400	3,900	5,100	6,900

Pricing includes VAT.