

2018

VALUE AD (US Dollars)
(incl Colour)

Expenditure in Gulf News package	Up to USD 7,580	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
Col No.	1	2	3	4	5	6	7	8
DPS	31,300	29,738	28,172	26,606	25,040	23,478	20,346	17,218
Half DPS	21,463	20,392	19,318	18,246	17,172	16,098	13,952	11,806
Full Pg	17,886	16,992	16,098	15,203	14,309	13,415	11,626	9,838
4 col x 3M	13,415	12,746	12,075	11,403	10,732	10,063	8,720	7,380
Quarter Pg DPS	12,492	11,869	11,243	10,620	9,995	9,369	8,120	6,872
Half Pg (Hor/Ver)	11,806	11,218	10,626	10,038	9,446	8,855	7,675	6,495
3 col x 3M	8,232	7,820	7,409	6,998	6,586	6,175	5,352	4,529
6 col x 1.5M (Bus. & Sports Front Pg only)	8,232	7,820	7,409	6,998	6,586	6,175	5,352	4,529
4 col x 2M; 2 col x 4M	7,338	6,972	6,606	6,238	5,872	5,503	4,772	4,038
Qtr Pg (Reg) 3 col x 2M; Qtr Pg (Hor) 6 col x 1M; 2 col x 3M	5,903	5,609	5,315	5,020	4,723	4,429	3,838	3,249
3 col x 1.5M (Sec1 Front Pg & Bus. Front Pg only)	4,140	3,935	3,729	3,520	3,315	3,106	2,692	2,278
2 col x 2M; 4 col x 1M	3,578	3,400	3,220	3,043	2,863	2,683	2,326	1,969
3 col x 1M	2,689	2,555	2,420	2,286	2,152	2,018	1,749	1,480
2 col x 1M	1,832	1,740	1,649	1,558	1,466	1,375	1,192	1,009

Column Widths:

1 col = 45mm; 2 col = 95mm; 3 col = 145mm; 4 col = 195mm; 5 col = 245mm; 6 col = 295mm

Height of Ad sizes:

0.5M = 45.86mm; 1M = 98.78mm; 1.5M = 151.7mm; 2M = 204.61mm; 3M = 310.47mm; 4M = 416.31mm

Pricing includes VAT.

2018

ROP BERLINER - LOADINGS

	USD
Sec1 Front Page Position Loading (bottom centre - 3 col x 1.5M)	9,000
Sec1 Front Page Position Loading (bottom right - 3 col x 1.5M)	6,000
Other Sections: Front Page Position Loading	4,500

GNP Loading

Size	%
2 col x 1M to 3 col x 1M	75%
2 col x 2M / 4col x 1M to 3 col x 3M / 6 col x 1.5M	50%
Half Pg +	25%

Position Loadings *

Position	%
All Sections: Page 2, 3, 5, 7, Back Page	100%
All Sections: Page 9	90%
All Sections: Page 4, 6, 8, 11, 13, Centrespread & Inside Back Pg	70%
All Sections: Page 10, 12, 15	60%
Any other right hand page	30%
Any other pre-specified page	40%
Any pre-specified Section	30%

* In addition, GNP loading will apply to positions specified on Glazed newsprint pages.

Vacancy/Recruitment Advertisements in ROP Loading	50%
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NOTES ON FRONT/BACK PAGE BOOKINGS:

- 1) Section 1 Front Page - only 3 col x 1.5M size allowed.
- 2) Business Front Page - only Half Pg (Hor) or Quarter Pg (Reg/Hor) or 3 col x 1.5M or 6 col x 1.5M size allowed
- 3) Sports Front Page - only Quarter Pg (Hor) or 6 col x 1.5M size allowed.
- 4) All bookings will be firm bookings.
- 5) Cancellations will be allowed only for bonafide reasons, but not later than 15 days prior to release date.
- 6) Bookings will be for pre-specified clients only.

Pricing includes VAT.

2018

THE VIEWS
(incl Colour)

Expenditure in Gulf News package	Up to USD 7,580	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
Col No.	1	2	3	4	5	6	7	8
DPS	29,526	28,052	26,575	25,098	23,623	22,146	19,195	16,240
Half DPS	20,246	19,235	18,223	17,212	16,198	15,186	13,160	11,138
Full Pg	16,872	16,029	15,186	14,343	13,498	12,655	10,969	9,280
Quarter Pg DPS	11,783	11,195	10,606	10,018	9,429	8,838	7,660	6,483
Half Pg (Hor/Ver)	11,138	10,583	10,026	9,469	8,912	8,355	7,240	6,126
Quarter Pg (Reg/Hor)	5,569	5,292	5,015	4,735	4,458	4,178	3,620	3,063

Column Widths:

1 col = 45mm; 2 col = 95mm; 3 col = 145mm; 4 col = 195mm; 5 col = 245mm; 6 col = 295mm

Height of Ad sizes:

0.5M = 45.86mm; 1M = 98.78mm; 1.5M = 151.7mm; 2M = 204.61mm; 3M = 310.47mm; 4M = 416.31mm

Pricing includes VAT.

2018

TABLOID / WEEKEND TABLOID
(incl Colour)

Expenditure in Gulf News package	Up to USD 7,580	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
Col No.	1	2	3	4	5	6	7	8
DPS	6,155	5,909	5,632	5,449	5,295	5,203	5,080	4,740
Full Pg	3,078	2,955	2,818	2,726	2,649	2,603	2,540	2,372
Half Pg (Hor/Ver)	2,158	2,072	1,975	1,912	1,858	1,823	1,780	1,663
Vertical Panel (2 cols) Solus	1,923	1,849	1,760	1,703	1,655	1,626	1,589	1,483
Quarter Pg (Hor)	1,298	1,246	1,189	1,149	1,118	1,098	1,072	1,000
Front Pg Banner: height 43 mm	1,443	1,386	1,323	1,278	1,243	1,220	1,192	1,112
Front Pg Banner: height 28.2 mm	1,146	1,100	1,049	1,015	986	969	946	883
1/2 Vertical Panel (2 cols)	1,006	966	923	892	866	852	832	778

POSITION LOADINGS

Back Page	100%
Page 2 & 3	80%
Page 5, 7, 9, 11, 13	50%
Page 4, 6, 8, Centrespread, Inside Back Page	40%
Specified	30%

Pricing includes VAT.

2018

TABLOID / WEEKEND TABLOID PANELS

ADVERTISING RATES (incl Colour)

Col No.	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1 - 10	11 - 20	21 - 30	31 - 50	51 - 100	101+
Front Page Panel (60 mm x 60 mm)	600	540	480	438	406	378

Pricing includes VAT.

2018

WEEKEND REVIEW
(incl Colour)

Expenditure in Gulf News package	Up to USD 7,580	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
Col No.	1	2	3	4	5	6	7	8
DPS	11,109	10,666	10,166	9,832	9,555	9,389	9,166	8,555
Half DPS	6,666	6,400	6,100	5,900	5,735	5,635	5,500	5,135
Full Pg	5,555	5,335	5,083	4,918	4,778	4,695	4,583	4,278
Quarter Pg DPS	4,169	4,003	3,815	3,692	3,586	3,523	3,440	3,212
Half Pg (Hor)	3,889	3,735	3,560	3,443	3,346	3,289	3,209	2,995
Quarter Pg (Reg/Hor)	2,283	2,195	2,092	2,023	1,966	1,932	1,886	1,760
6 col x 0.5M (Front Pg only)	2,060	1,980	1,886	1,826	1,775	1,743	1,700	1,589

Column Widths:

1 col = 45mm; 2 col = 95mm; 3 col = 145mm; 4 col = 195mm; 5 col = 245mm; 6 col = 295mm

Height of Ad sizes:

0.5M = 45.86mm; 1M = 98.78mm; 1.5M = 151.7mm; 2M = 204.61mm; 3M = 310.47mm; 4M = 416.31mm

POSITION LOADINGS

Back Page	70%
Page 3	50%
Page 5, 7	35%
Specified	25%

Pricing includes VAT.

Conditions of Acceptance of Advertisements

Al Nisr Publishing LLC reserves the right to refuse or alter any advertisement or change its position without prior notice and providing any reason for doing so. While every care is taken in compiling the advertisements, neither Al Nisr Publishing LLC nor its agents accept responsibility for any inaccuracies or omissions or for any consequences arising from the publication of any advertisement, or for any loss or damage to any advertising material submitted to the publisher. The advertiser agrees to indemnify Al Nisr Publishing LLC against any damages, losses or claims by third parties arising from publication of the advertisement.

All advertisements must comply with all government and other statutory regulations and stipulations and is solely the responsibility of the advertisers or their representatives and or advertising agencies. Any discounts, commissions or contract rates offered are subject to payments being received by the publisher within the stipulated credit period last announced by the publisher. Al Nisr Publishing LLC reserves the right to charge the casual rate and levy a surcharge in the event of payments not being received within the stipulated credit period.

Cancellation deadlines are the same as booking deadlines. The publisher reserves the right to charge the full rate for advertisements cancelled beyond these deadlines.

VALUEAD AGREEMENT - 2018

Advertiser Name							
Tel				Fax			
Address							

Expenditure Commitment in GN Package (USD)	Up to USD	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
Col No.	1	2	3	4	5	6	7	8

Expenditure Commitment: USD to USD

Column No.: ____

Valuead Period : From 01.____. 2018 to 31.12. 2018

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

Contact for payment:

Name	Designation	Tel
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TERMS & CONDITIONS OF THE VALUEAD AGREEMENT

1. **Pricing includes VAT.**
2. The Agreement commences on the 1st day of the starting month and ends on the last day of the closing month (irrespective of the first and last insertion dates within the starting / closing month).
3. The date of release of the 1st insertion must be within the starting month.
4. The Agreement must be signed before the first insertion (not retroactively).
5. Expenditure Commitment means value of advertising committed by the advertiser in the Gulf News package during the Agreement period.
6. Expenditure Commitment must be fulfilled to be eligible for the applicable discount rate as indicated above.
7. **Debit/Credit will be issued at the end of the Agreement period depending on actual performance and the corresponding effective rate. The credit note cannot be encashed but can only be adjusted against expenditure in products/services of Al Nisr Publishing LLC and its subsidiary/associate companies.**
8. An agency signing on behalf of the advertiser is responsible for maintaining the commitments, inclusive of advertising released by the advertiser, directly or through other agencies.
9. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
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.

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

By	Date	No.
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TABLOID / WEEKEND TABLOID PANELS SERIES DISCOUNT AGREEMENT - 2018

Advertiser Name						
Tel		Fax				
Address						

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

No. of Insertions: _____ (Column No. _____)

COLUMN	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1 - 10	11 - 20	21 - 30	31 - 50	51 - 100	101+
Front Page Panel (60mm x 60mm)	600	540	480	438	406	378

- 1) **Pricing includes VAT.**
- 2) Discounts are applicable on advertisements in Tabloid / Weekend Tabloid 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) Rates & Discount structures are subject to change from January 2019.
- 5) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 6) The Agreement must be signed before the first insertion.
- 7) An Agency, signing on behalf of the advertiser, is responsible for maintaining the commitments stated, inclusive of advertisements released by the advertiser directly or through other agencies.
- 8) Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
- 9) 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 Gulf News
Name of authorised signatory		
Designation		
Email of signatory		
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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