

## Wheels Agreement - 2018

<b>Advertiser Name</b>												
<b>Tel</b>		<b>Fax</b>		<b>Email</b>								
<b>Mobile</b>		<b>Address</b>										

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

NO. OF INSERTIONS: \_\_\_\_\_

Size	Gross Rate (USD)	Negotiated Rate (USD)
Gatefold	15,680	
Double Spread	2,970	
Full Page	1,830	
Half Page Horizontal	1,130	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Wheels 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 Wheels 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 Wheels
<b>Name of authorised signatory</b>		
<b>Designation</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority):</b>		
<b>Seal/Stamp</b>		

**Contact for payment:**

<b>Name</b>	<b>Designation</b>	<b>Tel</b>	
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**Details of entry in system (For Al Nisr only):**

<b>By</b>	<b>Date</b>	<b>No.</b>	
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## Wheels Buyers Guide Agreement - 2018

<b>Advertiser Name</b>												
<b>Tel</b>		<b>Fax</b>		<b>Email</b>								
<b>Mobile</b>		<b>Address</b>										

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

NO. OF INSERTIONS: \_\_\_\_\_

Size	Gross Rate (USD)	Negotiated Rate (USD)
Buyers Guide Quarter Page	590	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Wheels 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 Wheels 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.
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	For Advertiser/Agency ( <i>strike off as appropriate</i> )	For Wheels
<b>Name of authorised signatory</b>		
<b>Designation</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority):</b>		
<b>Seal/Stamp</b>		

**Contact for payment:**

<b>Name</b>		<b>Designation</b>		<b>Tel</b>	
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**Details of entry in system (For Al Nisr only):**

<b>By</b>		<b>Date</b>		<b>No.</b>	
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## Wheels Deals Agreement - 2018

<b>Advertiser Name</b>									
<b>Tel</b>		<b>Fax</b>		<b>Email</b>					
<b>Mobile</b>		<b>Address</b>							

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

NO. OF INSERTIONS: \_\_\_\_\_

Size	Gross Rate (USD)	Negotiated Rate (USD)
Double Page Spread	1,800	
Full Page	1,020	
Half Page (H/V)	570	
Quarter Page (H/V)	300	
Banner	240	
1/8 <sup>th</sup> Page	200	
1/16 <sup>th</sup> Page	140	
Ear Panel	90	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Wheels 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 Wheels will not be included in the commitment fulfilment for GulfNews 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 Wheels
<b>Name of authorised signatory</b>		
<b>Designation</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority):</b>		
<b>Seal/Stamp</b>		

**Contact for payment:**

<b>Name</b>		<b>Designation</b>		<b>Tel</b>	
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**Details of entry in system (For Al Nisr only):**

<b>By</b>		<b>Date</b>		<b>No.</b>	
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**2018**

**WHEELS**

*All Rates inclusive of Colour*

**General Display**

<b>Size</b>	<b>USD</b>
Gatefold	15,680
Double Page Spread	2,970
Full Page	1,830
Half Page (horizontal)	1,130

**General Display Position Loadings**

<b>Position</b>	<b>%</b>
Outside Back Cover	100%
Inside Front Cover	75%
Inside Back Cover	65%
Specified Section / Page	45%
Advertorial/photo shoot surcharge	50%

**Buyers Guide**

<b>Size</b>	<b>USD</b>
Buyers Guide Quarter Page	590

**Wheels Deals**

<b>Size</b>	<b>USD</b>
Double Page Spread	1,800
Full Page	1,020
Half Page (H/V)	570
Quarter Page (H/V)	300
Banner	240
1/8 Page	200
1/16 Page	140
Ear Panel	90

**Pricing includes VAT.**

# 2018

## DIGITAL - WHEELS

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

### **Online**

<b>Position</b>	<b>Size</b>
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**

<b>Position</b>	<b>Duration</b>			
	<b>7 days</b>	<b>14 days</b>	<b>21 days</b>	<b>30 days</b>
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)**

<b>Position</b>	<b>Duration</b>			
	<b>7 days</b>	<b>14 days</b>	<b>21 days</b>	<b>30 days</b>
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)**

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

**Pricing includes VAT.**