

InsideOut 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 | 27,630 | |
| Double Spread | 9,210 | |
| Full Page | 4,800 | |

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

Contact for payment:

| | | | |
|-------------|--------------------|------------|--|
| Name | Designation | Tel | |
|-------------|--------------------|------------|--|

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

| | | | |
|-----------|-------------|------------|--|
| By | Date | No. | |
|-----------|-------------|------------|--|

InsideOut Marketplace 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 | 1,800 | |

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|--|--|---------------|
| Name of authorised signatory | | |
| Designation | | |
| Signature | | |
| Date | | |
| Agency Name (If Signing Authority): | | |
| Seal/Stamp | | |

Contact for payment:

| | | |
|-------------|--------------------|------------|
| Name | Designation | Tel |
|-------------|--------------------|------------|

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

| | | |
|-----------|-------------|------------|
| By | Date | No. |
|-----------|-------------|------------|

2018

INSIDEOUT

All Rates inclusive of Colour

General Display

| Size | USD |
|--------------------|------------|
| Gatefold | 27,630 |
| Double Page Spread | 9,210 |
| Full Page | 4,800 |

General Display Position Loadings

| | |
|--------------------------|-----------|
| Outside Back Cover | 100% |
| IFC DPS | 125% |
| Inside Back Cover | 50% |
| Facing Contents Page | 50% |
| Specified Section / Page | 25% |
| Right Hand Page | 25% |
| Advertorials/photoshoots | 50% |
| Product placements | 25% of FP |

Market Place

| Size | USD |
|-------------|------------|
| Half Page | 1,800 |

Pricing includes VAT.

2018

DIGITAL - INSIDEOUT

| 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.