

Khaleej Times

DISPLAY RATES

BASIC RATE PER SINGLE COL. CM.	DH 85
ANNUAL CONTRACT RATES	
OVER DH. 100,000	DH 82
200,000	DH 79
300,000	DH 76
400,000	DH 73

EAR PANELS (Colour)			
Business	(4 cms x 4 cms)	casual	DH 600
		over 100	DH 500
City Times	(7cms x 8.5 cms)	casual	DH 1000
		over 100	DH 750

LOADING

SPECIAL POSITIONS	(Subject to availability)
FRONT Page	200% EXTRA
PAGE 3, Back Page	120% EXTRA
PAGE 2, 5	100% EXTRA
PAGE 7	90% EXTRA
PAGE 9	70% EXTRA
India page, Inside back page	50% EXTRA
OPP. EDITORIAL SOLUS,	50% EXTRA
Main section Fixed	20% EXTRA
Any specified page other than the above	20% EXTRA

BUSINESS TIMES	
Front Page, Back Page	100% EXTRA

CITY TIMES	
Front Page, Back Page	100% EXTRA

SPOT COLOUR	
(Only for single process colours, i.e. Cyan, Magenta & Yellow)	
UPTO 60 COL. CM.	DH 2,000 EXTRA
61 COL. CM. & OVER	DH 2,500 EXTRA

FULL COLOUR	
UPTO 60 COL. CM.	DH 4500 EXTRA
61 – 120 COL. CM.	DH 6000 EXTRA
121 – 240 COL. CM.	DH 8000 EXTRA
240 – 424 COL. CM.	DH 9000 EXTRA

RATES FOR LOOSE INSERTS/SPECIAL OPERATIONS

LOOSE INSERTS :	Upto 20,000	40,000	Over 40,000
Upto A4 Size Single Sheet	0.60	0.55	0.50
Upto A4 Size (4 to 8 Pages)	0.85	0.75	0.65
Upto A4 Size (12 to 16 Pages)	1.15	1.05	0.95
Upto A3 Size Single Sheet	0.70	0.65	0.60
Upto A3 Size (4 to 8 Pages)	1.10	1.00	0.90
Upto A3 Size (12 to 16 Pages)	1.40	1.30	1.20
(Other Sizes, Booklets etc. to be negotiated)			
OTHERS	Upto 20,000	40,000	Over 40,000
Wrap-around Belly Band	1.50	1.40	1.30
Front Page Sticker	2.25	2.00	1.75
Envelope	2.25	2.00	1.75
Polybag for Khaleej times	2.25	2.00	1.75
Polybag for Weekend Magazine	1.75	1.50	1.25

Note: Above mentioned rates inclusive of 15% agency commission
Wrap-around (four pages): Dhs.275,000/- (UAE Circulation)
Front Page Flap: (53x4) Dhs. 150,000/-

TECHNICAL DETAILS

MAIN SECTION	
COLUMN WIDTH	
SINGLE COLUMN	3.8 CM
2 COLUMNS	8.0 CM
3 COLUMNS	12.1 CM
4 COLUMNS	16.3 CM
5 COLUMNS	20.5 CM
6 COLUMNS	24.6 CM
8 COLUMNS	33.0 CM

COLUMN LENGTH	53.0 CM
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Minimum Ad Size (R.O.P.):	10 COL. CM.
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Front Page Ad Size: Maximum area 120 col. cm, minimum area 100 col/cms, maximum height 27 cm, Maximum width 6 col.

Opp. Editorial Page Ad Size:	27 x 4 only
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Business Front Page Ad Size:	Minimum 20x3
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Strip Ads/Innovative Shapes:	Subject to approval
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EAR PANELS: Business front pg.: 4cm height x 4cm width

CITY TIMES

1 Column	4.0 cms
2 Columns	8.5 cms
3 Columns	13.0 cms
4 Columns	17.5 cms
5 Columns	22.0 cms
6 Columns	26.5 cms

COLUMN LENGTH	33.0 CM
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Front Page Ad Size:	7 cms X 6 COL.
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EAR PANEL: City Times Front Page	7 cms x 8.5 cms
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MATERIAL

Digital material is required in all popular software like Adobe Illustrator CS, Adobe Photoshop CS, InDesign, FreeHand MX. Preferably fonts converted into paths/curve with CMYK photographs of pixel data. Media must be on CD/DVD along with a hi-res proof.

REQUIREMENT OF GOVT. APPROVALS: Hotel ads, Entertainment ads, clinic/medical ads, foreign university ads, investment/financial ads, public notices, immigration ads etc.

DEADLINES

BOOKINGS

Colour	4 DAYS PRIOR TO PUBLICATION
B/W	2 DAYS PRIOR TO PUBLICATION

MATERIAL

Colour	4 DAYS PRIOR TO PUBLICATION
B/W	12 NOON, 1 DAY PRIOR TO PUBLICATION

CANCELLATION DEADLINES

FRONT PAGE 15 DAYS PRIOR TO PUBLICATION.
 ALL OTHERS ARE THE SAME BOOKING DEADLINES.

ANY ADVERTISEMENT CANCELLED AFTER THAT TIME MAY BE CHARGED AT THE FULL RATE.

Conditions of Acceptance

The publisher reserves the right to refuse or alter any advertisement without prior notice and without providing any reasons for doing so. While every care is taken in carrying and/or compiling the advertisements neither the publishers nor their agents accept responsibility for any inaccuracies or errors of omission/commission or for any effect arising from the publication of any advertisement.