

ELAPH



Media Pack 2010/11

What is elaph.com



Elaph.com is the leading around the clock Arabic news portal. Launched on 21 May 2001, it soon became the number one source of instant news from around the world. With staff, correspondents and freelance writers spread across the globe, elaph.com covers news when and where it occurs instantly.

In addition to its home page, elaph.com publishes specialist pages covering politics, business, culture, health, sports, music, cinema, fashion, features, reports, newspapers, technology, writers, opinions, and special news. More pages are continuously being planned. Video news is another service on elaph.com.

With a global audience of 1.3 million unique users per month (August 2010) and a monthly average of nearly 9 million page views elaph.com can truly deliver your marketing message to the Arabic world.



In May 2010, the Audit Bureau of Circulation certified elaph.com web traffic. ABCe's certificate of 1,179,801 unique users and 8,565,601 page Impressions in that month.

elaph.com uniqueness was also apparent in the even spread of its readers amongst Arab countries but is also popular amongst Arab expatriates in Europe and North America.

elaph.com Editorial Mandate



Elaph is a liberal Arabic news portal with diverse content, with no taboos whether religious, social or political. Elaph is neither PRO nor ANTI western but simply PRO Elaph and this is what distinguishes us from all the other media. Elaph respects human dignity, equality and democratic values and does not hesitate to publish corrections and point out to its own mistakes which maintains Elaph credibility among its readers.

Elaph is a go-to source news service, like an agency, like a traditional newspaper it gives in-depth reports, like a broadcast media we cover news instantaneously and update news around the clock. Elaph certainly makes noise and is controversial in its own positive way, meaning that it pushes boundaries sometimes and takes risks by putting out certain stories, allowing user discussions through the Elaph Opinion sections, readers' comments and ElaphBlog.

Based in London, Elaph maintains a margin of freedom since it does not have to face censorship as other media in the Arab world. Elaph is NOT politically biased, defends religious and ethnic minorities and does not have any political, partisan or religious affiliations.

On an editorial level, Elaph keeps equal distance from all parties in any news story or coverage. Elaph's news stories are accurate and as objective as possible, and always keeps news separate from opinion, which is published in Opinion Section.

Currently, Elaph has journalists in KSA, UAE, Qatar, Kuwait, Bahrain, Jordan, Iraq, Egypt, Syria, Lebanon, Palestine, Yemen, Tunisia, Algeria, and Morocco

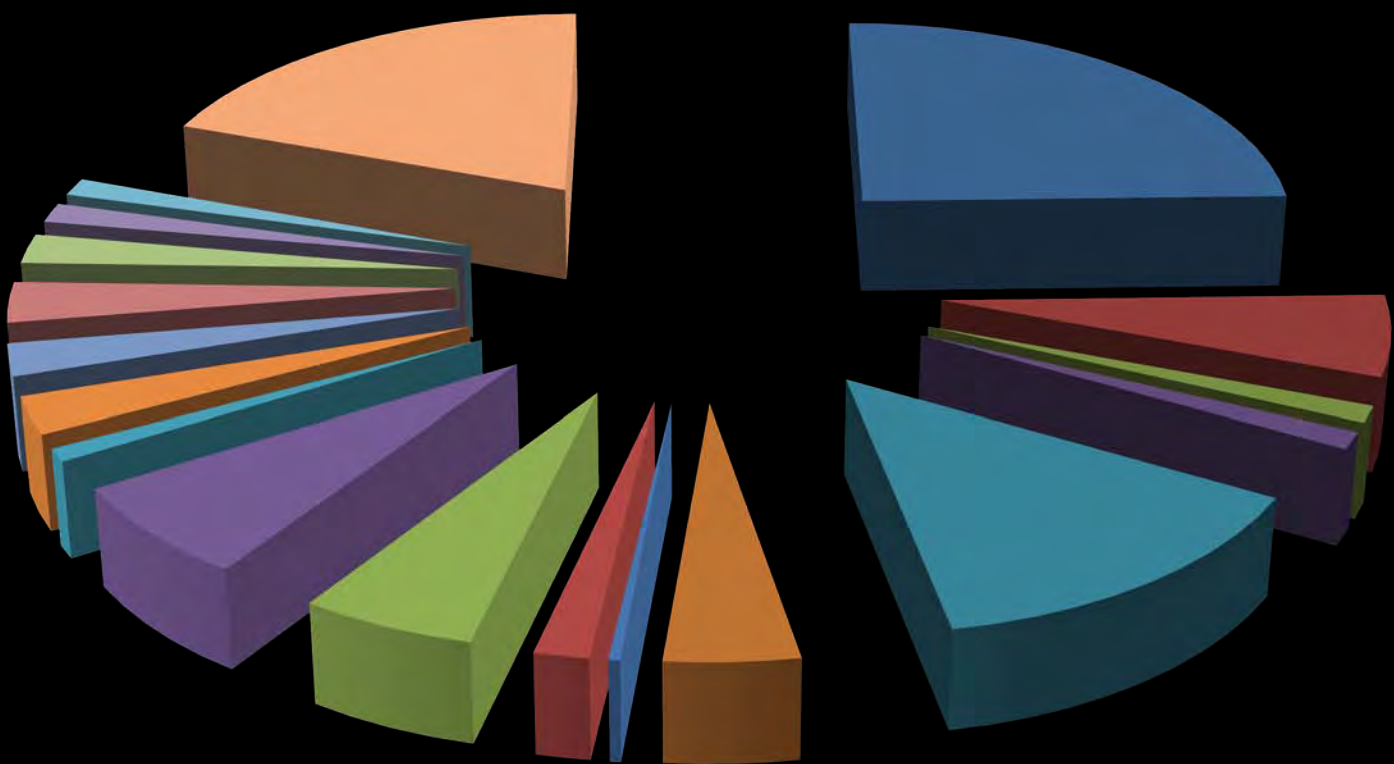
facebook

15,372 people like Elaph

Geographic Targeting



- KSA
- Egypt
- Morocco
- UK
- France
- UAE
- Jordan
- USA
- Kuwait
- Rest of the World
- Bahrain
- Syria
- Iraq
- Germany
- Oman
- Lebanon
- Canada
- Sweden



Unique users

Elaph.com has readers from all over the world, enabling advertisers to geo-target specific countries or regions

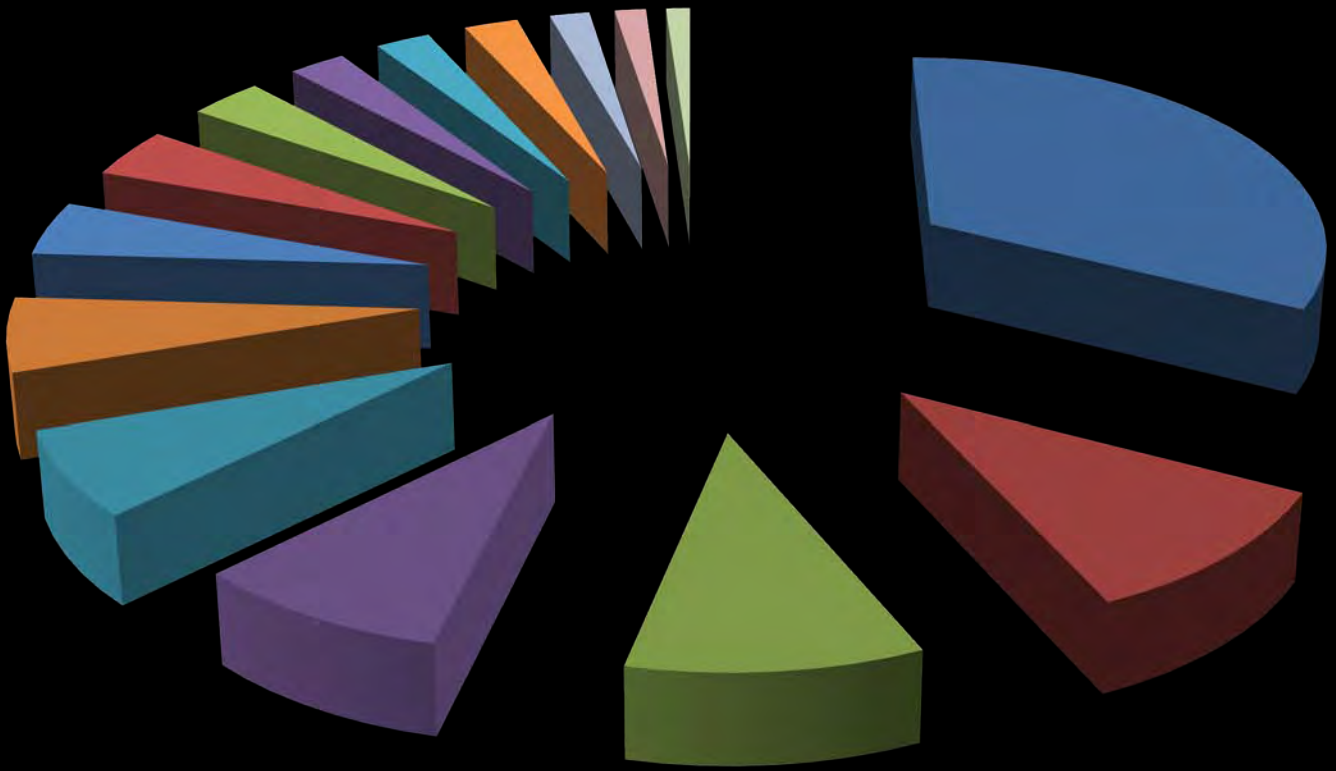


Unique users: 1,179,801
Page impressions: 8,565,601

Geographic Targeting



- Riyadh
- Dubai
- Jeddah
- Cairo
- Amman
- Sharjah
- Beirut
- Kuwait
- Doha
- Tunis
- Manama
- Casablanca
- Bagdad
- Abu Dhabi
- Muscat



Across the MENA region all the top cities are listed by viewership 84% of visitors are regularly returning

Top cites viewing elaph.com in MENA

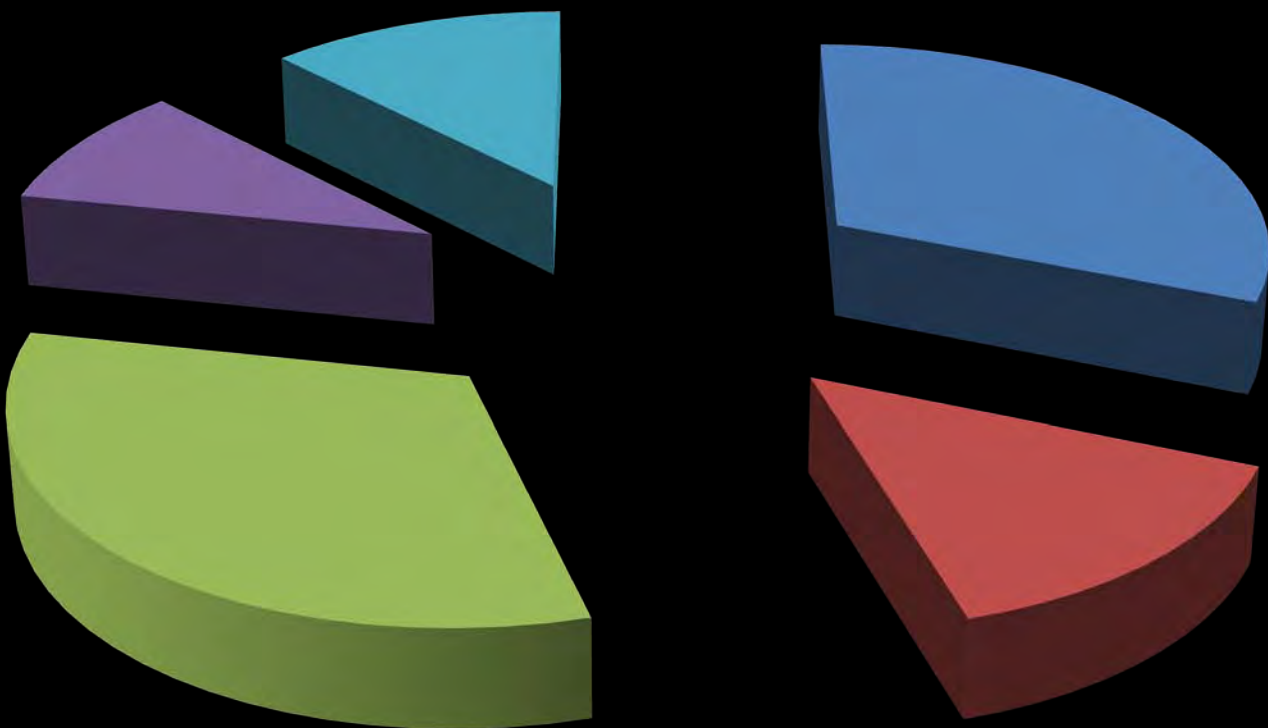


Unique users: 1,179,801
Page impressions: 8,565,601

Regional Viewers



■ Saudi Arabia ■ Lower Gulf ■ LEVANT ■ Europe ■ Americas

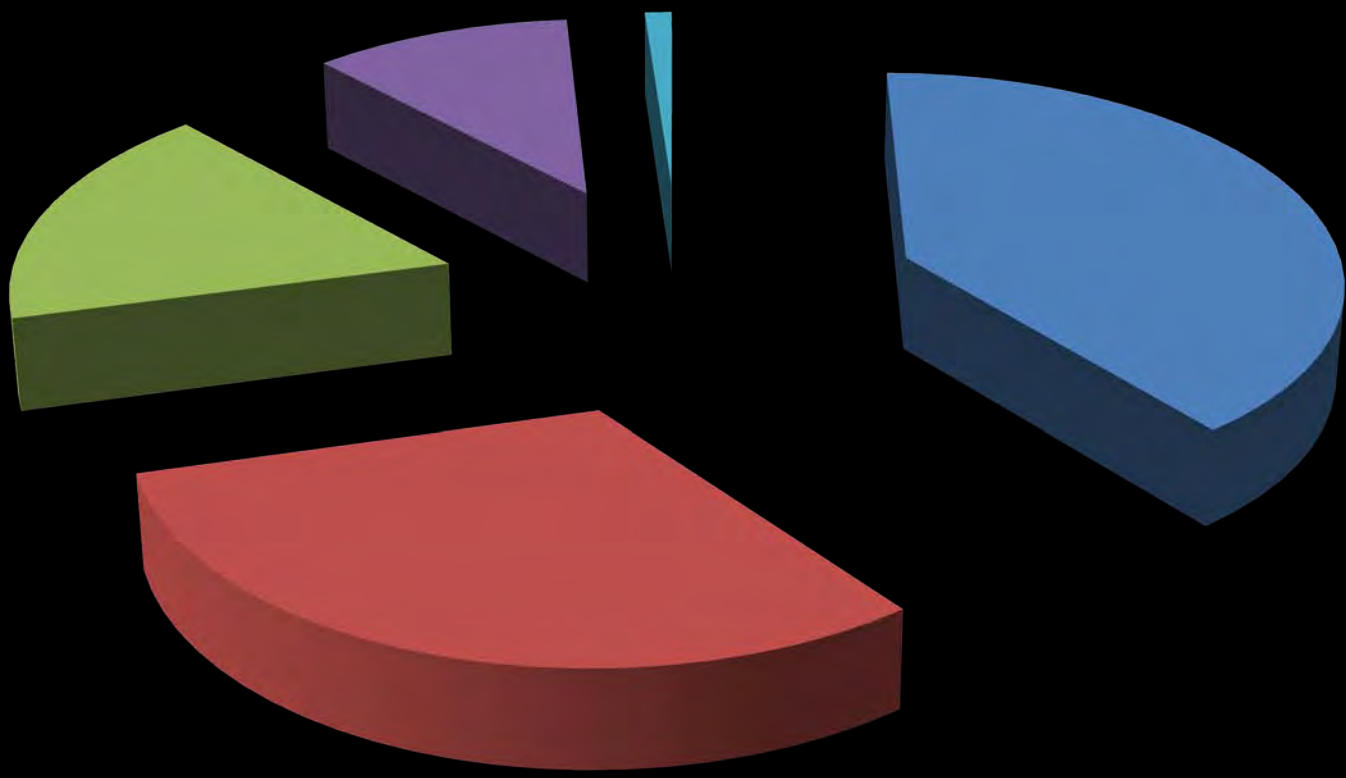


Unique users: 1,179,801
Page impressions: 8,565,601

Mobile Viewers



■ ipad ■ iphone ■ Blackberry ■ Symbian OS ■ Android OS



86,000 mobile viewers of elaph.com



Mobile viewers of elaph.com

Unique users: 1,179,801
Page impressions: 8,565,601

elaph.com advertising options



Elaph.com offers the following marketing solutions:

Page Sponsorship:

With the exception of the Home Page, sponsorship is available on all section and article pages of elaph.com. Page sponsorship means the exclusive use of all ad placements on the specified page for the duration of the campaign. Page sponsorship cost: \$30,000 per month

Video ads

These are available on request. Video ads: cost \$5,000 per month on the Home Page and \$2,500 per month on section & article pages. Elaph.com guarantees 100,000 daily impressions

Video Commercials

Elaph.com video news has proved to be a very popular service. Video commercials can be shown before and/or after news items, just like on television. Video news is also subdivided into sections according to geography or story, allowing for further targeting
Video Commercials cost: \$5,000 per month

Standard Ads

Various industry standard ad sizes are available on the Home Page and throughout all sections of the Elaph.com website

elaph.com bespoke options



Elaph.com can also offer the following bespoke marketing solutions:

Advertorial pages

Special pages can be produced at the request of a sponsor. For example, a luxury auto brand may wish to sponsor the Fashion, Travel, Sport or Motoring page, then Elaph.com will work closely with the sponsor to produce these pages.

Video & Audio

Special audio or video programmes – Elaph.com can produce a programme especially for sponsors, such as an audio programme on the Saudi Football League.

Pre-roll Video Commercials

Elaph.com video news has proved to be a very popular service. We can include 10 - 30 second pre-roll ads within the video, using existing client TV commercials.

Competitions

Elaph.com can create a dedicated micro-site for data collection linked to a competition listed on the Home Page. This data is then available to the client during & at the end of the competition.

We are also open to other 'out of the box' creative ideas. Please do discuss your ideas with us.

ELAPH



Home page advertising options

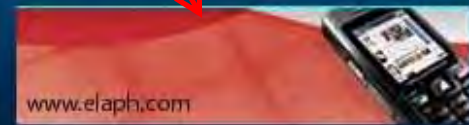
HOME PAGE Top Banner



Size: 468 x 60

CpM rate \$26

العدد 3419 الجمعة 1 أكتوبر 2010 آخر تحديث GMT 10:40:00 AM



إلاف

أول يومية إلكترونية - منورة من لندن 21 مايو 2001

FIRST ONLINE DAILY - LAUNCHED FROM LONDON 21 MAY 2001

سجل الآن SMS

خدمة RSS

دليل إلاف

إلاف Widgets

أخبار اقتصاد ثقافات رأي فنون رياضة جريدة الجرائد تكنولوجيا إلاف + فيديو مدونات

بحث

powered by Google Search Appliance

من عناوين اليوم فا

Prime advertising position that can be taken on an exclusive or rotational basis.

With an average of 3.8 million page impressions every month giving further reach across the entire Arab World

Monthly Tenancy – fixed price with unlimited impressions, on an exclusive or rotating with 2 other advertisers

Cost per Thousand (CpM) rate: Dependant on budget, advertisers can have as little or as much exposure as they wish with minimum campaigns of 150,000 impressions, equivalent to 2 days exposure

HOME PAGE Leader Board



GMT 10:40:00 AM العدد 3419 الجمعة 1 أكتوبر 2010 آخر تحديث

www.elaph.com

إيلاف

أول جريدة إلكترونية - صورتها في 21 مايو 2001

FIRST ONLINE DAILY - LAUNCHED FROM LONDON 21 MAY 2001

أخبار اقتصاد ثقافات رأي فنون رياضة جريدة الجرائد تكنولوجيا إيلات + فيديو مدونات

من عناوين اليوم

powered by Google Search Appliance

نساء إيلاف



تقرير مصور

أمل بوشوشة: ذاكرة الجسد فتح لي آفاقاً جديدة في التمثيل



أخبار

فراق سياسي غير مسبوق في عراق بلا حكومة
سجل العراق رقماً قياسياً كندا
عجز عن تشكيل حكومة بعد 208 أيام من الانتخابات

أخبار

بيل كلينتون.. السياسي الأكثر شعبية في الولايات المتحدة
أظهر استطلاع أنّ بيل كلنن هو الشخصية السياسية الأوسع شعبية في الولايات المتحدة

ثقافات

فايس بوك يتقدم عالم السينما
حدد إنتشاره كالأثر في الهنيم
يتقدم موقع فايس بوك السينما من دابها المريض تعلم بروي فسة

Buy Acer Products Online
Cheap deals on laptops, netbooks desktops, accessories in Dubai -UAE
Ads by Google

إيلاف

مختارات

استفتاء

هل تفضي التطورات العلمية التي نمتلكها في بعض المعتقدات الدينية إلى:

- التخلي عن الدين
- التمسك بالدين
- لا تغير لها

أخبار

Size: 728 x 90
CpM rate \$30

ADVERTISING RATES



Minimum CpM bookable for the home page is 150,000 impressions.

Type	Size	Home CpM Rate	Article CpM Rate	News CpM Rate	Economics CpM Rate	Culture CpM Rate	Run of Site CpM Rate
Top Banner	468 x 60	\$26	\$24	\$22	\$24	\$20	\$18
Sky scraper	160 x 600	\$34	\$32	\$30	\$32	\$28	\$25
Leader board	728 x 90	\$30	\$28	\$25	\$28	\$22	\$20
MPU Bottom	300 X 250	\$22	\$20	\$18	\$20	\$16	\$14

All Home Page positions can be purchased on a single tenancy agreement

PRODUCTION SIZES



banner
(728 x 90)



small banner
(468 x 60 pixels)



**small
skyscraper**
(120 x 600 px)

skyscraper
(160 x 600 px)

half page
(300 x 600 px)

mpu
(300 x 250 px)



Creative specifications

Elaph.com accept the following formats with file sizes

File sizes – 30k bytes

File formats – gif, Jpeg, Flash, Flash Video

**CREATIVE MUST BE SENT 3 WORKING DAYS
PRIOR TO CAMPAIGN START DATE**

CAMPAIGN ANALYTICS



Throughout your campaign, Elaph.com will supply regular reports on the effectiveness of our media and your creative, including:

- Impressions served – Total / by Geo
- Clicks – Total / by Geo
- Browser – Impressions served / Clicks by browser type
- Operating System – Impressions served / Clicks by OS type
- Format / size - Impressions / Clicks by format type & size

Elaph.com can 'site-serve' your campaign through our own ad-serving platform, or we can work with most third-party ad-servers such as DoubleClick.

CONTACT elaph.com



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