

2011

VALUE AD (US Dollars)
(incl Colour)

Expenditure in Gulf News package	Up to USD 7,150	7,151 to 14,290	14,291 to 42,860	42,861 to 71,430	71,431 to 142,860	142,861 to 285,720	285,721 to 857,150	857,151 Plus
Col No.	1	2	3	4	5	6	7	8
16 x 55	28,100	26,698	25,292	23,886	22,480	21,078	18,266	15,458
16 x 26	19,269	18,306	17,343	16,380	15,418	14,452	12,526	10,600
8 x 55	16,058	15,255	14,452	13,649	12,846	12,043	10,438	8,832
6 x 40	12,043	11,443	10,840	10,238	9,635	9,035	7,829	6,626
4 x 53	10,600	10,072	9,540	9,012	8,480	7,952	6,892	5,832
8 x 26	10,600	10,072	9,540	9,012	8,480	7,952	6,892	5,832
16 x 10	8,029	7,629	7,226	6,826	6,423	6,023	5,220	4,418
4 x 26	5,300	5,038	4,772	4,506	4,240	3,978	3,446	2,918
4 x 20	4,015	3,815	3,615	3,415	3,212	3,012	2,612	2,209
8 x 10	4,015	3,815	3,615	3,415	3,212	3,012	2,612	2,209
3 x 20	3,052	2,900	2,749	2,595	2,443	2,289	1,986	1,680
4 x 15	3,052	2,900	2,749	2,595	2,443	2,289	1,986	1,680
3 x 15	2,249	2,138	2,026	1,912	1,800	1,689	1,463	1,238
2 x 20	2,089	1,986	1,880	1,778	1,672	1,569	1,360	1,152
2 x 15	1,606	1,526	1,446	1,366	1,286	1,206	1,046	886
3 x 10	1,606	1,526	1,446	1,366	1,286	1,206	1,046	886
2 x 10	1,446	1,375	1,303	1,232	1,158	1,086	940	798

2011

ROP BROADSHEET - LOADINGS

	USD
Sec1 Front Page Position Loading (colour is free)	5,715
Sec2 Front Page Position Loading (colour is free)	4,858

GNP Loading

Size	%
Up to 3 x 15	75%
4 x 15 / 3 x 20 to 16 x 10	50%
8 x 26 +	25%

Position Loadings *

Position	%
Page 2, 3, 5, Back Page, Sec3 Front Page	100%
Business Pg 2, 3, 5, 7, 9	80%
Page 7	90%
Page 4, 6, 9, 11, 13, Centrespread & Inside Back Page	70%
2nd right hand glazed page, 3rd right hand glazed page	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	80%
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NOTES ON FRONT/BACK PAGE BOOKINGS:

- 1) Section 1 Front Page - only 3 x 20 size allowed (other than Panels).
- 2) Section 2 Front Page - only 4 x 26 size allowed (other than Panels).
- 3) All bookings will be firm bookings.
- 4) Cancellations will be allowed only for bonafide reasons, but not later than 15 days prior to release date.
- 5) Bookings will be for pre-specified clients only.

2011

SILENT ADVERTISEMENTS RATES

Column No.	1	2	3	4
Position / USD per Panel	No. of Insertions			
	1 to 10	11 to 25	26 to 50	51 +
Business Front Page	400	343	315	286
Other Pages (within Briefs)	400	343	315	286

2011

TABLOID / WEEKEND REVIEW / TABLOID ON SATURDAY **(incl Colour)**

Expenditure in Gulf News package	Up to USD 7,150	7,151 to 14,290	14,291 to 42,860	42,861 to 71,430	71,431 to 142,860	142,861 to 285,720	285,721 to 857,150	857,151 Plus
Col No.	1	2	3	4	5	6	7	8
Full Page	2,506	2,406	2,295	2,220	2,158	2,120	2,069	1,932
3/4 Page (Tab)	2,080	1,998	1,906	1,843	1,792	1,760	1,718	1,603
Half Pg (H)	1,755	1,686	1,606	1,555	1,512	1,483	1,449	1,352
Half Pg (V)	1,755	1,686	1,606	1,555	1,512	1,483	1,449	1,352
265 x 100 (Tab); 260 x 110 (WR)	1,329	1,278	1,218	1,178	1,143	1,123	1,098	1,026
1/4 Page (V)	1,055	1,015	966	935	909	892	872	815
1/4 Page (R)	1,029	989	943	912	886	872	849	795
265 x 70 (Tab)	1,003	963	920	889	863	849	829	775
1/8 Page	929	892	852	823	800	786	769	718

POSITION LOADINGS

Back Page	50%
Page 3	30%
Specified	20%

2011

TABLOID / TABLOID ON SATURDAY PANELS

ADVERTISING RATES (incl Colour)

COLUMN	1	2	3	4	5	6
ANNUAL CONTRACT INSERTION/RATE (USD)	1 - 10	11 - 20	21 - 30	31 - 50	51 - 100	101+
Front Page Panel (52 x 50)	243	215	186	172	158	143
DPS Bottom Banner	1,543	1,429	1,286	1,215	1,072	1,000
Full Page Bottom Banner (265 x 45)	858	786	715	643	572	500
Full Page Vertical Panel (26 x 310)	1,072	1,000	900	829	715	643
L shaped Panel	1,543	1,466	1,386	1,243	1,143	1,000
Tabloid Panel - Just Chill Page: (145 x 40)	643	615	572	529	500	429

2011

FRIDAY
(Incl. Colour)

General Display

Column No.	1	2	3	4	5	6	7	8	9	10
Size/Insertions (USD Incl. Colour)	1 to 3	4 to 7	8 to 11	12 to 15	16 to 19	20 to 23	24 to 27	28 to 33	34 to 40	41+
Double Page Spread	9,052	8,826	8,600	8,375	8,149	7,920	7,695	7,469	7,243	6,789
Full Page	5,172	5,043	4,915	4,786	4,655	4,526	4,398	4,269	4,138	3,880
Half Page	3,363	3,280	3,198	3,112	3,029	2,943	2,860	2,778	2,692	2,523
1/3 Page	2,692	2,626	2,558	2,492	2,423	2,358	2,289	2,223	2,155	2,020
Quarter Page	2,226	2,172	2,118	2,060	2,006	1,949	1,895	1,838	1,783	1,672

Position Loadings

Back Cover	150%
Inside Front Cover	130%
Facing IFC	120%
Inside Back Cover	120%
Facing Contents Page	110%
Specified Section/Page	50%
Right Hand Page	30%

Market Place @

Column No.	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1 to 3	4 to 10	11 to 20	21 to 33	34 to 47	48+
Half Page	1,858	1,709	1,635	1,560	1,449	1,263
Quarter Page	1,229	1,132	1,083	1,035	960	838

@ 10% agency commission in Market Place section.

2011

4men
(Incl. Colour)

General Display

Column No.	1	2	3	4	5
Size/Insertions (USD Incl. Colour)	1	2 to 4	5 to 7	8 to 10	11 +
Double Page Spread	6,672	6,418	6,272	6,140	5,923
Full Page	3,758	3,615	3,535	3,458	3,335
Half Page	2,480	2,386	2,332	2,283	2,203
1/3 Page	1,992	1,918	1,875	1,835	1,769

Position Loadings	USD
Back Cover	1,815
Inside Front Cover	1,672
Facing IFC	1,515
Inside Back Cover	1,515
Facing Contents Page	1,315
Specified Section/Page	1,143
Right Hand Page	1,143

Market Place @

Column No.	1	2	3	4	5
Size/Insertions (USD Incl. Colour)	1	2 to 4	5 to 7	8 to 10	11 +
Half Page	858	755	703	652	600
Quarter Page	566	500	466	432	398

@ 10% agency commission in Market Place section.

2011
E+

GENERAL ADVERTISING RATES in USD (inclusive of colour)

COLUMN	1	2	3	4	5	6
Annual Contract Insertion/Rate (USD Incl. Colour)	1 to 3	4 to 10	11 to 20	21 to 33	34 to 47	48 & above
DPS	3,143	2,892	2,766	2,609	2,452	2,106
Full Page	1,786	1,643	1,572	1,483	1,395	1,198
1/2 Page	1,000	920	880	832	780	672
1/3 Page (vertical)	815	752	718	678	638	546
1/4 Page (vertical)	595	549	526	495	466	400

POSITION LOADINGS

Back Cover	175%
Inside Front Cover	150%
Inside Back Cover	125%
Right Hand Page	75%
Specified	75%

2011

E+

MARKET PLACE

Column No.	1	2	3	4
Size/Insertions (USD Incl. Colour)	1 to 3	4 to 9	10 to 19	20+
Half Page	715	609	558	486
Quarter Page	472	403	369	323
1/8 Page	312	266	246	215

BANNERS

Column No.	1	2	3
Type (USD Incl. Colour)	No. Of Insertions Per Year		
	1-25	26-40	41+
Banner	272	206	172

FILMS ADVERTISING DISCOUNTS

Expenditure (USD Incl. Colour)		Discount
From	To	
42,858	and above	50%
28,572	42,857	45%
21,429	28,571	40%
14,286	21,428	30%
7,143	14,285	25%
No commitment		20%

2011

CLASSIFIEDS

(Daily)

CASUAL RATES

Full Display @

USD per col cm (min 1col x 5cms)	17.00
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings
OR 20% on 100 cms + (2 bookings within 2 calendar months)

Colour Loadings*

Type	USD
Standard Colour Wash	115
Spot Colour	172
Full Colour	343

*Regular discounts applicable on colour loadings

Back Page Loadings

Size	USD
Up to 60 cms	100
61 - 108 cms	172
109 - 216 cms	315

Loadings - Any inside page confirmed

Size	Pg 2/3/5/7 (USD)	Other Pgs (USD)
Up to 60 cms	100	72
61 - 108 cms	143	100
109 - 216 cms	172	129

@ 10% agency commission applicable on Full Display advertisements

Semi Display[#]

USD per col cm (min 1 col x 3cms)	13.50
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings

Linage[#]

USD per line (min 3 lines)	3.00
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings

No agency commissions applicable on Semi Display & Linage advertisements.

No discounts applicable on Attention-Getters for Semi Display & Linage advertisements.

Front Page

Prime Spot (Colour Compulsory)*

USD per col cm	23.00
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Sizes accepted for prime spot:

1 col x 17 cms	3 cols x 7 cms
2 cols x 7 cms	3 cols x 10 cms
2 cols x 10 cms	3 cols x 17 cms
2 cols x 17 cms	4 cols x 17 cms
	6 cols x 17 cms

Type of Panel

	USD	
Ear Panels*	72	per Panel
Panels*	23	per col cm

* Casual rate full display colour loadings and discounts (maximum 50%) applicable.

2011

PROPERTIES

(Sat to Thu)

CASUAL RATES

Full Display @

USD per col cm (min 1col x 5cms)	19.50
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings
OR 20% on 100 cms + (2 bookings within 2 calendar months)

Colour Loadings* (compulsory for Front Page)

Type	USD
Standard Colour Wash	115
Spot Colour	172
Full Colour	343

*Regular discounts (max of 50%) applicable on colour loadings.

Front Page Loadings

Size	USD
Up to 15 cms	86
16 - 45 cms	172
46 - 60 cms	229
61 - 100 cms	315

Back Page Loadings

Size	USD
Up to 60 cms	100
61 - 108 cms	200
109 - 216 cms	358

Loadings - Any inside page confirmed

Size	Pg 2/3/5/7 (USD)	Other Pgs (USD)
Up to 60 cms	129	100
61 - 108 cms	186	143
109 - 216 cms	229	186

@ 10% agency commission applicable on Full Display advertisements.

Semi Display[#]

USD per col cm (min 1col x 3cms)	14.00
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings

Linage[#]

USD per line (min 3 lines)	3.50
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings

No agency commissions applicable on Semi Display & Linage advertisements.

No discounts applicable on Attention-Getters for Semi Display & Linage advertisements.

Ear Panels, Panels

Same as Classifieds (maximum of 50% discount)

<i>Type of Panel</i>	USD	
Ear Panels*	86	per Panel
Panels*	23	per col cm

* Casual rate full display colour loadings and discounts (maximum 50%) applicable.

2011

FREEHOLD

(Sat to Thu)

CASUAL RATES

Full Display @

USD per col cm (min 3col x 15cms)	23	(Colour is compulsory)
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings
OR 20% on 100 cms + (2 bookings within 2 calendar months)

Colour Loadings* (compulsory)

Type	USD
Standard Colour Wash	143
Spot Colour	200
Full Colour	400

	USD
GNP Loading	343

*Regular discounts (max of 50%) applicable on colour loadings

	USD
Front Page Loading	715
Back Page Loading	429

Loadings - Any inside page confirmed

Size	Pg 2/3/5/7 (USD)	Other Pgs (USD)
Up to 60 cms	158	129
61 - 108 cms	229	186
109 - 216 cms	286	229

@ 10% agency commission applicable on Full Display advertisements.

2011

APPOINTMENTS

(Sun to Thu)

Full Display @

USD per col cm (min 2col x 5cms)	17.50
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings
OR 20% on 100 cms + (2 bookings within 2 calendar months)

Colour Loadings*

Type	USD
Standard Colour Wash	115
Spot Colour	172
Full Colour	343

*Regular discounts applicable on colour loadings

Position Loadings for Front-Page (max. 100 cms) - Colour Compulsory

Size	USD
Up to 30 cms	100
31 - 60 cms	129
61 - 80 cms	143
81 - 100 cms	158
101 - 150 cms	172
151 cms+	186

Position Loadings for any Other Page confirmed for Appointments

Size	Pg 2/3/5/Back (USD)	Other Pgs (USD)
Up to 60 cms	100	72
61 - 108 cms	115	86
109 - 216 cms	143	115
217 - 250 cms	158	129
251 - 350 cms	186	158
351 - 440 cms	215	186

Appointments Panel

USD	86	+ discounts (max 50%)
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@ 10% agency commission applicable on Full Display advertisements.

CLASSIFIEDS FEATURES - 2 0 1 1

Frequency	Feature	Published within
1st Saturday (every month)	Lifestyle	Tabloid on Saturday
2nd Saturday (every month)	Travel	Tabloid on Saturday
3rd Saturday (every month)	Health & Fitness	Tabloid on Saturday
4th Saturday (every month)	Bargains	Tabloid on Saturday
Every Sunday	Value For Money	Classifieds
Every Tuesday	Professionals	Classifieds
Every Wednesday	Leisure	Classifieds
Every Thursday	Education	Classifieds
Every Monday	Educom	Business
Every Wednesday	Immigration	Business
3rd Thursday (every month)	Interiors	Business
4th Thursday (every month)	Autozone	Business
Every Friday	Properties	Business

Annual

- | | | |
|-------------------|---------------------|----------------------|
| 1) Back To School | 6) Growing Years | 11) UAE National Day |
| 2) Christmas | 7) New Year | |
| 3) Diwali | 8) Ramadan Bargains | |
| 4) Education | 9) Shop Around | |
| 5) Eid | 10) Summer | |

Full Display Rate (USD)	17.00 per col cm
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Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings
OR 20% on 100 cms + (2 bookings within 2 calendar months)

Listings Rate (USD)	53.00
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Casual Rate Colour Loadings applicable for all Features

Colour	USD
Wash	115
Spot	172
Full	343

* Feature discounts applicable on Colour/Listings

Front Page Loadings for Features

Size	USD
Up to 60 cms	158
61 to 80 cms	200
81 to 100 cms	229
101 to 120 cms	286

Back Page Loadings for Features

Size	USD
Up to 60 cms	100
61 to 108 cms	158
109 to 216 cms	315

Position Loadings for any Inside Page confirmed for Features

Size	Pg 2/3/5 (USD)	Other Pgs (USD)
Up to 60 cms	100	58
61 to 108 cms	143	86
109 to 216 cms	172	115
217 to 250 cms	186	129
251 to 350 cms	200	143
351 to 440 cms	215	172

Regular Products

Frequency	Title
Sunday to Thursday	Appointments
Daily	Classifieds
Saturday to Thursday	Properties
Saturday to Thursday	Freehold

Regular Features

Frequency	Feature	Published within
1st Saturday (every month)	Lifestyle	Tabloid on Saturday
2nd Saturday (every month)	Travel	Tabloid on Saturday
3rd Saturday (every month)	Health & Fitness	Tabloid on Saturday
4th Saturday (every month)	Bargains	Tabloid on Saturday
Every Sunday	Value For Money	Classifieds
Every Tuesday	Professionals	Classifieds
Every Wednesday	Leisure	Classifieds
Every Thursday	Education	Classifieds
Every Monday	Educom	Business
Every Wednesday	Immigration	Business
3rd Thursday (every month)	Interiors	Business
4th Thursday (every month)	Autozone	Business
Every Friday	Properties	Business

2011

EASY ACCESS

Colour	USD per Panel	(2 col x 6 cms)
Wash	86	
Spot	100	
Full	129	

	USD per Panel	(inclusive of Colour)
Ear Panel	115	

Discount :

20% on 4 - 29 bookings
30% on 30 - 179 bookings
40% on 180 - 364 bookings
50% on 365+ bookings

2011

RATES FOR ATTENTION GETTERS

Style	Attention Getter	Cost (USD)	Remarks
Linage	Attention-Getter : pointing finger, tick mark, airplane, pencil, telephone, box etc	4.00	extra per insertion
Linage	Attention-Getter : bold linage, star, snip, box-thick base	5.50	extra per insertion
Linage	Thin Top & Bottom Rule	4.00	extra per insertion
Linage	Graphics - B/w	5.50	extra per insertion
Linage	Graphics - Colour	7.50	extra per insertion
Linage	Thin Top & Bottom Rule plus Single Colour Wash	8.00	extra per insertion
Semi-Display	Company Logo - B/w or Graphics - B/w	8.00	extra per insertion
Semi-Display	Company Logo - Colour or Graphics - Colour	11.00	extra per insertion
Semi-Display	Single Colour Wash	16.50	extra per insertion
Semi-Display	Border - B/w	8.00	extra per insertion
Semi-Display	Border - Colour	11.00	extra per insertion
Listings	Single Colour Border	26.00	extra per insertion
Listings	Single Colour Wash	29.00	extra per insertion
Logos	Logos (inclusive of Colour)	57.50	extra per insertion

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 - 2011

Advertiser Name							
Tel		Fax		Email			
Address							

Expenditure Commitment in GN Package (USD)	Up to USD	7,151 to 14,290	14,291 to 42,860	42,861 to 71,430	71,431 to 142,860	142,861 to 285,720	285,721 to 857,150	857,151 Plus
Col No.	1	2	3	4	5	6	7	8

Expenditure Commitment: USD to USD

Column No.: ____

Valuead Period : From 01.____. 2011 to 31.12. 2011

	For Advertiser/Agency <i>(strike off as appropriate)</i>	For Gulf News
Name of authorised signatory		
Designation		
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. 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).
2. The date of release of the 1st insertion must be within the starting month.
3. The Agreement must be signed before the first insertion (not retroactively).
4. Expenditure Commitment means value of advertising committed by the advertiser in the Gulf News package during the Agreement period.
5. Expenditure Commitment must be fulfilled to be eligible for the applicable discount rate as indicated above.
- 6. 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.**
7. 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.
8. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
9. 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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SILENT ADVERTISEMENTS SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name						
Tel		Fax		Email		
Address						

PERIOD: FROM 01.____. 2011 to 31.____.____ (Maximum 12 months)

NO. OF INSERTIONS: _____ (Column No. _____)

Column No.	1	2	3	4
Position / USD per Panel	No. of Insertions			
	1 to 10	11 to 25	26 to 50	51 +
Business Front Page	400	343	315	286
Other Pages (within Briefs)	400	343	315	286

- 1) Discounts are applicable on Silent advertisements in Gulf News only.
- 2) **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.**
- 3) Rates & Discount structures are subject to change from January 2012.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 5) The Agreement must be signed before the first insertion.
- 6) 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.
- 7) 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		
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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TABLOID / TABLOID ON SATURDAY PANELS SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name						
Tel		Fax		Email		
Address						

PERIOD: FROM 01.____. 2011 to 31.____.____ (Maximum 12 months)

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

COLUMN	1	2	3	4	5	6
ANNUAL CONTRACT INSERTION/RATE (USD)	1 - 10	11 - 20	21 - 30	31 - 50	51 - 100	101+
Front Page Panel (52 x 50)	243	215	186	172	158	143
DPS Bottom Banner	1,543	1,429	1,286	1,215	1,072	1,000
Full Page Bottom Banner (265 x 45)	858	786	715	643	572	500
Full Page Vertical Panel (26 x 310)	1,072	1,000	900	829	715	643
L shaped Panel	1,543	1,466	1,386	1,243	1,143	1,000
Tabloid Panel – Just Chill Page: (145 x 40)	643	615	572	529	500	429

- 1) Discounts are applicable on advertisements in Tabloid / Tabloid on Saturday only.
- 2) **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.**
- 3) Rates & Discount structures are subject to change from January 2012.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 5) The Agreement must be signed before the first insertion.
- 6) 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.
- 7) 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		
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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FRIDAY SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name											
Tel		Fax		Email							
Address											

PERIOD: FROM 01.____. 2011 to 31.____.____ (Maximum 12 months)

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

COLUMN	1	2	3	4	5	6	7	8	9	10
ANNUAL CONTRACT INSERTION/RATE (USD Incl. Colour)	1 - 3	4 - 7	8 - 11	12 - 15	16 - 19	20 - 23	24 - 27	28 - 33	34 - 40	41+
DOUBLE PG SPREAD	9,052	8,826	8,600	8,375	8,149	7,920	7,695	7,469	7,243	6,789
FULL PAGE	5,172	5,043	4,915	4,786	4,655	4,526	4,398	4,269	4,138	3,880
1/2 PAGE	3,363	3,280	3,198	3,112	3,029	2,943	2,860	2,778	2,692	2,523
1/3 PAGE	2,692	2,626	2,558	2,492	2,423	2,358	2,289	2,223	2,155	2,020
1/4 PAGE	2,226	2,172	2,118	2,060	2,006	1,949	1,895	1,838	1,783	1,672

- Discounts are applicable on advertisements in Friday magazine only.
- The Agreement must be signed before the first insertion.
- 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.**
- Rates & Discount structures are subject to change from January 2012.
- An agency signing on behalf of the advertiser is responsible for maintaining the commitments stated, inclusive of advertising released by the advertiser directly or through other agencies.
- Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 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		
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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FRIDAY MARKET PLACE SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name											
Tel		Fax		Email							
Address											

PERIOD: FROM 01.____. 2011 to 31.____.____ (Maximum 12 months)

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

Column No.	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1 to 3	4 to 10	11 to 20	21 to 33	34 to 47	48+
Half Page	1,858	1,709	1,635	1,560	1,449	1,263
Quarter Page	1,229	1,132	1,083	1,035	960	838

1. Discounts are applicable on advertisements in Friday magazine only.
2. The Agreement must be signed before the first insertion.
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 2012.
5. An agency signing on behalf of the advertiser is responsible for maintaining the commitments stated, inclusive of advertising released by the advertiser directly or through other agencies.
6. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
7. 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		
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.	

4men SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name											
Tel		Fax		Email							
Address											

PERIOD: FROM 01.____. 2011 to 31.____.____ (Maximum 12 months)

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

COLUMN	1	2	3	4	5
ANNUAL CONTRACT INSERTION/RATE (USD Incl. Colour)	1	2 - 4	5 - 7	8 - 10	11 +
DOUBLE PG SPREAD	6,672	6,418	6,272	6,140	5,923
FULL PAGE	3,758	3,615	3,535	3,458	3,335
1/2 PAGE	2,480	2,386	2,332	2,283	2,203
1/3 PAGE	1,992	1,918	1,875	1,835	1,769

- 1) Discounts are applicable on advertisements in 4men only.
- 2) **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.**
- 3) Rates & Discount structures are subject to change from January 2012.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 5) The Agreement must be signed before the first insertion.
- 6) 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.
- 7) 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		
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.	

4men MARKET PLACE SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name					
Tel		Fax		Email	
Address					

PERIOD: FROM 01.____, 2011 to 31.____,_____ (Maximum 12 months)

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

Column No.	1	2	3	4	5
Size/Insertions (USD Incl. Colour)	1	2 to 4	5 to 7	8 to 10	11 +
Half Page	858	755	703	652	600
Quarter Page	566	500	466	432	398

- 1) Discounts are applicable on advertisements in 4men only.
- 2) **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.**
- 3) Rates & Discount structures are subject to change from January 2012.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 5) The Agreement must be signed before the first insertion.
- 6) 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.
- 7) 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		
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.	

E+ SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name						
Tel		Fax		Email		
Address						

PERIOD: FROM 01.____. 2011 to 31.____.____ (Maximum 12 months)

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

COLUMN	1	2	3	4	5	6
Annual Contract Insertion/Rate (USD Incl. Colour)	1 to 3	4 to 10	11 to 20	21 to 33	34 to 47	48 & above
DPS	3,143	2,892	2,766	2,609	2,452	2,106
Full Page	1,786	1,643	1,572	1,483	1,395	1,198
1/2 Page	1,000	920	880	832	780	672
1/3 Page (vertical)	815	752	718	678	638	546
1/4 Page (vertical)	595	549	526	495	466	400

1. Discounts are applicable on advertisements in E+ only.
2. The Agreement must be signed before the first insertion.
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 2012.
5. An agency signing on behalf of the advertiser is responsible for maintaining the commitments stated, inclusive of advertising released by the advertiser directly or through other agencies.
6. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
7. 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		
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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E+ BANNER SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name						
Tel		Fax		Email		
Address						

PERIOD: FROM 01.____. 2011 to 31.____.____ (Maximum 12 months)

NO. OF INSERTIONS: _____ (Column No. ____)

Column No.	1	2	3
Type (USD Incl. Colour)	No. Of Insertions Per Year		
	1-25	26-40	41+
Banner	272	206	172

- 1) Discounts are applicable on advertisements in E+ only.
- 2) **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.**
- 3) Rates & Discount structures are subject to change from January 2012.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 5) The Agreement must be signed before the first insertion.
- 6) 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.
- 7) 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		
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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E+ MARKET PLACE SERIES DISCOUNT AGREEMENT - 2011

Advertiser Name									
Tel		Fax		Email					
Address									

PERIOD: FROM 01, ____, 2011 to 31, ____, ____ (min. 3 calendar months and max. 12 months)

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

Column No.	1	2	3	4
Size/Insertions (USD Incl. Colour)	1 to 3	4 to 9	10 to 19	20+
Half Page	715	609	558	486
Quarter Page	472	403	369	323
1/8 Page	312	266	246	215

1. Discounts are applicable on advertisements in E+ only.
2. **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.**
3. Rates & Discount structures are subject to change from January 2012.
4. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
5. The Agreement must be signed before the first insertion.
6. 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.
7. 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		
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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E+ ADVERTISING AGREEMENT - 2011

CATEGORY: FILMS

Advertiser Name							
Tel		Fax		Email			
Address							

PERIOD: FROM 01.____. 2011 to 31 .____._____ (min. 3 calendar months and max. 12 months)

EXPENDITURE COMMITMENT : USD _____ P.M. /P.A.

<u>EXPENDITURE (USD)</u>	<u>DISCOUNT</u>
42,858 and above	50%
28,572 to 42,857	45%
21,429 to 28,571	40%
14,286 to 21,428	30%
7,143 to 14,285	25%
No expenditure commitment	20%

<i>Full Display Rates</i>	<i>USD</i>	<i>Full Display Rates</i>	<i>USD</i>
DPS	3,143	One-third Page (Vertical)	815
Full Page	1,786	One-fourth Page (Vertical)	595
Half Page	1,000		

- 1) The above rates are inclusive of colour. Position loadings are extra.
- 2) The above discounts are applicable only for the advertising of Films in E+.
- 3) Expenditure will be taken into account after discount.
- 4) **A Debit Note will be issued at the end of the agreement period, in case the expenditure falls below the contractual level.**
- 5) While the advertiser's expenditure in the other publications of Al Nisr Publishing LLC will be taken into account, the discount will only be applicable in the E+ pages.
- 6) Rates & discount structures are subject to change from January 2012.
- 7) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 8) The Agreement must be signed before the first insertion.
- 9) 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.
- 10) 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		
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.	

CLASSIFIEDS SERIES DISCOUNT AGREEMENT – 2011

CLASSIFICATION: _____

Advertiser Name						
Tel		Fax		Email		
Address						

PERIOD: FROM 01.____. 2011 to 31.____._____ (maximum 12 months)

DISCOUNT: _____%

Type	Rate (USD)
Linage	3/- per line (min. 3 lines)
Semi Display	13.50/- per col. cm (min. 1 col. x 3cm)
Full Display	17.00/- per col. cm (min. 1 col. x 5cm)

No. of Bookings	Discount
4 to 29	20%
30 to 179	30%
180 to 364	40%
365 +	50%

- 1) **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.**
- 2) Rates & Discount structures are subject to change from January 2012.
- 3) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 4) The Agreement must be signed before the first insertion.
- 5) 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.
- 6) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.
- 7) No discounts applicable on Attention Getters.
- 8) A deposit worth the value of one month expenditure or USD 150 (whichever is higher) will be collected.

	For Advertiser/Agency <i>(strike off as appropriate)</i>	For Gulf News
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.	

PROPERTIES/FREEHOLD SERIES DISCOUNT AGREEMENT – 2011

CLASSIFICATION: _____

Advertiser Name							
Tel		Fax		Email			
Address							

PERIOD: FROM 01.____. 2011 to 31.____.____ (maximum 12 months)

DISCOUNT: _____%

Type	Rate (USD)
Linage	3.50/- per line (min. 3 lines)
Semi Display	14.00/- per col. cm (min. 1 col. x 3 cms)
Full Display	<ul style="list-style-type: none"> Properties: 19.50/- per col. cm (min. 1 col x 5 cms) Freehold: 23.00/- per col. cm (min. 3 cols x 15 cms)

No. of Bookings	Discount
4 to 29	20%
30 to 179	30%
180 to 364	40%
365 +	50%

- 1) **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.**
- 2) Rates & Discount structures are subject to change from January 2012.
- 3) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 4) The Agreement must be signed before the first insertion.
- 5) 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.
- 6) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.
- 7) No discounts applicable on Attention Getters.
- 8) A deposit worth the value of one month expenditure or USD 150 (whichever is higher) will be collected.

	For Advertiser/Agency <i>(strike off as appropriate)</i>	For Gulf News
Name of authorised signatory		
Designation		
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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