

# Khaleej Times

khaleejtimes.com

## PLEASE NOTE

Single Any 1 Media Vehicle

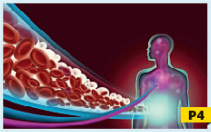
Multiple Any 2 Media Vehicles

Super Any 3 Media Vehicles

Slam 4 or more Media Vehicles

\*All rates in Net (AED)

### NATION



70% diabetics don't consider it serious

### PAKISTAN



2-week IMF bailout talks to begin soon

### INTERNATIONAL



May says will not seek Brexit deal at any cost



Light up to celebrate the Festival of Lights

### 5 THINGS

SCIENCE MEETS FICTION IN THE LATEST ISSUE OF YOUNG TIMES OUT TODAY!



### TRENDING ONLINE



Emirates' Mithal truck rolls out for Diwali

## Ratecard

### KHALEEJ TIMES BASE RATES

	MATRIX	Single	Multiple	Super	Slam
Main Issue	Per Sq CM Rate (Color or B/W)	65	52	46	40
Tender/ Notice/ Obituary Ads	Per Sq CM Rate	24	(Min. size H: 5 cm x W: 10 cm)		

### KHALEEJ TIMES (Color)

Category	Single	Multiple	Super	Slam
Front Page (20 cm x 14.5 cm)	44,550	33,000	26,400	22,000
Front Page (20 cm x 29.32 cm)	91,125	67,500	54,000	45,000
Quarter Page (Inside/other pages)	24,300	18,000	14,400	12,000
Half Page (Inside/other pages)	40,500	30,000	24,000	20,000
Killer Size	44,550	33,000	26,400	22,000
Full Page (Inside/other pages)	48,600	36,000	28,800	24,000
Inside Back Cover	56,700	42,000	33,600	28,000
Page 2	70,875	52,500	42,000	35,000
Outside Back Cover	81,000	60,000	48,000	40,000
Coordinated Ear Panel (Print + Digital)	12,000	9,600	8,400	7,000
Double Page Spread	97,200	72,000	57,600	48,000

### PREMIUM APPLICABLE FOR SPECIFIED POSITIONS

Page 2/3	50% EXTRA
Page 5/7	35% EXTRA
Other specific pages	25% EXTRA

### CITY TIMES

Category	Single	Multiple	Super	Slam
Double Page Spread	25,000	20,000	17,500	12,500
Quarter Page (Inside)	6,912	5,760	4,800	4,000
Half Page (Inside)	10,000	8,000	7,000	5,000
Full Page (Inside)	15,000	12,000	10,500	7,500
Outside Back Cover (Full Page)	25,000	20,000	17,500	12,500
Ear Panel	1,500	1,200	1,000	800
Front Page Strip	10,368	8,640	7,200	6,000
Inside Page Strip	7,776	6,480	5,400	4,500

### DIGITAL (Standard Banners - Cost per 100k impressions)

Category: HOME PAGE	Single	Multiple	Super	Slam
Leaderboard	13,600	10,880	9,520	6,800
Super Leaderboard	16,800	13,440	11,760	8,400
Half Page	16,000	12,800	11,200	8,000
MPU	14,400	11,520	10,080	7,200
Space banner	15,600	12,480	10,920	7,800
Wide Skyscraper	13,600	10,880	9,520	6,800

### CHANNEL SPONSORSHIP, SURVEYS AND MICROSITES

Type	Duration	Single	Multiple	Super	Slam
Survey	Two months	100,000	80,000	70,000	50,000
Native Advertising	Per Week	40,000	32,000	28,000	20,000
Story Sponsorship	Per Week	20,000	16,000	14,000	10,000
Brand (Logo) Sponsorship	Per Month	28,000	22,400	19,600	14,000
Channel sponsorship	Per Month	28,000	22,400	19,600	14,000
Picture Gallery	Per Week	10,000	8,000	7,000	5,000
Microsite with Guidelines	Per Month	120,000	96,000	84,000	60,000

### HOME PAGE TAKE OVER / PER DAY

Type	Duration	Single	Multiple	Super	Slam
Home Page Takeover - Road Block	HPTO perday	120,000	96,000	84,000	60,000
Home Page Takeover - Horizontal	HPTO perday	100,000	80,000	70,000	50,000
Home Page Takeover - Vertical	HPTO perday	72,000	57,600	50,400	36,000
Home Page Take over - Rich Media	HPTO perday	52,000	41,600	36,400	26,000
Home Page Take over - Custom Build Rich Media/Expandable	HPTO perday	100,000	80,000	70,000	50,000

### YOUNG TIMES

Category	Single	Multiple	Super	Slam
Double Page Spread	18,000	14,400	12,600	9,000
Half Page Horizontal	6,550	5,240	4,585	3,275
Full page (Inside)	10,000	8,000	7,000	5,000
Inside Front Cover (Full Page)	12,500	10,000	8,750	6,250
Inside Front Cover spread	22,000	17,600	15,400	11,000
Inside Back Cover (Full Page)	24,000	19,200	16,800	12,000
Outside Back Cover (Full Page)	22,000	17,600	15,400	11,000

### WKND

Category	Single	Multiple	Super	Slam
Double Page Spread	37,000	29,600	25,900	18,500
Half page (Inside)	13,500	10,800	9,450	6,750
Full page (Inside)	20,000	16,000	14,000	10,000
Outside Back Cover (Full Page)	30,000	24,000	21,000	15,000
Inside Front / Back Cover	26,000	20,800	18,200	13,000
Facing IFC (Full Page)	24,000	19,200	16,800	12,000
Facing Content (Full Page)	22,000	17,600	15,400	11,000
Front Cover Gatefold	70,000	56,000	49,000	35,000
Strip Ads	9,500	7,600	6,650	4,750

### DIGITAL (SOCIAL)

Category	Single	Multiple	Super	Slam
Facebook Image Post	4,000	3,200	2,800	2,000
Linkedin	2,000	1,600	1,400	1,000
FB live video	24,000	19,200	16,800	12,000
Facebook Video post	7,500	6,000	5,250	3,750
Instagram Image	2,000	1,600	1,400	1,000
Instagram Video Story	7,500	6,000	5,250	3,750
Sponsored Article	25,000	20,000	17,500	12,500
Sponsored Video production/ Native Video	25,000	20,000	17,500	12,500

### Advertising Terms and Conditions

- ❖ Rates or packages are not available in conjunction with any other offers or discounts.
- ❖ Galadari Printing and Publishing will not be held responsible for any legal action imposed by the regulatory authorities on the advertiser or advertising agency as a consequence of advertising.
- ❖ In the event of non availability of advertising space the advertisement will be re-scheduled on the next available day.
- ❖ Each package or category of rates are applicable to single advertiser or brand only.
- ❖ Placement of advertisement will be as per the schedule for the relevant package indicated in the booking order.
- ❖ Packages booked by Advertising Agency, the agency will sign the booking contract and will be fully responsible to abide by all the terms and conditions.
- ❖ All Rates in Net (currency AED).
- ❖ Any cancellation of a campaign without 7 days prior written notice will result in 50 % of the booking value being charged to the Releasing Agency or Client
- ❖ All advertising will attract 5 % VAT on the net applicable rates.
- ❖ When packaging more than one option from the Digital category offerings, Multiple/ Super/ Slam rates to apply.
- ❖ Special offer- Slam Rates will be applicable
  - Digital (Social) - Any 3 + Khaleej Times
  - Wknd Magazine + Khaleej Times (Friday or Saturday)