<u>2020</u>

CAPS DIRECT

Print Run (copies)	20,000			
Size	A4			
Paper Quality	80 gsm			

CASUAL RATES

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)
Inside & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)		
Full Page	1,590	1,890	1,800	1,680	FP	204 x 281
Half Page (Hor)	810	990	916	856	HPHN	204 x 139
Quarter Page (Reg)	450	540	510	480	QPR	100.5 x 139
Front Page	Rate (USD)					
Front Full Page	2,400	-	-	-	FFP	204 x 234
Front Half Page	1,050	-	-	-	FHPH	204 x 115.5
Quarter Page (Reg)	600	-	-	-	FQPR	100.5 x 115.5

Discount on no. of bookings:

3 - 4	5+
15%	25%

@ 10% agency discount applicable.

Pricing includes VAT.



CAPS DIRECT (20,000 copies) SERIES DISCOUNT AGREEMENT – 2020

Email

Advertiser Name

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

By

Tel

Fax

Address							
PERIOD:	FROM 01	2020 to	31	_ (Maximum	12 months)		
NO. OF INS	ERTIONS:						
USD per insertion Inside		Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensio (W x H in mm)
Inside 8	Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)		
Full Page		1,590	1,890	1,800	1,680	FP	204 x 281
Half Page (Hor)	810	990	916	856	HPHN	204 x 139
Quarter Pa	ge (Reg)	450	540	510	480	QPR	100.5 x 139
Fro	ont Page	Rate (USD))		•		
Front Full F	Page	2,400	-	-	-	FFP	204 x 234
Front Half F	Page	1,050	-	-	-	FHPH	204 x 115.5
Quarter Pa	ge (Reg)	600	-	-	-	FQPR	100.5 x 115.5
Discount on	no. of bookings :	1	_				
	3 - 4	5+					
15% 25							
 2) Discount 3) A Debit booking 4) Rates & 5) Payment 6) The Agra 7) An Agen released 8) Any revi 	S. Discount structures Terms: Prepayment element must be sign cy, signing on beha by the advertiser dir sion in the terms of	are subject to of t. Credit, if appeal of the advert rectly or throug the Agreement ce of advertises	change from Janua proved, will be for first insertion. iser, is responsible th other agencies. will be mutually ments, which form	ary 2021. maximum 30 d e for maintainin agreed to by bo ns part of this A	ays from the dat g the commitme th the parties in greement, have	e of invoice. Ints stated above, writing. been read, fully u	the committed level of inclusive of advertisement anderstood and agreed.
N C		For	Advertiser/Agency	y <u>(strike off as ap</u>	propriate) For	Al Nisr Publishing	g LLC
Designation	thorised signatory						
Signature							
Date							
Agency Nar	ne (If Signing Auth	hority):					
Seal/Stamp							
Contact for p	ayment:						
Name			Designation			Tel	

Date

<u>2020</u>

CAPS DIRECT

Print Run (copies)	40,000
Size	A4
Paper Quality	80 gsm

CASUAL RATES

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)
Inside & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)		
Full Page	2,190	2,670	2,550	2,430	FP	204 x 281
Half Page (Hor)	1,140	1,410	1,320	1,230	HPHN	204 x 139
Quarter Page (Reg)	630	750	720	690	QPR	100.5 x 139
Front Page	Rate (USD)					
Front Full Page	3,900	-	-	-	FFP	204 x 234
Front Half Page	1,800	-	-	-	FHPH	204 x 115.5
Quarter Page (Reg)	900	-	-	-	FQPR	100.5 x 115.5

Discount on no. of bookings:

3 - 4	5+
15%	25%

@ 10% agency discount applicable.

Pricing includes VAT.



CAPS DIRECT (40,000 copies) SERIES DISCOUNT AGREEMENT - 2020

Adve	rtiser Name							
Tel		Fax		Email			•	
Addre	ess	-	<u> </u>	<u> </u>				
PERIOD	FROM 01.	2020 to 3	1	(Maximum	12 months)			
US	D per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code		cal Dimension x H in mm)
Insid	de & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)			
Full Pag	ge	2,190	2,670	2,550	2,430	FP	2	.04 x 281
Half Pa	ige (Hor)	1,140	1,410	1,320	1,230	HPHN	2	.04 x 139

720

690

QPR

FFP

FHPH

FQPR

100.5 x 139

204 x 234

204 x 115.5

100.5 x 115.5

			_		
Discount	on	no.	of	bookings	:

Front Page

Quarter Page (Reg)

Front Full Page

Front Half Page

Quarter Page (Reg)

3 - 4	5+
15%	25%

- 1) Pricing includes VAT.
- 2) Discounts are applicable on advertisements in CAPS DIRECT only.

630

Rate (USD)

3,900

1,800

900

- 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 2021.
- 5) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.

750

- 6) The Agreement must be signed before the first insertion.
- 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.
- 8) Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
- 9) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

	For Advertiser/Agency (strike off as appropriate)	For Al Nisr Publishing LLC
Name of authorised signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority):		
Seal/Stamp		
Contact for payment:		-
Name	Designation	Tel

Name		Designation	1 61	
Details of e	ntry in system (For Al Nisr only):			
Ву		Date	No.	

<u>2020</u>

CAPS DIRECT

Print Run (copies)	75,000
Size	A4
Paper Quality	80 gsm

CASUAL RATES

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)
Inside & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)		
Full Page	4,500	5,400	5,100	4,800	FP	204 x 281
Half Page (Hor)	2,310	2,790	2,610	2,476	HPHN	204 x 139
Quarter Page (Reg)	1,230	1,500	1,410	1,350	QPR	100.5 x 139
Front Page	Rate (USD)					
Front Full Page	5,850	-	-	-	FFP	204 x 234
Front Half Page	3,000	-	-	-	FHPH	204 x 115.5
Quarter Page (Reg)	1,650	-	-	-	FQPR	100.5 x 115.5

Discount on no. of bookings:

3 - 4	5+				
15%	25%				

@ 10% agency discount applicable.

Pricing includes VAT.



CAPS DIRECT (75,000 copies) SERIES DISCOUNT AGREEMENT - 2020

Adve	Advertiser Name										
Tel]	Fax		Email						
Addr	ess										
PERIOD) :	FROM 01	202	0 to 31	(Maxim	um 12 months	s)				
NO. OF	INSE	RTIONS:		_							

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)
Inside & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)		
Full Page	4,500	5,400	5,100	4,800	FP	204 x 281
Half Page (Hor)	2,310	2,790	2,610	2,476	HPHN	204 x 139
Quarter Page (Reg)	1,230	1,500	1,410	1,350	QPR	100.5 x 139
Front Page	Rate (USD)					
Front Full Page	5,850	-	-	-	FFP	204 x 234
Front Half Page	3,000	-	-	-	FHPH	204 x 115.5
Quarter Page (Reg)	1,650	-	-	-	FQPR	100.5 x 115.5

Discount on no. of bookings:

3 - 4	5+			
15%	25%			

- 1) Pricing includes VAT.
- 2) Discounts are applicable on advertisements in CAPS DIRECT 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) Rates & Discount structures are subject to change from January 2021.
- 5) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 6) The Agreement must be signed before the first insertion.
- 7) 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.
- 8) Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
- 9) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

	For Advertiser/Agency (strike off as appropriate)	For Al Nisr Publishing LLC
Name of authorised signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority):		
Seal/Stamp		

Contact for payment:

Name		Designation	Tel	
Details of e	ntry in system (For Al Nisr only):			
Ву		Date	 No.	