

Friday Agreement - 2020

Advertiser Name									
Tel		Fax		Email					
Mobile		Address							

PERIOD: FROM 01.____. 2020 to 31.____.____ (Maximum 12 months)

NO. OF INSERTIONS: _____

Size	Gross Rate (USD)	Negotiated Rate (USD)
Gatefold	26,940	
Double Page Spread	10,800	
Full Page	6,150	
Half Page	4,050	
1/3 rd Strip Page	3,210	
1/4 th Strip Page	2,640	
Recipe Page (4 panels in a page)	2,670	
Strip Panel (194mm x 60mm)	1,720	
Strip Panel (194mm x 30mm)	1,290	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Friday 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. The expenditure in Friday will be included in the commitment fulfilment for Gulf News Value-ad contract.
5. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
6. Payment Discounts: Not applicable.
7. The Agreement must be signed before the first insertion.
8. 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.
9. Pricing and other terms & conditions are subject to change from January 2021.
10. Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
11. 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 Al Nisr Publishing LLC
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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2020

FRIDAY

All Rates inclusive of Colour

General Display

Size	USD
Gatefold	26,940
Double Page Spread	10,800
Full Page	6,150
Half Page	4,050
1/3 Page	3,210
Quarter Page	2,640
Recipe Page (4 panels in a page)	2,670
Strip Panel (194mm x 60mm)	1,720
Strip Panel (194mm x 30mm)	1,290

General Display Position Loadings

Outside Back Cover	100%
Inside Front Cover	90%
Inside Back Cover	85%
Page Facing Contents Page	75%
Specified Page / Section	60%
Right Hand Page	45%
Advertorial / Photo shoot surcharge	50% of FP

Pricing includes VAT.

2020

DIGITAL - FRIDAY

NEW AD FORMATS

Ad Formats Across Devices	USD
Social Media	Price upon request
Rich Media formats (overlay, expandables)	Price upon request
In-read video ads	Price upon request
Native ads - infeed	Price upon request
Sponsored Content/week	Price upon request

TENANCY

Ad Formats	USD			
Apps				
Email blasts (per 1000 emails)	170			
Display				
Position (Right Hand & Top of Page Premium)	7 days	14 days	21 days	30 days
Home Page	3,000	4,500	6,600	8,400
Channel Index Page + all pages in same channel	4,200	6,600	9,600	12,300

Pricing includes VAT.