

2020

VALUE AD (US Dollars)
(incl Colour)

Col No.	1	2	3	4	5	6	7	8
Expenditure in Gulf News package	Up to USD 7,580	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
DPS	31,300	29,738	28,172	26,606	25,040	23,478	20,346	17,218
Half DPS	21,463	20,392	19,318	18,246	17,172	16,098	13,952	11,806
Full Pg	17,886	16,992	16,098	15,203	14,309	13,415	11,626	9,838
4 col x 3M	13,415	12,746	12,075	11,403	10,732	10,063	8,720	7,380
Quarter Pg DPS	12,492	11,869	11,243	10,620	9,995	9,369	8,120	6,872
Half Pg (Hor/Ver)	11,806	11,218	10,626	10,038	9,446	8,855	7,675	6,495
3 col x 3M	8,232	7,820	7,409	6,998	6,586	6,175	5,352	4,529
6 col x 1.5M (Front Pg only)	8,232	7,820	7,409	6,998	6,586	6,175	5,352	4,529
4 col x 2M; 2 col x 4M	7,338	6,972	6,606	6,238	5,872	5,503	4,772	4,038
Qtr Pg (Reg) 3 col x 2M; Qtr Pg (Hor) 6 col x 1M; 2 col x 3M	5,903	5,609	5,315	5,020	4,723	4,429	3,838	3,249
3 col x 1.5M (Main Front Pg & Bus. Front Pg only)	4,140	3,935	3,729	3,520	3,315	3,106	2,692	2,278
2 col x 2M; 4 col x 1M	3,578	3,400	3,220	3,043	2,863	2,683	2,326	1,969
3 col x 1M	2,689	2,555	2,420	2,286	2,152	2,018	1,749	1,480
2 col x 1M	1,832	1,740	1,649	1,558	1,466	1,375	1,192	1,009

Column Widths:

1 col = 45mm; 2 col = 95mm; 3 col = 145mm; 4 col = 195mm; 5 col = 245mm; 6 col = 295mm

Height of Ad sizes:

0.5M = 45.86mm; 1M = 98.78mm; 1.5M = 151.7mm; 2M = 204.61mm; 3M = 310.47mm; 4M = 416.31mm

Pricing includes VAT.

2020

ROP BERLINER - LOADINGS

	USD
Main Front Page Position Loading (bottom centre - 3 col x 1.5M)	9,000
Main Front Page Position Loading (bottom right)	6,000
Other Sections: Front Page Position Loading	3,429

GNP Loading

Size	%
2 col x 1M to 3 col x 1M	75%
2 col x 2M / 4col x 1M to 3 col x 3M / 6 col x 1.5M	50%
Half Pg +	25%

Position Loadings *

Position	%
All Sections: Page 2, 3, 5, 7, Back Page	100%
Page 4, 6, 8, 9, 11, 13, Centrespread & Inside Back Pg	70%
Page 10, 12, 15, Business / Sports Pg 2, 3	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	50%
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NOTES ON FRONT/BACK PAGE BOOKINGS:

- 1) Main Front Page - only 3 col x 1.5M or 6 col x 1.5M size allowed.
- 2) Business Front Page - only Half Pg (Hor) or Quarter Pg (Reg/Hor) or 3 col x 1.5M or 6 col x 1.5M size allowed.
- 3) Sports Front Page - only Half Pg (Hor) or Quarter Pg (Hor) or 6 col x 1.5M size allowed.
- 4) All bookings will be firm bookings.
- 5) Cancellations will be allowed only for bonafide reasons, but not later than 15 days prior to release date.
- 6) Bookings will be for pre-specified clients only.

Pricing includes VAT.

2020

GULF NEWS SPECIAL SHAPES

(Refer attached doc for shapes)

Special Shape Ref No.	USD Incl. Colour
S019	Full Page + 12%
S020	Full Page + 12%
S021	Full Page + 16%
S022	Full Page + 16%
S023	Full Page + 15%
S024	Full Page + 15%
S025	Full Page + 18%
S026	Full Page + 18%
S032	DPS + 18%
S031	DPS + 18%
S054	DPS + 18%
S055	DPS + 20%
S009	DPS + 24%
S018	DPS + 32%
S001	Full Page + 12%
S002	Full Page + 16%
S071	Full Page + 10%
S072	Full Page + 14%
S036	DPS + 24%
S041	DPS + 24%
S070	DPS + 24%
S045	DPS + 28%

In addition, Loadings as applicable.

Pricing includes VAT.

2020

TABLOID / WEEKEND TABLOID
(incl Colour)

Col No.	1	2	3	4	5	6	7	8
Expenditure in Gulf News package	Up to USD 7,580	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
DPS	6,155	5,909	5,632	5,449	5,295	5,203	5,080	4,740
Full Pg	3,078	2,955	2,818	2,726	2,649	2,603	2,540	2,372
Half Pg (Hor/Ver)	2,158	2,072	1,975	1,912	1,858	1,823	1,780	1,663
Vertical Panel (2 cols) Solus	1,923	1,849	1,760	1,703	1,655	1,626	1,589	1,483
Quarter Pg (Hor)	1,298	1,246	1,189	1,149	1,118	1,098	1,072	1,000
Front Pg Banner: height 43 mm	1,443	1,386	1,323	1,278	1,243	1,220	1,192	1,112
Front Pg Banner: height 28.2 mm	1,146	1,100	1,049	1,015	986	969	946	883
1/2 Vertical Panel (2 cols)	1,006	966	923	892	866	852	832	778

POSITION LOADINGS

Back Page	100%
Page 2 & 3	80%
Page 5, 7, 9, 11, 13	50%
Page 4, 6, 8, Centrespread, Inside Back Page	40%
Specified	30%

Pricing includes VAT.

2020

GULF NEWS FRONT PAGE SKYBOX PANEL

Col No.	1	2	3	4
Size/Insertions (USD Incl. Colour)	1 - 10	11 - 25	26 - 51	52+
GN Main Front Page Skybox Panel (6 col x 15 mm)	2,591	2,476	2,206	1,786

GULF NEWS BUSINESS SKYBOX PANEL

Col No.	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1 - 10	11 - 25	26 - 51	52 - 99	100 - 249	250+
GN Business Opening Page Skybox Panel (6 col x 10 mm)	1,020	863	715	632	580	500

GULF NEWS BUSINESS FLOATING PANEL

Col No.	1	2	3	4
Size/Insertions (USD Incl. Colour)	1 - 20	21 - 40	41 - 60	61+
GN Business Inside Page Floating Panel (45 mm x 45 mm)	900	826	750	690

TABLOID / WEEKEND TABLOID PANEL

Col No.	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1 - 10	11 - 20	21 - 30	31 - 50	51 - 100	101+
Front Page Panel (60 mm x 60 mm)	600	540	480	438	406	378

Pricing includes VAT.

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 - 2020

Advertiser Name							
Tel				Fax			
Address							

Expenditure Commitment in GN Package (USD)	Up to USD	7,581 to 15,000	15,001 to 45,000	45,001 to 75,000	75,001 to 150,000	150,001 to 300,000	300,001 to 900,000	900,001 Plus
Col No.	1	2	3	4	5	6	7	8

Expenditure Commitment: USD to USD

Column No.: ____

Valuead Period : From 01.____. 2020 to 31.12. 2020

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

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

By	Date	No.
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PANELS SERIES DISCOUNT AGREEMENT - 2020

Advertiser Name											
Tel				Fax							
Address											

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

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

Publication					
Position					
Panel Name					
Panel size	Width (mm)			Height (mm)	

COLUMN	1	2	3	4	5	6
No. of Insertions						
Rate per Insertion (USD incl Colour)						

1. **Pricing includes VAT.**
2. Discounts are applicable on the above advertisements 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, 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 <i>(strike off as appropriate)</i>	For Al Nisr Publishing LLC
Name of authorised signatory		
Designation		
Email of signatory		
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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