



AL NISR PUBLISHING LLC
Paid-up capital AED 15 Million

InsideOut 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	27,630	
Double Spread	9,210	
Full Page	4,800	
Half Page	1,800	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in InsideOut 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 InsideOut will not 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

INSIDEOUT

All Rates inclusive of Colour

General Display

Size	USD
Gatefold	27,630
Double Page Spread	9,210
Full Page	4,800
Half Page	1,800

General Display Position Loadings

Outside Back Cover	100%
IFC DPS	125%
Inside Back Cover	50%
Facing Contents Page	50%
Specified Section / Page	25%
Right Hand Page	25%
Advertorials/photoshoots	50%
Product placements	25% of FP

Pricing includes VAT.

2020

DIGITAL - INSIDEOUT

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	1,200	2,100	2,700	3,600
Channel Index Page + all pages in same channel	1,800	2,700	3,600	4,800

Pricing includes VAT.