



AL NISR PUBLISHING LLC
Paid-up capital AED 15 Million

Wheels 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	15,680	
Double Spread	2,970	
Full Page	1,830	
Half Page Horizontal	1,130	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Wheels 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 Wheels 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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AL NISR PUBLISHING LLC
Paid-up capital AED 15 Million

Wheels Buyers Guide 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)
Buyers Guide Quarter Page	590	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Wheels 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 Wheels 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.
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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.
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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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AL NISR PUBLISHING LLC
Paid-up capital AED 15 Million

Wheels Deals 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)
Double Page Spread	1,800	
Full Page	1,020	
Half Page (H/V)	570	
Quarter Page (H/V)	300	
Banner	240	
1/8 th Page	200	
1/16 th Page	140	
Ear Panel	90	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Wheels 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 Wheels 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.
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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

WHEELS

All Rates inclusive of Colour

General Display

Size	USD
Gatefold	15,680
Double Page Spread	2,970
Full Page	1,830
Half Page (horizontal)	1,130

General Display Position Loadings

Position	%
Outside Back Cover	100%
Inside Front Cover	75%
Inside Back Cover	65%
Specified Section / Page	45%
Advertorial/photo shoot surcharge	50%

Buyers Guide

Size	USD
Buyers Guide Quarter Page	590

Wheels Deals

Size	USD
Double Page Spread	1,800
Full Page	1,020
Half Page (H/V)	570
Quarter Page (H/V)	300
Banner	240
1/8 Page	200
1/16 Page	140
Ear Panel	90

Pricing includes VAT.

2020

DIGITAL - WHEELS

Rates in USD

Position	Duration			
	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

Position	Sizes
Home Page	300 x 250
Channel Index Page + all pages in same channel	300 x 250; 970 x 250; 970 x 90; 728 x 90

Email blasts	170	per 1,000 emails
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Pricing includes VAT.