

2025

GULF NEWS RATES - AED

Col No.	1	2	3	4
Ad Series Commitment (Symmetrical Sizes Only)	Up to 1 - 5 Insertions	Up to 6 - 11 Insertions	Up to 12 - 17 Insertions	18+ Insertions
FRONT PAGES				
3 col x 1.5M (Main Front Pg & Bus. Front Pg only)	17,400	15,700	14,100	12,700
6 col x 1.5M (Front Pg only)	24,500	22,000	19,800	17,800
Qtr Pg Reg (Front Pg only)	20,500	18,400	16,600	14,900
Half Pg (Hor) (Front Pg only)	30,600	27,500	24,800	22,300
1 col x 159 mm (Front Pg only)	5,000	4,500	4,100	3,700
2 col x 159 mm (Front Pg only)	10,000	9,000	8,100	7,300
2 col x 374 mm (Front Pg only)	20,000	18,000	16,500	14,600
INSIDE PAGES				
DPS	61,000	54,900	49,500	44,500
Half DPS	42,000	37,800	34,100	30,700
Full Pg	35,000	31,500	28,400	25,600
4 col x 3M	26,000	23,400	21,100	19,000
Quarter Pg DPS	24,000	21,600	19,500	17,500
Half Pg (Hor/Ver)	23,000	20,700	18,700	16,800
3 col x 3M	16,000	14,400	13,000	11,700
4 col x 2M; 2 col x 4M	14,000	12,600	11,400	10,300
Qtr Pg (Reg) 3 col x 2M; Qtr Pg (Hor) 6 col x 1M; 2 col x 3M	11,000	9,900	9,000	8,100
2 col x 2M; 4 col x 1M	7,000	6,300	5,700	5,200
3 col x 1M	5,000	4,500	4,100	3,700
2 col x 1M	3,000	2,700	2,500	2,200

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.

2025

GULF NEWS - LOADINGS

<u>Position Loadings inclusive of GNP Loading*</u>	
Position	%
*Page 2, 7, 9, *Back Page	50%
Page 3, 4, 5, 6, *Inside Back Pg	30%
Center spread page, RHP, PSP	25%

NOTES ON FRONT/BACK PAGE BOOKINGS:

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

Pricing includes VAT.

2025

GULF NEWS SPECIAL AD SHAPES

Special Shape Ref No.	AED Incl. Colour
S019	Full Page
S020	Full Page
S021	Full Page
S022	Full Page
S023	Full Page
S024	Full Page
S025	Full Page
S026	Full Page
S032	DPS
S031	DPS
S054	DPS
S055	DPS
S009	DPS
S018	DPS
S001	Full Page
S002	Full Page
S071	Full Page
S072	Full Page
S036	DPS
S041	DPS
S070	DPS
S045	DPS

In addition, Page Loadings as applicable.

Ad shapes to be shared upon request.

Pricing includes VAT.

2 0 2 5

GULF NEWS FRONT PAGE SKYBOX PANEL

Col No.	1	2	3	4	5
Size/Insertions (AED Incl. Colour)	1 - 10	11 - 25	26 - 51	52+	100+
GN Main Front Page Skybox Panel (6 col x 15 mm)	5,000	4,500	4,100	3,700	3,300
Ear Panel - 45 mm x 38 mm	3,000	2,700	2,500	2,200	2,000

GULF NEWS FLOATING PANEL

Col No.	1	2	3	4
Size/Insertions (AED Incl. Colour)	1 - 20	21 - 40	41 - 60	61+
GN Inside Page Floating Panel (45 mm x 45 mm)	2,200	2,000	1,800	1,700

Pricing includes VAT.

PANELS SERIES DISCOUNT AGREEMENT - 2025

Advertiser Name										
Tel		Fax								
P.O. Box			Emirate							

PERIOD: FROM 01.____. 2025 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
No. of Insertions					
Rate per Insertion (AED 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 2026.
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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SERIES AGREEMENT - 2025

Advertiser Name									
Tel		Fax							
P.O. Box			Emirate						

Series Commitment in GN Package (AED)	Up to 1 - 5 Insertions	Up to 6 - 11 Insertions	Up to 12 - 17 Insertions	18+ Insertions
Col No.	1	2	3	4
Rate per Insertion (AED incl. Colour)				

Ad Size	Width (mm)		Height (mm)	
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No. of Insertions: _____ (Column No. _____)

Commitment Period: From 01.____. 2025 to 31.12. 2025

	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 SERIES 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. Series Commitment means number of ads committed by the advertiser in the Gulf News package during the Agreement period.
6. If the advertiser has a Gulf News Classifieds Exclusive Agreement during the contract period:
 - a. The advertiser must advertise exclusively in the publications of Al Nisr Group.
 - b. In the case of advertising in web sites, the advertiser undertakes not to advertise in the web sites of UAE-based publishing houses or its subsidiary/associate companies (other than that of Al Nisr Publishing LLC and its subsidiary/associate companies).
7. Series Commitment must be fulfilled to be eligible for the applicable discount rate as indicated above.
8. **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.**
9. 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.
10. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
11. Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
12. The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.
13. The Agreement is applicable only for the UAE.

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

By		Date		No.	
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