



## BANNERS AND RICH MEDIA

Channels			
Ad Formats	Run Of Site	Homepage	Business / Tech
<b>Desktop &amp; Mobile</b>			
CPM Rates (USD)			
Display Formats	24.15	27.3	29.4
Native Formats	18.9	21	23.1
Rich Media Formats	31.50	38.85	47.25
Out stream Video Format (in-read)	22.05	N/A	24.15
Immersive Skin	33.6	38.85	47.25
Prelude Video	33.6	38.85	47.25
Masthead Video	33.6	38.85	47.25
Immersive Widget	36.75	36.75	36.75

Other Digital Products	
	CPM Rates (USD)
Emailers	105

## SPONSORSHIP AND TAKEOVERS

Channel Takeovers	
1 Day Takeover (24 hours)	
All Devices	Fixed Rates (USD)
Homepage	19,950
Business	8,400
Other sections	6,300
<i>* Also available on weekly and monthly duration.</i>	

Static Sponsor Logo	
Monthly	
All Devices	Fixed Rates (USD)
Business	6,300
Other sections	3,150
<i>* Also available on weekly duration.</i>	

Landing Page - Takeover	
Weekly	
All Devices	Fixed Rates (USD)
Business	8,400
Other sections	6,300
<i>* Also available on monthly duration.</i>	

LIVE Stream	
1 Day	
	Fixed Rate (USD)
Homepage	14,700

Newsletter Sponsor		
	Weekly	Monthly
All Devices	Fixed Rate (USD)	
Homepage	1,050	3,150

Ear Panels	
Weekly	
	Fixed Rate (USD)
Homepage	2,100

### Terms & Conditions

- ★ All rates mentioned are gross rates in USD
- ★ Pricing includes VAT
- ★ Payment Terms: Prepayment
- ★ No pre-payment discount applicable
- ★ Minimum booking: 100,000 impressions
- ★ All bookings & positions are subject to availability
- ★ Creatives should be submitted minimum 7 working days in advance
- ★ Material guidelines available on our online media kit
- ★ Campaign report will be based on that provided by Gulf News
- ★ This rate card is subject to change without prior notice

## SOCIAL MEDIA AND OTHER DIGITAL PRODUCTS

Facebook	
gulfnews.com	Fixed Rates (USD)
Sponsored Picture and Video Post	1,050
Carousel Ad	1260
Story	892.50
Live Stream	1,890
Competition	840

Instagram	
gulfnews.com	Fixed Rates (USD)
Picture and Video Post	630
Carousel Ad	840
Story	682.50
Live Stream	1,600
Collaboration Post	1,050
Competition Post	630

LinkedIn	
gulfnews.com	Fixed Rates (USD)
Picture Post	420
Video Post	420
Carousel Post	420

Twitter	
gulfnews.com	Fixed Rates (USD)
Picture Post	472.50
Video Post	472.50
Carousel Post	472.50

BEST BUYS	
No. Of Slots	Fixed Rates (USD)
24	1,716.75
25-48	1,430.10
49-72	1,144.50

### Disclaimer

- ★ Best Buys to be offered to clients based on bulk spends along with API integration with client website
- ★ 1 slot/article on the home page within the module to incorporate 5 – 7 products with link of product page on advertiser's site where users can buy the listed product
- ★ Minimum buy requirement is a must
- ★ Slot on the home page for 1-2 days
- ★ Article will always remain on the site

Miscellaneous			
Ad Formats	Run Of Site	Homepage	Business / Tech
<b>Desktop &amp; Mobile</b>	<b>CPM Rates (USD)</b>		
Performance Campaigns	Please contact Sales manager for the rates		
UV Slider Campaigns	42	N/A	N/A
Impulse (In-image) Campaigns	15.75	N/A	N/A
Podcast Campaigns	Please contact Sales manager for the rates		
Audience (DMP) buy Campaigns	Please contact Sales manager for the rates		
Programmatic Campaigns	Please contact Sales manager for the rates		

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