

**Direct Marketing Rate Card - 2021**

**RATES**

## **We'll get it out there.**

Gulf News, Al Nisr Distribution LLC offers a range of media innovations to reach your targeted group.

At Al Nisr Distribution, we'll make the most of your direct marketing campaign .



# INTRO

FROM PROVEN TECHNIQUES TO ENDLESS POSSIBILITIES

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**BRANDED  
POLY - BAGGING**



**FRONT PAGE STICKER**



# KEY FEATURES

- Gain maximum visibility
- Reach a broad or a specific targeted audience
- Create and build brand awareness
- Carry out promotions effectively
- Get your message across directly
- Fully automated insertions

## Terms & Conditions:

- Pricing includes VAT.
- Minimum Distribution Qty : 5,000.
- A cancellation charge amounting to 50% of the value of the booking will be levied unless the cancellation is received more than 15 days prior to the scheduled distribution date.
- No delays or failure of performance shall constitute default or give rise to any claim for damages or compensation if and to the extent caused by Force Majeure and includes any other physical or mechanical calamity beyond the control of Al Nisr Distribution LLC.
- A surcharge of 25% would be applicable for any special operation not listed in the Rate card.
- Material must be sent to us 2 working days prior to the operation.
- Any Insert bigger than the Gulf News Tabloid size will have to be folded to this size.
- An additional USD 0.10 per insert will be charged for every Door Drop distribution.
- Door Drop distribution is a flat rate regardless of the number of pages.
- Printed Polybag Rates include manufacturing costs (applicable for 4 colors only) & distribution of booklets (upto 48 pgs). A surcharge will be applicable for additional colours.
- 2 Weeks lead time required for Polybagging; Sticky notes inclusive of production & distribution.
- Any revision in the terms will be mutually agreed to by both the parties in writing.
- Up to 1% casualty rate is possible; No Pre Payment discount applicable.
- Envelope can have booklet, insert or sample inside.
- Polybagging can be with booklet, insert or sample inside.
- Al Nisr Distribution LLC reserve the right to refuse or cancel or alter any distribution without providing any prior notification or reason to do so. While every care is taken in compiling the jobs, neither Al Nisr Distribution LLC nor its agents accept responsibility for any inaccuracies or omissions or for any consequences arising from the distribution of any job or for any loss or damage to any material submitted.
- The customer agrees to indemnify Al Nisr Distribution LLC against any damages, losses or claims by third parties arising from any job. All jobs must comply with all government and other statutory regulations and stipulations and is solely the responsibility of the customers 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 Distribution 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 jobs cancelled beyond these deadlines.

# BELLY BAND

**Sunday**  
**GULF NEWS**  
 Underwoods are back  
 Putin vows to punish  
 India focus  
 VALUE SO EPIC YOU'LL NAME YOUR NEXT CHILD TOUREG.  
 The new Toureg from AED 174,900.

**Wednesday**  
**GULF NEWS**  
 UAE jets bomb Daesh targets  
 Kejriwal party in Delhi clean sweep  
**THE HSBC SALE**  
 16 Jan - 28 Feb, 2011  
 THE FIRST EVER HSBC SALE. MAKE THE MOST OF IT.  
 Call: 800 7010 Visit: www.hsbc.ae/sale  
 HSBC The world's local bank

# ENVELOPE

**Friday**  
**GULF NEWS**  
 China orders inquiry into deadly Shanghai stampede  
 Bollywood beckons  
 PUSH YOUR LIMITS  
 TOYOTA  
 TRD  
 PUSH YOUR LIMITS  
 With over 100 years of racing experience, Toyota TRD has mastered the art of speed and design, pushing the limits of performance. That's why you can see a Toyota TRD car on the track every day. Now you can see a Toyota TRD car on the road every day. The new TRD is here to push your limits.

# BOOKLET DISTRIBUTION

# FLYER DISTRIBUTION



# SAMPLING




**Average qualified daily circulation**

**77,781**  
(Saturday to Thursday)

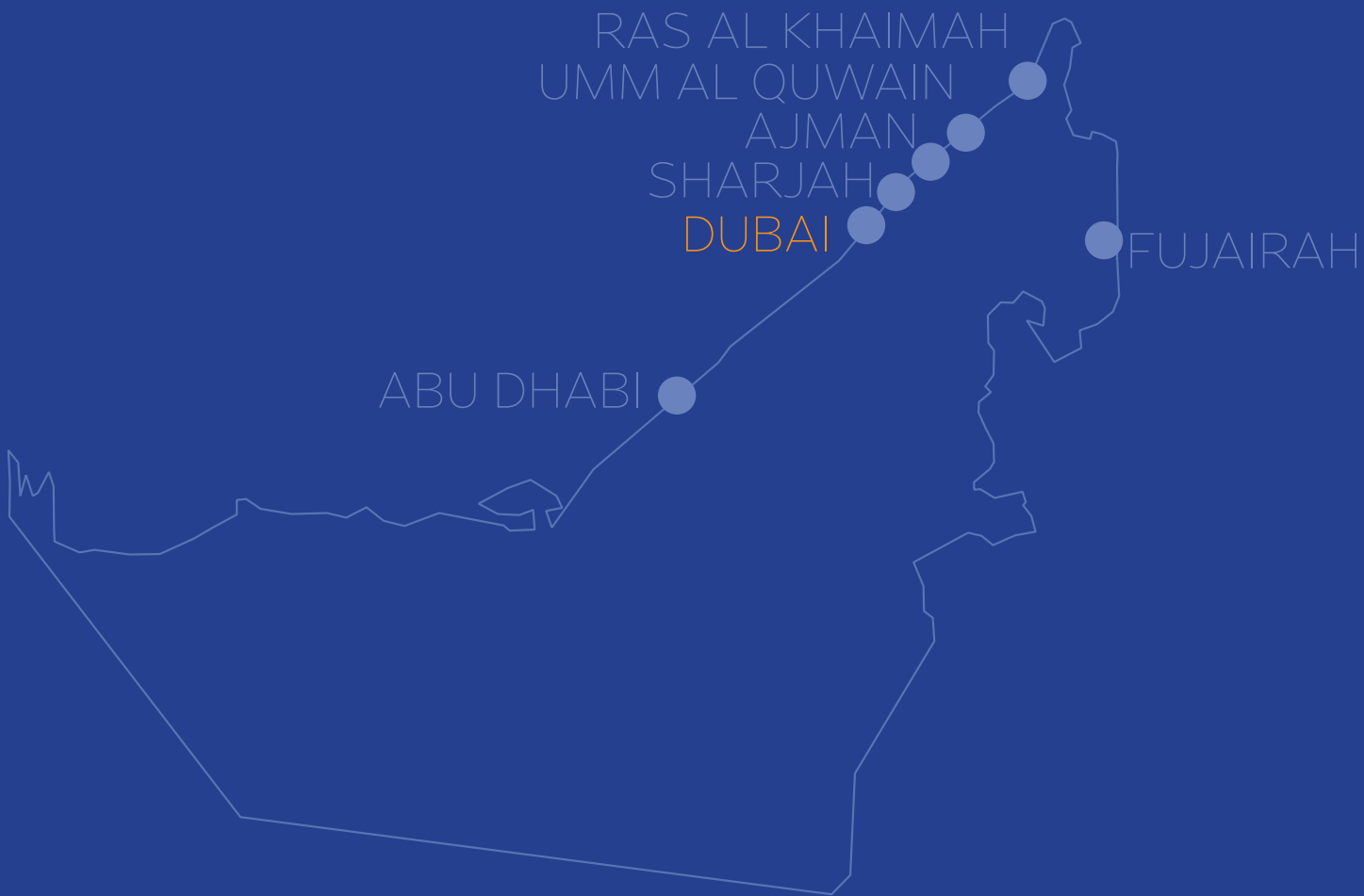
**77,326**  
(Friday)

For 6 month period ended Dec 2018.

**www.bpaww.com**



TYPE OF DIRECT MARKETING ACTIVITY	CATEGORY	RATES PER UNIT (USD)		
		Up to 40,000 units	40,001 to 60,000 units	60,001 plus units
<b>I. LOOSE INSERTS WITH GULF NEWS</b>				
Single Sheet upto A3	Inserts	0.22	0.20	0.18
Single Sheet upto A2	Inserts	0.25	0.23	0.22
Up to 4 Pages (Max. Size A3)	Inserts	0.31	0.28	0.27
Up to 4 Pages (Max. Size A2)	Inserts	0.34	0.30	0.29
Up to 8 pages (Max Size A3)	Inserts	0.37	0.34	0.32
Up to 12 pages (Max Size A3)	Inserts	0.41	0.37	0.35
Up to 16 Pages (Max. Size A3)	Inserts	0.46	0.42	0.39
Up to 24 Pages (Max. Size A3)	Inserts	0.50	0.45	0.40
Up to 32 pages (Max Size A3)	Inserts	0.56	0.50	0.47
Up to 48 pages (Max Size A3)	Inserts	0.63	0.57	0.54
Up to 60 pages (Max Size A3)	Inserts	0.70	0.63	0.60
Up to 80 pages (Max Size A3)	Inserts	0.77	0.69	0.65
Up to 100 pages (Max Size A3)	Inserts	0.80	0.72	0.68
Up to 120 pages (Max Size A3)	Inserts	0.84	0.76	0.72
<b>II. OTHER OPPORTUNITIES WITH GULF NEWS</b>				
Bookmark with Magazine	Others	0.49	0.44	0.42
Glueing of Device - Gulf News / Magazine	Others	0.59	0.53	0.50
Belly Band	Belly Band	0.50	0.45	0.43
Belly Band for Magazine	Belly Band	0.37	0.33	0.31
Front Page Sticky Note 7.6 cm (w) x 7.6 cm (h)	Stickers	0.40	0.22	0.20
Front Page Sticky Note 13.1 cm (w) x 7.2 cm (h)	Stickers	0.42	0.25	0.23
Front Page Sticky Note 15.0 cm (w) x 8.0 cm (h)	Stickers	0.42	0.28	0.26
Printed Polybagging for Magazine	Polybagging	0.61	0.55	0.52
Polybagging (Printed) for Gulf News	Polybagging	0.55	0.49	0.43
Envelope	Envelope	0.86	0.77	0.73
Envelope with Magazine	Envelope	0.61	0.55	0.52
<b>III. DOOR TO DOOR DROPS (All Households in the UAE)</b>				
Flyers / Booklets	Door Drops	0.20	0.18	0.17
<b>IV. SAMPLING</b>				
Up to 50 gms. Wt.	Sampling	0.43	0.39	0.37
51 to 100 gms. Wt.	Sampling	0.51	0.46	0.43
101 to 250 gms. Wt.	Sampling	0.67	0.60	0.57
251 to 500 gms. Wt.	Sampling	1.00	0.90	0.85



All Emirates and everything in between

# **GN**Distribution

AL NISR DISTRIBUTION LLC

## **HEAD OFFICE**

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## **DUBAI**

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Rawdat Al Karama Building, Shop No. 17, Al Karama  
Al Rais Centre, Ground Floor, CG02, Bur Dubai

## **ABU DHABI**

Office 106, 1st Floor, Al Reem Plaza (Awad Al Otaiba Building).

## **SHARJAH**

Jamal Abdul Nasser Street, Burj Al Awael, Office No. 305