



AL NISR PUBLISHING LLC  
Paid-up capital AED 15 Million

## InsideOut Agreement - 2019

<b>Advertiser Name</b>						
<b>Tel</b>		<b>Fax</b>		<b>Email</b>		
<b>Mobile</b>		<b>Address</b>				

PERIOD: FROM 01.\_\_\_\_. 2019 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	

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 2020.
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
<b>Name of authorised signatory</b>		
<b>Designation</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority):</b>		
<b>Seal/Stamp</b>		

**Contact for payment:**

<b>Name</b>	<b>Designation</b>	<b>Tel</b>	
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**Details of entry in system (For Al Nisr only):**

<b>By</b>	<b>Date</b>	<b>No.</b>	
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AL NISR PUBLISHING LLC  
Paid-up capital AED 15 Million

## InsideOut Marketplace Agreement - 2019

<b>Advertiser Name</b>												
<b>Tel</b>		<b>Fax</b>		<b>Email</b>								
<b>Mobile</b>		<b>Address</b>										

PERIOD: FROM 01.\_\_\_\_. 2019 to 31.\_\_\_\_.\_\_\_\_ (Maximum 12 months)

NO. OF INSERTIONS: \_\_\_\_\_

Size	Gross Rate (USD)	Negotiated Rate (USD)
Half Page	1,800	

1. **Pricing includes VAT.**
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5. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
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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
<b>Name of authorised signatory</b>		
<b>Designation</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority):</b>		
<b>Seal/Stamp</b>		

**Contact for payment:**

<b>Name</b>	<b>Designation</b>	<b>Tel</b>	
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**Details of entry in system (For Al Nisr only):**

<b>By</b>	<b>Date</b>	<b>No.</b>	
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**2019**

**INSIDEOUT**

*All Rates inclusive of Colour*

**General Display**

<b>Size</b>	<b>USD</b>
Gatefold	27,630
Double Page Spread	9,210
Full Page	4,800

**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

**Market Place**

<b>Size</b>	<b>USD</b>
Half Page	1,800

**Pricing includes VAT.**

**2019**

**DIGITAL - INSIDEOUT**

**NEW AD FORMATS**

<b>Ad Formats Across Devices</b>	<b>USD</b>
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**

<b>Ad Formats</b>	<b>USD</b>			
<b>Apps</b>				
Email blasts ( per 1000 emails )	170			
<b>Display</b>				
<b>Position (Right Hand &amp; Top of Page Premium)</b>	<b>7 days</b>	<b>14 days</b>	<b>21 days</b>	<b>30 days</b>
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.**