

**2021**  
**CAPS DIRECT**

Print Run (copies)	20,000
Size	A4
Paper Quality	80 gsm

**CASUAL RATES**

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)
<b>Inside &amp; Back Pages</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>		
Full Page	1,590	1,890	1,800	1,680	FP	204 x 281
Half Page (Hor)	810	990	916	856	HPHN	204 x 139
Quarter Page (Reg)	450	540	510	480	QPR	100.5 x 139
<b>Front Page</b>	<b>Rate (USD)</b>					
Front Full Page	2,400	-	-	-	FFP	204 x 234
Front Half Page	1,050	-	-	-	FHPH	204 x 115.5
Quarter Page (Reg)	600	-	-	-	FQPR	100.5 x 115.5

**Discount on no. of bookings :**

<b>3 - 4</b>	<b>5+</b>
15%	25%

@ 10% agency discount applicable.

**Pricing includes VAT.**



AL NISR PUBLISHING LLC  
Paid-up capital AED 15 Million

## CAPS DIRECT (20,000 copies) SERIES DISCOUNT AGREEMENT – 2021

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

PERIOD: FROM 01.\_\_\_\_. 2021 to 31.\_\_\_\_.\_\_\_\_ (Maximum 12 months)

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

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)	
Inside & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)			
Full Page	1,590	1,890	1,800	1,680	FP	204 x 281	
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**Discount on no. of bookings :**

<b>3 - 4</b>	<b>5+</b>
15%	25%

- 1) Pricing includes VAT.
- 2) Discounts are applicable on advertisements in CAPS DIRECT 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 2022.
- 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 above, 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
<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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**2021**

**CAPS DIRECT**

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**CASUAL RATES**

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<b>Inside &amp; Back Pages</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>		
Full Page	2,190	2,670	2,550	2,430	FP	204 x 281
Half Page (Hor)	1,140	1,410	1,320	1,230	HPHN	204 x 139
Quarter Page (Reg)	630	750	720	690	QPR	100.5 x 139
<b>Front Page</b>	<b>Rate (USD)</b>					
Front Full Page	3,900	-	-	-	FFP	204 x 234
Front Half Page	1,800	-	-	-	FHPH	204 x 115.5
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**Pricing includes VAT.**



AL NISR PUBLISHING LLC  
Paid-up capital AED 15 Million

## CAPS DIRECT (40,000 copies) SERIES DISCOUNT AGREEMENT - 2021

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

PERIOD: FROM 01.\_\_\_\_. 2021 to 31.\_\_\_\_.\_\_\_\_ (Maximum 12 months)

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

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)	
Inside & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)			
Full Page	2,190	2,670	2,550	2,430	FP	204 x 281	
Half Page (Hor)	1,140	1,410	1,320	1,230	HPHN	204 x 139	
Quarter Page (Reg)	630	750	720	690	QPR	100.5 x 139	
Front Page	Rate (USD)						
Front Full Page	3,900	-	-	-	FFP	204 x 234	
Front Half Page	1,800	-	-	-	FHPH	204 x 115.5	
Quarter Page (Reg)	900	-	-	-	FQPR	100.5 x 115.5	

**Discount on no. of bookings :**

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<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>		

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<b>By</b>	<b>Date</b>	<b>No.</b>	
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**2021**  
**CAPS DIRECT**

Print Run (copies)	75,000
Size	A4
Paper Quality	80 gsm

**CASUAL RATES**

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)
<b>Inside &amp; Back Pages</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>	<b>Rate (USD)</b>		
Full Page	4,500	5,400	5,100	4,800	FP	204 x 281
Half Page (Hor)	2,310	2,790	2,610	2,476	HPHN	204 x 139
Quarter Page (Reg)	1,230	1,500	1,410	1,350	QPR	100.5 x 139
<b>Front Page</b>	<b>Rate (USD)</b>					
Front Full Page	5,850	-	-	-	FFP	204 x 234
Front Half Page	3,000	-	-	-	FHPH	204 x 115.5
Quarter Page (Reg)	1,650	-	-	-	FQPR	100.5 x 115.5

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<b>3 - 4</b>	<b>5+</b>
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AL NISR PUBLISHING LLC  
Paid-up capital AED 15 Million

## CAPS DIRECT (75,000 copies) SERIES DISCOUNT AGREEMENT - 2021

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

PERIOD: FROM 01.\_\_\_\_. 2021 to 31.\_\_\_\_.\_\_\_\_ (Maximum 12 months)

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

USD per insertion	Inside Pg	Back Pg	Pg 3	Pg 2 / PSP	Reference Code	Technical Dimensions (W x H in mm)
Inside & Back Pages	Rate (USD)	Rate (USD)	Rate (USD)	Rate (USD)		
Full Page	4,500	5,400	5,100	4,800	FP	204 x 281
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