

## Friday Agreement - 2021

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

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

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

Size	Gross Rate (USD)	Negotiated Rate (USD)
Gatefold	20,210	
Double Page Spread	8,100	
Full Page	4,620	
Half Page	3,040	
1/3 <sup>rd</sup> Strip Page	2,410	
1/4 <sup>th</sup> Strip Page	1,980	
Recipe Page (4 panels in a page)	2,010	
Strip Panel (194mm x 60mm)	1,290	
Strip Panel (194mm x 30mm)	970	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Friday 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 Friday will 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 2022.
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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**2021**

**FRIDAY**

*All Rates inclusive of Colour*

**General Display**

<b>Size</b>	<b>USD</b>
Gatefold	20,210
Double Page Spread	8,100
Full Page	4,620
Half Page	3,040
1/3 Page	2,410
Quarter Page	1,980
Recipe Page (4 panels in a page)	2,010
Strip Panel (194mm x 60mm)	1,290
Strip Panel (194mm x 30mm)	970

**General Display Position Loadings**

Outside Back Cover	100%
Inside Front Cover	90%
Inside Back Cover	85%
Page Facing Contents Page	75%
Specified Page / Section	60%
Right Hand Page	45%
Advertorial / Photo shoot surcharge	50% of FP

**Pricing includes VAT.**

# 2021

## DIGITAL - FRIDAY

### 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 )	145			
<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	2,550	3,825	5,610	7,140
Channel Index Page + all pages in same channel	3,570	5,610	8,160	10,455

**Pricing includes VAT.**