



AL NISR PUBLISHING LLC
Paid-up capital AED 15 Million

WatchTime Agreement - 2021

Advertiser Name						
Tel		Fax		Email		
Mobile		Address				

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

NO. OF INSERTIONS: _____

Size	Gross Rate (USD)	Negotiated Rate (USD)
Reverse Gatefold	14,700	
IFCS	12,863	
DPS Specified Position (after IFCS & before any content)	9,188	
OBC	10,500	
IFC	9,188	
IBC	7,350	
DPS	7,350	
Full Page	5,250	
RH facing TOC / Masthead	6,563	
Page facing Editor's	6,563	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in WatchTime 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 WatchTime 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 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
Name of authorised signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority):		
Seal/Stamp		

Contact for payment:

Name	Designation	Tel
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Details of entry in system (For Al Nisr only):

By	Date	No.
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2021

WATCHTIME

ADVERTISING RATES (PRINT)

Rates (Incl. Colour)	USD
Reverse Gatefold	14,700
IFCS	12,863
DPS Specified Position (after IFCS & before any content)	9,188
OBC	10,500
IFC	9,188
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Pricing includes VAT.

2021

DIGITAL - WATCHTIME

NEW AD FORMATS

Ad Formats Across Devices	USD
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

Ad Formats	USD			
Apps				
Email blasts (per 1000 emails)	170			
Display				
Position (Right Hand & Top of Page Premium)	7 days	14 days	21 days	30 days
Home Page	1,050	1,890	2,520	2,940
Channel Index Page + all pages in same channel	1,575	2,835	3,780	4,410

Pricing includes VAT.