

| Display Advertising | | | Advertising Rates | | | | | | |
|-------------------------|-----|-------|-------------------|--------|--------|-------------|---------------------|-----------|--|
| Rate Per Centimeter/Col | | | Front Page | Page 2 | Page 3 | Inside Page | First Business Page | Back Page | |
| | B&W | Color | | | | | | | |
| Front Page | 30 | 30 | | | | | | | |
| Page 2 | 15 | 23 | | | | | | | |
| Page 3 | 15 | 23 | | | | | | | |
| Inside Page | 8 | 10.5 | | | | | | | |
| First Business Page | 10 | 12.5 | | | | | | | |
| Back Page | 25 | 25 | | | | | | | |

| | | Front Page | Page 2 | Page 3 | Inside Page | First Business Page | Back Page |
|-------|--------------|------------|--------|--------|-------------|---------------------|-----------|
| Color | Full Page | | 9200 | 9200 | 4200 | 5000 | 10000 |
| | Half Page | 6000 | 4600 | 4600 | 2100 | 2500 | 5000 |
| | Quarter Page | 3000 | 2300 | 2300 | 1050 | 1250 | 2500 |
| B & W | Full Page | | 6000 | 6000 | 3200 | 4000 | 10000 |
| | Half Page | 6000 | 3000 | 3000 | 1600 | 2000 | 5000 |
| | Quarter Page | 3000 | 1500 | 1500 | 800 | 1000 | 2500 |

| Classifieds | | | Special Positions & Color Loading | |
|-------------|------|-------|---|-------------------------------------|
| Net Rate | | | Distribution of Inserts / Flyers with size not exceeding A4 or A3 : | |
| Size | Day | Month | Distribution with subscriber's copies only | Distribution with total circulation |
| 5 x 1 | 12.5 | 280 | Pages: KD: | Pages: KD: |
| 5 x 2 | 25 | 520 | Single or double page 1400 | Single or double page 2000 |
| 10 x 1 | 25 | 520 | 4 pages 1600 | 4 pages 2200 |
| 10 x 2 | 50 | 1000 | 6 pages 1800 | 6 pages 2400 |
| | | | 8 pages 2000 | 8 pages 2600 |
| | | | 10 pages 2200 | 10 pages 2800 |
| | | | 12 pages 2400 | 12 pages 3000 |
| | | | 14 pages 2600 | 14 pages 3200 |
| | | | 16 pages 2800 | 16 pages 3400 |
| | | | 18 pages 3000 | 18 pages 3600 |
| | | | 20 pages 3200 | 20 pages 3800 |

| |
|--|
| <p>Ear Panels: 250 KD per insertion</p> <p>Special Position on the page: 15% Extra</p> <p>Special page request: 15% Extra</p> <p>Advertorial: 50% discount</p> |
|--|

| Web Banner Rates | | | | | |
|------------------|----------------|-------------------------------------|-------------------------------|-------------|-----------|
| Banners | Size in pixels | Banner Placement Areas | Advertisement Rates per month | | |
| | | | Home Page | Inside Page | All Pages |
| Banner 780 | 780 x 90 | Header on all pages | 550/- | 750/- | 1200/- |
| Banner 468 | 468 x 60 | Log on to the website for placement | 250/- | 500/- | 700/- |
| 120 Panel | 120 x 120 | Log on to the website for placement | 150/- | 300/- | 400/- |
| Sky scraper | 130 x 600 | Log on to the website for placement | - | 200/- | - |

For more information please log on to our website www.arabtimesonline.com

| General Requirements | Bookings, Cancellations, Deadlines & Payments |
|--|--|
| <p>Type of Files</p> <ul style="list-style-type: none"> All files should be CMYK format (300 dpi and above) <p>By emails (5 mb and below)</p> <ul style="list-style-type: none"> PDF files (embedded fonts) Illustrator and InDesign files (text outlined, single file) Jpg or jpeg (300 dpi) Word file (.doc) or text file (.txt) for text and press release <p>FTP (5 mb and above file size)</p> <ul style="list-style-type: none"> For bigger file size kindly request for ftp by email to: adv@arabtimesonline.com <p>Content by CD (with printout proof)</p> <ul style="list-style-type: none"> All tiff, eps, jpg files (300 dpi, CMYK) Illustrator and InDesign (outlined fonts and linked images saved on CD) PSD, QXD, Nashed Sahafi (fonts, linked images saved on CD) Laser Proof, film negative, hard copy recreation and color keys are not acceptable proofs. <p>Rate Calculation</p> <ul style="list-style-type: none"> cms x cols x rate = final price | <p>Booking Deadlines:</p> <ul style="list-style-type: none"> B/W : 2 Days prior to publishing date Color : 3 Days prior to publishing date <p>Cancellations / Postponements</p> <ul style="list-style-type: none"> B/W : 3 Days prior to publishing date Color : One Week prior to publishing date <p>Material Deadlines:</p> <ul style="list-style-type: none"> B/W : 11.30 am for the next day's issue (Ready material) Color : 3 Days prior to the day of issue (Ready color separations) <p>Positioning</p> <ul style="list-style-type: none"> Guaranteed position premium 10% on earned space rates Premium positions are non-cancellable <p>Terms of Payment:</p> <ul style="list-style-type: none"> Cash in advance for direct advertisements |