

# RATES for 2015



## Color Rates

Pages	1 <sup>st</sup> Page	2 <sup>nd</sup> Page	3 <sup>rd</sup> Page	Inside	1 <sup>st</sup> Buss Page	Inside Buss Page	Back Page
Full Page	—	5600	7200	4800	—	5600	9200
Half Page	6000	2800	3600	2400	5000	2800	4600
Quarter Page	3000	1400	1800	1200	2500	1400	2300
Centimeter	30	14	18	12	25	14	23

## BW Rates

Pages	1 <sup>st</sup> Page	2 <sup>nd</sup> Page	3 <sup>rd</sup> Page	Inside	1 <sup>st</sup> Buss Page	Inside Buss Page	Back Page
Full Page	—	4000	4800	3200	—	3600	7200
Half Page	4400	2000	2400	1600	4000	1800	3600
Quarter Page	2200	1000	1200	800	2000	900	1800
Centimeter	22	10	12	8	20	9	18

### PLEASE NOTE OF THE FOLLOWINGS:

- Full rate for Government & Ministry advertisement.
- 10% discount for the Cooperatives, Associations and Organization.

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### RETURN OF FILM & ARTWORK

- If not demanded by the advertiser, two weeks after the last insertion, films & artwork will be destroyed

### REMARKS

- All rates shown above are in Kuwait Dinars
- 10% Levy charged on selected page positions
- 25% extra charge for additional color over (il&w) rate

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### NOTICE FROM THE PUBLISHER

- The publisher reserved the right to reject any advertisement, which conflict with the publisher's policy or local laws.
- N.B.: Screening must not be less than 20 degrees . . . Advertisements will be invoiced as per published size

### BOOKING DEADLINE 1 CANCELLATION OR POSTPONEMENT

- BW 12:00 l-rs. for next days paper (Ready material)
- Color 3 days prior to copy date

### PAYMENTS

- Direct advertisement should be settled in cash
- If the advertiser using agency fails to pay the invoices related to the advertisement placed on behalf of the client, the advertiser and the agency will be together liable to cover all due payments