AD SIZES

BROADSHEET

	Popular Sizes	Dimensions (H x W)
Ear Panel	3 x 1 col	3 cms x 4.62 cms
	5 x 2 col	5 cms x 9.56 cms
	10 x 1 col	10 cms x 4.62 cms
	15 x 2 col	15 cms x 9.56 cms
	20 x 3 col	20 cms x 14.50 cms
Quarter Page	26 x 3 col	26 cms x 14.50 cms
Half Page Horizontal	26 x 6 col	26 cms x 29.32 cms
1/3rd Page Vertical	52 x 2 col	52 cms x 9.56 cms
Half Page Vertical	52 x 3 col	52 cms x 14.50 cms
	35 x 4 col	35 cms x 19.44 cms
Killer Size	40 x 5 col	40 cms x 24.38 cms
Full Page	53 x 6 col	53 cms x 29.32 cms

CITY TIMES

	Popular Sizes	Dimensions (H x W)
Ear Panel	6 x 2 cols	6 cms x 8.33 cms
Front Page Strip	6 x 6 cols	6 cms x 26.0 cms
Full Page	29 x 6 cols	29 cms x 26.0 cms
Half Page Horizontal	15 x 6 cols	15 cms x 26.0 cms
Half Page Vertical	29 x 3 cols	29 cms x 12.75 cms
1/3rd Page Horizontal	9 x 6 cols	9 cms x 26.0 cms
1/3rd Page Vertical	29 x 2 cols	29 cms x 8.33 cms
1/4th Page	15 x 3 cols	15 cms x 12.75 cms

Broadsheet Editions (Main, Business & Sport)

	Column Width
Single Column	4.62 cms
2 Columns	9.56 cms
3 Columns	14.50 cms
4 Columns	19.44 cms
5 Columns	24.38 cms
6 Columns	29.32 cms
Height	**53 cms**

(City Times)

	Column Width
Single Column	3.91 cms
2 Columns	8.33 cms
3 Columns	12.75 cms
4 Columns	17.16 cms
5 Columns	21.58 cms
6 Columns	26.0 cms
Height	**29 cms**

TARIFF

MAIN SECTION

DISPLAY RATES *(MAIN SECTION)*

BASIC RATE PER SINGLE COL. CMS.	**DHS. 136**
ANNUAL CONTRACT RATES	
DHS. 100,000	DHS. 133
DHS. 200,000	DHS. 130
DHS. 300,000	DHS. 127
DHS. 400,000	DHS. 124

DISPLAY RATES *(BUSINESS & SPORTS)*

BASIC RATE PER SINGLE COL. CMS.	**DHS. 124**
ANNUAL CONTRACT RATES	
DHS. 100,000	DHS. 121
DHS. 200,000	DHS. 118
DHS. 300,000	DHS. 115
DHS. 400,000	DHS. 112

SPECIAL PROMOTIONS I PREMIUMS

MAIN SECTION	
FRONT PAGE (60 COL. CMS.)	DHS. 50,000
PAGE 2, 3 Back Page	120% EXTRA
PAGE 5	100% EXTRA
PAGE 7	90% EXTRA
PAGE 9	80% EXTRA
India Page, Inside Back Page, Page 4	50% EXTRA
Any specified page other than the above	20% EXTRA
BUSINESS & SPORTS	
FRONT PAGE	120% EXTRA
BACK PAGE	100% EXTRA
PAGE 2, 3	50% EXTRA

SPOT COLOUR LOADING
(Only for single process colours, i.e. Cyan, Magenta & Yellow)

ALL SIZES	DHS. 3,000
FULL COLOUR LOADING	
UP TO 40 COL. CMS.	DHS. 4,000 EXTRA
41 – 60 COL. CMS.	DHS. 5,500 EXTRA
61 – 100 COL. CMS.	DHS. 7,000 EXTRA
101 – 180 COL. CMS.	DHS. 9,000 EXTRA
181 – 318 COL. CMS.	DHS. 10,000 EXTRA
HALF PAGE DPS	DHS. 13,500 EXTRA

RATES FOR INSERTS/SPECIAL OPERATIONS

LOOSE INSERTS:	**Up to 20,000**	**40,000**	**Over 40,000**
Up to A4 Size Single Sheet	0.60	0.55	0.50
Up to A4 Size (4 to 8 Pages)	0.85	0.75	0.65
Up to A4 Size (12 to 16 Pages)	1.15	1.05	0.95
Up to A3 Size Single Sheet	0.70	0.65	0.60
Up to A3 Size (4 to 8 Pages)	1.10	1.00	0.90
Up to A3 Size (12 to 16 Pages)	1.40	1.30	1.20

OTHERS:	**Up to 20,000**	**40,000**	**Over 40,000**
Wrap-Around Belly Band	1.50	1.40	1.30
Front Page Sticker	2.25	2.00	1.75
Envelope	2.25	2.00	1.75
Polybag for Khaleej Times	2.25	2.00	1.75
Polybag for wknd. Magazine	1.75	1.50	1.25

4 PAGE WRAP:

Main Section.....	DHS. 325,000
Business.....	DHS. 275,000
Sports.....	DHS. 200,000

HALF PAGE VERTICAL FLAP:

Front Page.....	DHS. 175,000
Inside Page.....	DHS. 125,000

DEADLINES

BOOKINGS:	**COLOUR:**	4 DAYS PRIOR TO THE PUBLICATION
	BIW:	2 DAYS PRIOR TO THE PUBLICATION
MATERIAL:	**COLOUR:**	4 DAYS PRIOR TO THE PUBLICATION
	B/W:	2 DAYS PRIOR TO THE PUBLICATION

FULL PAGE COLOUR RATES *(53 cms x 6 cols.)*

	Main Section	**Business Section**
NON PREMIUM INSIDE PAGE	DHS. 53,248	DHS. 49,432
BACK PAGE. PAGE 2	DHS. 105,146	
PAGE 2	DHS. 105,146	DHS. 69,148
PAGE 5	DHS. 96,496	
PAGE 7	DHS. 92,171	
PAGE 9	DHS. 87,846	
INSIDE BACK PAGE (India Page)	DHS. 74,872	

HALF PAGE COLOUR RATES *(26 cms x 6 cols.)*

	Main Section	**Business Section**
NON PREMIUM INSIDE PAGE	DHS. 30,216	DHS. 28,344
BACK PAGE	DHS. 55,675	DHS. 47,688
PAGE 2	DHS. 55,675	DHS. 38,016
PAGE 3	DHS. 55,675	
PAGE 5	DHS. 51,432	
PAGE 7	DHS. 49,310	
PAGE 9	DHS. 47,189	
INSIDE BACK PAGE	DHS. 40,824	
INDIA PAGE	DHS. 40,824	

QUARTER PAGE COLOUR RATES *(26 cms x 3 cols.)*

	Main Section	**Business Section**
NON PREMIUM INSIDE PAGE	DHS. 17,608	DHS. 16,672
PAGE 2	DHS. 30,337	DHS. 21,508
PAGE 3	DHS. 30,337	
PAGE 5	DHS. 28,216	
PAGE 7	DHS. 27,155	
PAGE 9	DHS. 26,094	
INSIDE BACK PAGE	DHS. 22,912	
INDIA PAGE	DHS. 22,912	

TECHNICAL DETAILS

MAIN SECTION	
COLUMN WIDTH	
SINGLE COLUMN	4-62 CMS
2 COLUMNS	9-56 CMS
3 COLUMNS	14-50 CMS
4 COLUMNS	19-44 CMS
5 COLUMNS	24-38 CMS
6 COLUMNS	29-37 CMS

Column Dimensions for full page: 53 cms (H), other sizes 52 cms

Minimum Ad Size (R.O.P.):

Front Page Ad Size: 10 cms x 6 columns OR 20 cms x 3 columns

KILLER SIZE: 40 cms x 5 columns (200cc)

Business Front Page ad Size: 26 cms x 3 columns

Strip Ads/Innovative Shapes: Subject to approval

MATERIAL

All popular file formats on MacOS with fonts converted into outlines/paths.

Preference to high resolution CMYK PDF tile format.

REQUIREMENT OF GOVT. APPROVALS: Hospital Ads, Entertainment Ads, Clinic/ Medical Ads, Foreign University Ads, Investment/Financial Ads, Public Notices, Immigration ads etc.

CANCELLATION PENALTY

- BOOKINGS CANCELLED WITHIN 24 HRS OF PUBLICATION DATE WILL BE CHARGED 100% OF THE AD COST
- BOOKINGS CANCELLED BETWEEN 24 TO 48 HRS PRIOR TO THE PUBLICATION DATE WILL BE CHARGED 50% OF THE AD COST

CONDITIONS OF ACCEPTANCE

The publisher reserves the rights to refuse or alter any advertisement without prior notice and without providing any reason for doing so. While every care is taken in carrying and/or compiling the advertisements neither. The publishers nor their agents accept responsibility for any inaccuracies or errors of omission/commission or for any effect arising from the publication of any advertisement.