TARIFF

WKND & CITY TIMES

WKND

CASUAL

COLOUR	
DPS	Dhs. 37,000
Full page	Dhs. 20,000
Half page	Dhs. 13,500
1/3 page	Dhs. 9,500

MECHANICAL DATA

Full page print area	250 mm x 180 mm
Full page trimmed area	270 mm x 200 mm
Full page bleed size	276 mm x 206 mm
D/spread print area	250 mm x 380 mm
D/spread trim area	270 mm x 400 mm
D/spread bleed size	276 mm x 406 mm
Half page horizontal	125 mm x 180 mm
Half page vertical	250 mm x 90 mm
1/3 page	250 mm x 60 mm

LOADING (PRIME POSITION)

Back Cover	150% Extra
Inside Front Cover	130% Extra
Inside Back Cover	120% Extra
Facing IFC	120% Extra
Facing Content Page	75% Extra
Specified Section/ Page	50% Extra
Right Hand Page	25% Extra

BOOKING/MATERIAL DEADLINES

Booking:	12 days prior to publication
Material:	10 days prior to publication

AD MATERIAL SUPPLY

Advertising material is only acceptable in digtal formats, using all popular softwares like Adobe Illustrator, Photoshop, Freehand, Indesign etc.

Make sure all fonts are converted into curves paths, pics in CMYK binary formats are embedded in document or supplied along with document. Please add all trimming marks and reg. marks into document.

Please save document under the clients title.

CITY TIMES

MECHANICAL DATA

Advertisement Size	Height	Width
Full Page (OBC)	29 cms	26 cms
Full Page (Page 2)	29 cms	26 cms
Full Page (IBS/Inside)	29 cms	26 cms
Half Page (Horizontal)	15 cms	26 cms
Half Page (Vertical)	29 cms	12.75 cms
25 cm x 4 columns	22 cms	17.16 cms
Strip Ad (Horizontal)	6 cms	26 cms
Strip Ad (Vertical)	29 cms	8.33 cms

RATES

Advertisement Size	DHS
Full Page (OBC)	25,000
Full Page (Page 2)	23,000
Full Page (IBS/Inside)	20,000
Half Page (Horizontal)	14,000
Half Page (Vertical)	14,000
25 cm x 4 columns	14,000
Strip Ad (Horizontal)	9,000
Strip Ad (Vertical)	9,000

FOR ADVERTISING CONTACT

Al Quoz, Dubai – Tel: 04-4050845, 0501447656
Abu Dhabi – Tel: 02-6337666

CONDITIONS OF ACCEPTANCE

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