# TARIFF

SUPPLEMENTS

## BROADSHEET FORMAT

**BASIC RATE PER SINGLE COL. CM: DHS. 136**

| POPULAR SIZES | DIMENSIONS COL CM | B&W | COLOUR |
|---|---|---|---|
| 20x2 | 20 x 9.56 | Dhs. 5,440 | Dhs. 9,440 |
| ¼ Page | 26 x 14.5 | Dhs. 10,200 | Dhs. 17,200 |
| ½ Page | 26 x 29.32 | Dhs. 21,216 | Dhs. 30,216 |
| Full Page | 53 x 29.32 | Dhs. 43,248 | Dhs. 53,248 |

(ONLY FOR SINGLE PROCESS COLOUR)

All Sizes Dhs. 3,000

**TECHNICAL DETAILS**

| | |
|---|---|
| S.Column Width | 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 |
| **COLUMN LENGTH** | **53.0 cms** |
| Number of columns | 6 col. |

## MAGAZINE FORMAT

***COL CMS RATES ARE NOT APPLICABLE**

| POPULAR SIZES | DIMENSIONS H & W cms. | COLOUR |
|---|---|---|
| D.Page Spread | 25 x 38 | Dhs. 37,000 |
| Full Page | 25 x 18 | Dhs. 20,000 |
| 1/2 Page (H/V) | 12.5 x 18 | Dhs. 13,500 |
| 1/3 Page | 25 x 6 | Dhs. 9,500 |
| 1/4 Page | | Dhs. 7,500 |

Special Positions:
Outside Back Cover 50% Extra • Inside Front Cover 25% Extra
Inside Back Cover 25% Extra • Centre Spread 15% Extra

***Annual Contract Rates are Applicable**

***SPOT COLOUR**

All sizes Dhs. 3,000 per single colour

**MECHANICAL DATA**

| | |
|---|---|
| Bleed Area | (H) 27.6 x (W) 20.6 cms |
| Trimed Area | (H) 27.0 x (W) 20.0 cms |
| Print Area | (H) 25.0 x (W) 18.0 cms |

## TABLOID FORMAT

***COL CMS RATES ARE NOT APPLICABLE**

| POPULAR SIZES | DIMENSIONS | COLOUR | Black & White |
|---|---|---|---|
| Full Page | (H) 32.4 x (W) 25.9 | Dhs.24,500 | Dhs. 16,700 |
| 1/2 Page (Solus) | (H) 21.5 x (W) 19.3 | Dhs.17,500 | Dhs. 9,800 |
| 1/2 Page (V) | (H) 32.4 x (W) 12.7 | Dhs.15,000 | Dhs. 8,300 |
| 1/2 Page (H) | (H) 16.0 x (W) 25.9 | Dhs. 15,000 | Dhs. 8,300 |
| D-Page Spread | (H) 32.4 x (W) 53.4 | Dhs. 36,000 | Dhs. 22,800 |

***SPOT COLOUR**

All sizes Dhs. 3,000 per single colour

**MECHANICAL DATA**

| | |
|---|---|
| Bleed Area | (H) 34.8 x (W) 28.3 cms |
| Trim Area | (H) 34.0 x (W) 27.5 cms |
| Print Area | (H) 32.4 x (W) 25.9 cms |

## MATERIAL

Digital material is required in all popular software like Adobe Illustrator CS, Adobe Photoshop CS, InDesign, Freehand MX. Preferably fonts converted into paths/curve with CMYK photographs of pixel data. Media must be on CD/DVD along with a hi-res proof.

## CONDITIONS OF ACCEPTANCE

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