

TARIFF

ONLINE ADVERTISING

SPECS	SIZE (PIXELS)	HOME PAGE	TARGET PAGES	ROS
Half Page	300 x 600	US\$ 48 / CPM*	US\$ 44 / CPM	US\$ 36 / CPM
Space Banner	220 x 550	US\$ 44 / CPM	US\$ 40 / CPM	US\$ 33 / CPM
Leaderboard	728 x 90	US\$ 32 / CPM	US\$ 27 / CPM	US\$ 22 / CPM
Headline Banner	468 x 60	N/A**	US\$ 23 / CPM	US\$ 17 / CPM
Big Box	300 x 250	US\$ 32 / CPM	US\$ 27 / CPM	US\$ 22 / CPM
Video Ad	300 x 250	US\$ 40 / CPM	US\$ 36 / CPM	US\$ 32 / CPM
Overlay	400 x 250	US\$ 48 / CPM	US\$ 44 / CPM	US\$ 36 / CPM
Interstitial	728 x 500	N/A	US\$ 60 / CPM	US\$ 50 / CPM

* CPM - Cost Per Mille (thousand)

** N/A - Not Available

DIRECT E-MARKETING

Newsletters, Direct E-mail, marketing solutions available on request.

Please Contact our sales team.

AD ACCEPTANCE GUIDELINES

- Release orders with trade license copy to be provided (applicable for all GCC and UAE based companies/advertisers). All direct releases to be done with prepayment interbank transfer before the advertisement is placed on the website
- Creatives files with URLs to be provided
- Creatives to be provided with ad serving tags minimum 4 working days in advance from the scheduled date of hosting
- Ad tracking formats to be provided with click tags and no report will be provided in case the ad is served through third party tracking system

ADVT TRACKING GUIDELINES

- Advt tracking reports are provided on request
- Ad tracking formats to be provided with click tags for KTOline to track and provide the desired report

FOR BOOKINGS, PLEASE CONTACT: +971 (04) 338 3535