Classified Times

EFFECTIVE FROM 01.01.08

TARIF 2008

CLASSIFIED GENERAL DISPLAY RATES

CASUAL RATE PER COL. CM. **DHS. 50**

FRONT & BACK PAGE RATES

CASUAL RATE PER COL. CM. **DHS. 59**

DISCOUNT PROCEDURE	CLIENT	AGENCY
1-15 Insertions	20%	(20% + 15% AG)
16-40 Insertions	30%	(30% + 15% AG)
Above 41 Insertions	40%	(40% + 15% AG)
Front page Ear Panel	**DHS. 250 per insertion**	

SEMI DISPLAY RATES

CASUAL RATE PER COL. CM. **DHS. 37**

DISCOUNT PROCEDURE	CLIENT	AGENCY
3 Insertions or less no discount	N/A	N/A
4 Insertions+	50%	N/A

LINEAGE

CASUAL RATES (DEPENDENT ON CATEGORY)

1 Education/Property/Business Opportunties/Situation Wanted
Dhs. 45/- for 4 days - Dhs .50/- for 6 days
2 All other categories
Dhs. 30/- for 20 words Dhs. 1- thereafter
4 or more insertions 50% Discount

NOTICE

CASUAL RATE PER COL. CM. **DHS. 40**

COLOURING LOADING

SIZE	FULL COLOUR	SPOT COLOUR
Full Page(33x6)	Dhs. 1500	Dhs. 1000
Half Page(16x6)	Dhs. 1000	Dhs. 750
Quarter Page(16x3)	Dhs. 500	Dhs. 400
Upto 47 cm	Dhs. 250	Dhs. 150

TECHNICAL DETAILS

Column Width	
Single Column	3.91 cm
2 columns	8.33 cm
3 columns	12.74 cm
4 columns	17.16 cm
5 columns	21.58 cm
6 columns	26 cm
Minimum Ad Size:	3cm X 1 col

MATERIAL
Digital material provided on CD ROMs or DVD ROMs using popular publishing software like Adobe Illustrator with fonts into outline/paths/curves and pics in CMYK binary eps format, Quark Express, Freehand, Indesign, Photoshop etc. A creative design and art service can be provided on a chargeable basis.

REQUIREMENT OF GOVT. APPROVALS
Hotels ads, Entertainment ads, clinic/medical ads, foreign university ads, investment/financial ads, public notices, Educational institutes, immigration ads etc.
Strip Ads/Innovative Shapes- Subject to approval.

DEADLINE

BOOKINGS	MATERIAL
3-4 days prior to publication	2 days prior to publication

CANCELLATION DEADLINE
Same as the booking deadline. Any advertisement cancelled after that will be charged at the full card rate.

APPOINTMENT TIMES

Format	Broadsheet
Frequency	Sun to Thurs
Rate	**Dhs.50/-per col.cm**
Minimum Ad Size:	5cm X 2col

AGENCIES

4 Insertions	50% + Agency Commission (15%)

COLOUR LOADING

SIZE	FULL COLOUR	SPOT COLOUR
Size 217 to 424 cms	Dhs. 4400	Dhs. 3600
Size 109 to 216 cms	Dhs. 2200	Dhs. 1800
Size 81 to 108 cms	Dhs. 1100	Dhs. 1000
Size 61 to 80 cms	Dhs. 800	Dhs. 700
Size 31 to 60 cms	Dhs. 600	Dhs. 500
Upto 30 cms	Dhs. 400	Dhs. 300
Colour Logo	Dhs. 200	

POSITION LOADING

Front / Back Page	40% extra
Inside Pages	25% extra

TECHNICAL DETAILS

Column Width	
Single Column	3.8 cm
2 columns	8 cm
3 columns	12.1 cm
4 columns	16.3 cm
5 columns	20.5 cm
6 columns	24.6 cm
8 columns	33cm
Column Length	53cm

MATERIAL
Digital material provided on CD ROMs or DVD ROMs using popular publishing software like Adobe Illustrator with fonts into outline/paths/curves and pics in CMYK binary eps format, Quark Express, Freehand, Indesign, Photoshop etc. A creative design and art service can be provided on a chargeable basis.

1 Agencies to provide the artwork in a pdf / jpeg format(350 high res)
2 Material can be uploaded on the ftp server(FTP: //213.42.81.22)

DEADLINE

BOOKINGS	MATERIAL
1 day in advance	12:00 noon for the next day's publication

CANCELLATION DEADLINE
Last minute cancellation i.e after 2:pm will be charged on full rate

CONTACT DETAILS FOR APPOINMENT TIMES

Dubai
TEL : 04- 3382365 / 3382525
FAX : 04- 3382373 / 3382367
Email : appointments@khaleejtimes.com
ktclass@emirates.net.ae
Abu Dhabi
TEL : 02- 6172641/ 6345424
FAX : 02- 6344339
E-mail: ktclassad@gmail.com

Annual contracts: Special rates are available upon request for advertisers who commit to an annual contract with Khaleej Times Classifieds.

Al Quoz, Dubai: Tel: 04-3382525, Fax: 04-3382367 Deira Tel: 04-2699430, Fax: 04-2698470,
Karama: Tel: 04-3345954, Fax: 04-3340447, Dubai Media City: Tel: 04-3912591,Fax: 04-3918421
Abu Dhabi: Tel: 02- 6345424, Fax: 02-6344339,
ktclass@emirates.net.ae

Conditions of Acceptance

The publisher reserves the right to refuse or alter any advertisement without prior notice and without providing any reasons 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.