

Facts N Figures

WWW.KHALEEJTIMES.COM

Keeping track of change

Khaleej Times

News Page

Nation, Region, International, Editorial, Sports, Opinion, Business, UAE in Pictures, Weather, Columns

Product Pages

Appointment, Used Cars, Classified, Gold/Forex

Target Pages

Specified Product / News Page

CPM- Cost Per Mille- also called cost per thousand. It estimates the cost and is an online cost calculation payment tool basis which advertiser pays for every 1000 impressions of their advertisement as positioned on the pages of a website

Creative Guidelines

- Landing page should open in a new window
- Music control options should be incorporated on flash creatives
- No audio onload, user-initiated recommended
- Black borders should be added on banners
- Flash files require click tags

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 KTOonline to track and provide the desired report
- No report will be provided in case if the advt is served through third party tracking system

Khaleej Times Contact Offices

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Advertise Online;
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Khaleej Times
ONLINE

The screenshot shows the Khaleej Times website interface. At the top, there's a navigation bar with links for 'Paper', 'Mobile Edition', 'Subscribe', 'Letters', and 'Columns'. The main headline is 'Nuclear negotiators work to break NKorea impasse'. Below this, there are several news snippets with images and titles, such as 'US orders new review into Afghan civilian deaths' and 'Students shifting out after steep hike in college bus fees'. On the right side, there are advertisements for 'TIMES SQUARE' and 'SAMAMA'. At the bottom, there's a 'Used Cars' section with a search form and a 'Columnists' section with names like M J Akbar and Tom Plate.

Tariff Card

w.e.f. Nov 2008

ADVERTISING SPECS

Banners (IAB Standard)

Headline Banner	(468x60)
Leaderboard	(728x90)
Skyscraper	(120x600)
Wide Skyscraper	(160x600)
Big Box	(220x300)

Non-standard

Space Banner	(220x550)
Pop-up / DHTML	(250x250)

Rich Media Adverts

Interstitial	(300x250)
Video Leaderboard	(728x90)
Video Cover Ad	(468x180)



Categories	Size Width X Height	File Size	Rates US\$/CPM*
Headline Banner	468x60	18kb	Home Page : (CPM) : US\$23.00 News Pages [®] : (CPM) : US\$17.00 Product Pages [™] : (CPM) : US\$17.00 Target Pages ^{***} : (CPM) : US\$20.00 ROS (Run Of Site) : (CPM) : US\$15.00 Minimum Amount For Booking : US\$2000
Leaderboard	728x90	25kb	Home Page : (CPM) : US\$30.00 News Pages [®] : (CPM) : US\$23.00 Product Pages [™] : (CPM) : US\$23.00 Target Pages ^{***} : (CPM) : US\$25.00 ROS (Run Of Site) : (CPM) : US\$20.00 Minimum Amount For Booking : US\$2000
Skyscraper	120x600	21kb	Home Page : (CPM) : US\$27.00 News Pages [®] : (CPM) : US\$19.00 Product Pages [™] : (CPM) : US\$19.00 Target Pages ^{***} : (CPM) : US\$21.00 ROS (Run Of Site) : (CPM) : US\$16.00 Minimum Amount For Booking : US\$2000
Direct E-Marketing	120x600	18kb	Newsletters, Direct E-mail marketing solutions available on request. Please Contact our sales team.
Big Box	220x300	20kb	Home Page : (CPM) : US\$17.00 News Pages [®] : (CPM) : US\$15.00 Product Pages [™] : (CPM) : US\$15.00 Target Pages ^{***} : (CPM) : US\$19.00 ROS (Run Of Site) : (CPM) : US\$13.00 Minimum Amount For Booking : US\$1500
Transitional	300x250	25 kb	Home Page : Price (CPM) : US\$40.00 News Pages [®] : Price (CPM) : US\$35.00 Product Pages [™] : Price (CPM) : US\$35.00 Target Pages ^{***} : Price (CPM) : US\$37.00 ROS (Run Of Site) : Price (CPM) : US\$30.00 Minimum Amount For Booking : US\$2000

Categories	Size Width X Height	File Size	Rates US\$/CPM*
Video Cover Ad	468x180	50 KB	Home Page : Price : US\$1500 per day News Page: Price : US\$1000 per day Product Page: Price : US\$1000 per day Minimum Amount For Booking: US\$2000
Interstitial	728x500	50kb	Home Page: Price : US\$2000 per day News Page: Price : US\$1500 per day Product Page: Price : US\$1000 per day Minimum Amount For Booking: US\$2000 * Minimum for 1 Day. * Browser session cookie based impressions.
Space Banner	220x550	30kb	Home Page : Price (CPM) : US\$40.00 News Pages [®] : Price (CPM) : US\$35.00 Product Pages [™] : Price (CPM) : US\$35.00 Target Pages ^{***} : Price (CPM) : US\$37.00 ROS (Run Of Site) : Price (CPM) : US\$30.00 Minimum Amount For Booking : US\$2000
Traditional Pop Up / DHTML Pop Up	250x250	20kb	Home Page : Price (CPM) : US\$35.00 News Pages [®] : Price (CPM) : US\$30.00 Product Pages [™] : Price (CPM) : US\$30.00 Target Pages ^{***} : Price (CPM) : US\$32.00 ROS (Run Of Site) : Price (CPM) : US\$25.00 Minimum Amount For Booking : US\$2000 Minimum Amount For Booking : US\$1500
Video Leaderboard	728x90	30KB	Home Page: Price US\$2000 per day News Page: Price : US\$1500 per day Product Page: Price : US\$1000 per day

* Guaranteed 30,000 impressions, if the impressions are not covered on the day the Video leaderboard will remain until 30,000 impressions are reached.

* However the Ad will remain at least 24 Hrs not considering impressions.

* Play audio and/or video content after a user clicks on it, and should display a visible "stop" or "pause" button once the audio/video begins.

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Nation, Region, International, Editorial, Sports, Opinion, Business, UAE in Pictures, Weather, Columns

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Target Pages

Specified Product / News Page