

# Khaleej Times

khaleejtimes.com

## PLEASE NOTE

Single Any 1 Media Vehicle

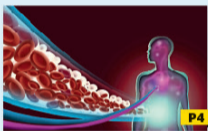
Multiple Any 2 Media Vehicles

Super Any 3 Media Vehicles

Slam 4 or more Media Vehicles

\*All rates in Gross (USD)

### NATION



70% diabetics don't consider it serious

### PAKISTAN



2-week IMF bailout talks to begin soon

### INTERNATIONAL



May says will not seek Brexit deal at any cost



Light up to celebrate the Festival of Lights

### 5 THINGS

SCIENCE MEETS FICTION IN THE LATEST ISSUE OF YOUNG TIMES OUT TODAY!



### TRENDING ONLINE



Emirates' mithal truck rolls out for Diwali

## Ratecard w.e.f. 1st January 2019

### KHALEEJ TIMES BASE RATES

	MATRIX	Single	Multiple	Super	Slam
Main Issue	Per Sq CM Rate (Color or B/W)	26	20	19	16
Tender/ Notice/ Obituary Ads	Per Sq CM Rate	9	(Min. size H: 5 cm x W: 10 cm)		

### KHALEEJ TIMES (Color)

Category	Single	Multiple	Super	Slam
Front Page (20 cm x 14.5 cm)	17,679	13,095	10,476	8,730
Front Page (20 cm x 29.32 cm)	36,161	26,786	21,429	17,857
Quarter Page (Inside/other pages)	9,643	7,143	5,714	4,762
Half Page (Inside/other pages)	16,071	11,905	9,524	7,937
Killer Size	17,679	13,095	10,476	8,730
Full Page (Inside/other pages)	19,286	14,286	11,429	9,524
Inside Back Cover	22,500	16,667	13,333	11,111
Page 2	28,125	20,833	16,667	13,889
Outside Back Cover	32,143	23,810	19,048	15,873
Coordinated Ear Panel (Print + Digital)	4,762	3,810	3,333	2,778
Double Page Spread	38,571	28,571	22,857	19,048

### PREMIUM APPLICABLE FOR SPECIFIED POSITIONS

Page 2/3	50% EXTRA
Page 5/7	35% EXTRA
Other specific pages	25% EXTRA

### CITY TIMES

Category	Single	Multiple	Super	Slam
Double Page Spread	9,921	7,937	6,944	4,960
Quarter Page (Inside)	2,743	2,286	1,905	1,587
Half Page (Inside)	3,968	3,175	2,778	1,984
Full Page (Inside)	5,952	4,762	4,167	2,976
Outside Back Cover (Full Page)	9,921	7,937	6,944	4,960
Ear Panel	595	476	397	317
Front Page Strip	4,114	3,429	2,857	2,381
Inside Page Strip	3,086	2,571	2,143	1,786

### DIGITAL (Standard Banners - Cost per 100k impressions)

Category: HOME PAGE	Single	Multiple	Super	Slam
Leaderboard	5,397	4,317	3,778	2,698
Super Leaderboard	6,667	5,333	4,667	3,333
Half Page	6,349	5,079	4,444	3,175
MPU	5,714	4,571	4,000	2,857
Space banner	6,190	4,952	4,333	3,095
Wide Skyscraper	5,397	4,317	3,778	2,698

### CHANNEL SPONSORSHIP, SURVEYS AND MICROSITES

Type	Duration	Single	Multiple	Super	Slam
Survey	Two months	39,683	31,746	27,778	19,841
Native Advertising	Per Week	15,873	12,698	11,111	7,937
Story Sponsorship	Per Week	7,937	6,349	5,556	3,968
Brand (Logo) Sponsorship	Per Month	11,111	8,889	7,778	5,556
Channel sponsorship	Per Month	11,111	8,889	7,778	5,556
Picture Gallery	Per Week	3,968	3,175	2,778	1,984
Microsite with Guidelines	Per Month	47,619	38,095	33,333	23,810

### HOME PAGE TAKE OVER / PER DAY

Type	Duration	Single	Multiple	Super	Slam
Home Page Takeover - Road Block	HPTO perday	47,619	38,095	33,333	23,810
Home Page Takeover - Horizontal	HPTO perday	39,683	31,746	27,778	19,841
Home Page Takeover - Vertical	HPTO perday	28,571	22,857	20,000	14,286
Home Page Take over - Rich Media	HPTO perday	20,635	16,508	14,444	10,317
Home Page Take over - Custom Build Rich Media/Expandable	HPTO perday	39,683	31,746	27,778	19,841

### YOUNG TIMES

Category	Single	Multiple	Super	Slam
Double Page Spread	7,143	5,714	5,000	3,571
Half Page Horizontal	2,599	2,079	1,819	1,300
Full page (Inside)	3,968	3,175	2,778	1,984
Inside Front Cover (Full Page)	4,960	3,968	3,472	2,480
Inside Front Cover spread	8,730	6,984	6,111	4,365
Inside Back Cover (Full Page)	9,524	7,619	6,667	4,762
Outside Back Cover (Full Page)	8,730	6,984	6,111	4,365

### WKND

Category	Single	Multiple	Super	Slam
Double Page Spread	14,683	11,746	10,278	8,000
Half page (Inside)	5,357	4,286	3,750	3,300
Full page (Inside)	7,937	6,349	5,556	4,500
Outside Back Cover (Full Page)	11,905	9,524	8,333	7,875
Inside Front / Back Cover	10,317	8,254	7,222	6,750
Facing IFC (Full Page)	9,524	7,619	6,667	4,762
Facing Content (Full Page)	8,730	6,984	6,111	4,365
Front Cover Gatefold	27,778	22,222	19,444	13,889
Strip Ads	3,770	3,016	2,639	1,885

### DIGITAL (SOCIAL)

Category	Single	Multiple	Super	Slam
Facebook Image Post	1,587	1,270	1,111	794
Whatsapp	1,503	1,366	1,230	1,010
Linkedin	794	635	556	397
FB live video	9,524	7,619	6,667	4,762
Facebook Video post	2,976	2,381	2,083	1,488
Instagram Image	794	635	556	397
Instagram Video Story	2,976	2,381	2,083	1,488
Sponsored Article	9,921	7,937	6,944	4,960
Sponsored Video production/ Native Video	9,921	7,937	6,944	4,960

### Advertising Terms and Conditions

- ❖ Rates or packages are not available in conjunction with any other offers or discounts.
- ❖ Galadari Printing and Publishing will not be held responsible for any legal action imposed by the regulatory authorities on the advertiser or advertising agency as a consequence of advertising.
- ❖ In the event of non availability of advertising space the advertisement will be re-scheduled on the next available day.
- ❖ Each package or category of rates are applicable to single advertiser or brand only.
- ❖ Placement of advertisement will be as per the schedule for the relevant package indicated in the booking order.
- ❖ Packages booked by Advertising Agency, the agency will sign the booking contract and will be fully responsible to abide by all the terms and conditions.
- ❖ All Rates in Gross (currency USD).
- ❖ Any cancellation of a campaign without 7 days prior written notice will result in 50 % of the booking value being charged to the Releasing Agency or Client
- ❖ All advertising will attract 5 % VAT on the net applicable rates.
- ❖ When packaging more than one option from the Digital category offerings, Multiple/ Super/ Slam rates to apply.
- ❖ Special offer- Slam Rates will be applicable
  - Digital (Social) - Any 3 + Khaleej Times
  - Wknd Magazine + Khaleej Times (Friday or Saturday)