



MEGACOMS RATE CARD 2008

Coverage Area with Daily Traffic Flow: -

King Faisal Highway	Eastbound	(To Muharraq)	61,716 cars/Day
	Westbound	(To Seef)	46,542 cars/Day
Esteglal Highway	Northbound	(To Riffa)	25,096 cars/Day
	Southbound	(To Sitra)	29,226 cars/Day
Sh.Isa Bin Salman Highway	Eastbound	(To Manama)	48,206 cars/Day
	Westbound	(To Isa Town)	34,091 cars/Day
Majlis Al-Ta'awon Highway	Northbound	(To Manama)	42,621 cars/Day
	Southbound	(To Sitra)	40,935 cars/Day

	No. of Faces	Period	Gross Cost	Production Cost
1.	20 Faces	2 Weeks	BD. 4600	BD. 1000
2.	15 Faces	2 Weeks	BD. 4100	BD. 750
3.	10 Faces	2 Weeks	BD. 3250	BD. 500
4.	6 Faces	2 Weeks	BD. 1750	BD. 300
5.	1 Face	1 Month	BD. 1100	BD. 50 / Visual
6.	1 Face	3 Months	BD. 2900	BD. 50 / Visual
7.	1 Face	6 Months	BD. 5577	BD. 50 / Visual
8.	1 Face	12 Months	BD. 7700	BD. 50 / Visual
9.	1 Face - Prime Location	12 Months	BD. 8500	BD. 50 / Visual

Production Cost :BD 50/- (net) per poster.
Mounting charges :BD 15/- per poster when printing is handled by the client.

Technical Specifications:

Megacoms Size :3m(h) x 4m(w)
Printing Material :Inkjet printed vinyl removable self-adhesive posters
File Format :Photoshop (Mac/PC) TIFF, EPS, JPG, PSD.
Illustrator (Mac/PC) AI, EPS.
InDesign (Mac/PC) INDD, editable EPS.
Acrobat (Mac/PC) PDF.
Freehand (Mac) editable EPS.
Accepted File Media :CD-ROM (Mac/PC) / DVD (Mac) / ZIP 250 MB (Mac/PC)
Resolution :All files should have the actual printed size divided by 10 with 450 dpi.
Proof :Coloured print out of the layout.
Booking Deadline :2 weeks in advance
Material Deadline :1 week in advance
Cancellation Deadline :10 days in advance
Payment Terms :Full in Advance (before the start of the campaign)