

# 2017

## WHEELS

*All Rates inclusive of Colour*

### **General Display**

<b>Size</b>	<b>AED</b>
Gatefold	52,250
Double Page Spread	9,900
Full Page	6,100
Half Page (horizontal)	3,750

### **General Display Position Loadings**

<b>Position</b>	<b>%</b>
Outside Back Cover	100%
Inside Front Cover	75%
Inside Back Cover	65%
Specified Section / Page	45%
Advertorial/photo shoot surcharge	50%

### **Buyers Guide**

<b>Size</b>	<b>AED</b>
Buyers Guide Quarter Page	1,950

### **Wheels Deals @**

<b>Size</b>	<b>AED</b>
Double Page Spread	6,000
Full Page	3,400
Half Page (H/V)	1,900
Quarter Page (H/V)	1,000
Banner	800
1/8 Page	650
1/16 Page	450
Ear Panel	300

@ 10% Agency commission applicable on Wheels Deals section.

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## DIGITAL - WHEELS

<b>Apps</b>	<b>AED</b>
App ads	2,000 onwards
Facebook competitions	1,000 onwards
Augmented reality	15,000 onwards
Email blasts	552 per 1000 emails

### **Online**

<b>Position</b>	<b>Size</b>
Right Hand Premium Position	Half Page (300 x 600)
	Super Banner (220 x 550)
Top of Page Premium Position	Super Leader Board (970 x 90)

### **Rates in AED**

<b>Position</b>	<b>Duration</b>			
	<b>7 days</b>	<b>14 days</b>	<b>21 days</b>	<b>30 days</b>
Home Page	4,000	7,000	9,000	12,000
Channel Index Page + all pages in same channel	6,000	9,000	12,000	16,000

### **Wallpaper (AED)**

<b>Position</b>	<b>Duration</b>			
	<b>7 days</b>	<b>14 days</b>	<b>21 days</b>	<b>30 days</b>
Home Page	6,000	9,000	12,000	15,000
Channel Index Page + all pages in same channel	8,500	13,000	18,000	24,000

### **Brand Logo (AED)**

<b>Position</b>	<b>Duration</b>			
	<b>7 days</b>	<b>14 days</b>	<b>21 days</b>	<b>30 days</b>
Channel Index Page + all pages in same channel	4,000	6,000	8,000	9,500