

# AL Bayan Gross advertising rates in AED

from 1 January 2018

البيان

Main Section	Cm / Col (B&W)	Full Page	Half Page	Quarter Page	Page Killer	Horizontal Strip	18cm (H) x 9.5cm (W)	15cm (H) x 29.5cm (W)	Ear Panel 5.5cm (H) x 4.5 cm (W)
Front Page	280	--	--	--	--	6,500	19,800	38,640	3,000
Page 2	100	59,360	29,680	14,840	--	--	--	--	--
Page 3	120	71,232	35,616	17,808	--	--	--	--	--
Page 5	100	59,360	29,680	14,840	--	--	--	--	--
Page 7	90	53,424	26,712	13,356	--	--	--	--	--
Inside Pages	80	47,488	23,744	11,872	29,232	--	--	--	--
IBC	95	56,392	28,196	--	--	--	--	--	--
Back Page (OBC)	200	97,520	48,760	--	--	--	--	--	--

Business & Sports Sections	Cm / Col (B&W)	Full Page	Half page	Quarter Page	Page Killer	Horizontal Strip	18cm (H) x 9.5cm (W)	15cm (H) x 29.5cm (W)	Ear Panel 3.38cm (H) x 7.0 cm (W)
Front Page		--	--	--	--	--	11,200	16,800	1,500
Page 2	80	47,488	23,744	11,872	--	--	--	--	--
Page 3	80	47,488	23,744	11,872	--	--	--	--	--
Inside Pages	70	41,552	20,776	10,388	25,578	--	--	--	--
Back Page (OBC)	85	50,456	25,228	--	--	--	--	--	--

## ▶ Classified Pages Cm / Col

Color .....	50
B&W .....	40

## ▶ Color Loading

**Back Page (main section)**  
**15%** extra charge for full color  
 (min AED 3,000)  
**10%** extra charge for one spot color  
 (min AED 1,500)

## ▶ Other Pages

**40%** extra charge for full color  
 (min AED 2,000)  
**25%** extra charge for one spot color  
 (min AED 1,000)

## ▶ Layout Dimensions

Column margin width 0.5 cm	4 Columns width 14.50 cm
Number of columns 8	5 Columns width 18.25 cm
1 Column width 3.25 cm	6 Columns width 22.0 cm
2 Columns width 7.0 cm	7 Columns width 25.75 cm
3 Columns width 10.75 cm	8 Columns width 29.50 cm

## ▶ Circulation

### UAE

Dubai .....	32 600
Abu Dhabi .....	16 000
Sharjah .....	12 300
Al Ain .....	8 200
Fujairah .....	4 100
Ras Al Khaimah .....	3 700
Ajman .....	3 400
Umm Al Quwain .....	2 000
Hotels .....	3 000
Airlines .....	3 500

**TOTAL UAE CIRCULATION 88 800\***

*\* The total circulation includes 34 650 subscriptions*

## ▶ Cancellations

### Prime Positions:

Written instructions are required 7 days prior to publishing date.

### Normal Positions:

Written instructions are required 3 days prior to publishing date.

## ▶ Fixed positions

20% extra charge applies to fixed positions

## ▶ Loose inserts & special operations

Quotations are submitted upon request

## ▶ Material Requirements

CD - Photoshop JPEG (High Resolution)

## ▶ Material Deadline

3 working days prior to publication date

