

2011

Rate Card



 a watan

Al Watan - Saudi



 26/9/11

Page & Size	B&W	4 Color
Front Page	350	350
Back Page	300	300
Page 3	260	260
Glossy Pages (2.9.10.27.28 & Inside Back)	255	255
Center Spread (Regular Papers)	250	250
Inside Page	140	215
Inside - Full Page	58,240	89,440
Inside - Half Page	29,120	44,720
Inside - Quarter Page	14,560	22,360
Page 3 - Full Page	108,160	108,160
Page 3 - Half Page	54,080	54,080
Page 3 - Quarter Page	27,040	27,040
Glossy Pages - Full Page	106,080	106,080
Glossy Pages - Half Page	53,040	53,040
Glossy Pages - Quarter Page	26,520	26,520
Center DPS	208,000	208,000
Center Half DPS	104,000	104,000

Conditions :

- 15% surcharge applies for every fixed page request
- 15% surcharge applies for every fixed position on page request
- 100% surcharge applies on advertorial advertisements
- Split run by region available upon request

Loose Insert :

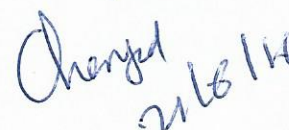
Size	Kingdomwide	1 Region	2 Regions	3 Regions
A2	99,188	46,288	69,000	80,500
A3	86,250	40,825	60,375	71,300
A4	63,250	29,900	44,850	51,750
A5	46,000	22,425	33,350	39,100

Commercial policy

- Agency Commission : 20%
- All rates are in Saudi Riyals
- Conversion rate to US\$ = 3.75 SR
- Material deadline : 72 hours prior to publishing date
- Booking cancellation :
 - Front / Back page : 2 weeks
 - Fixed positions : 1 week
 - Inside pages : 72 hours
- Material revisions : Any change(s) on any delivered material will only be accepted if the new material is delivered at least 48 hours prior to publishing date
- Rate inclusive of ad appearance on Al Watan Digital edition
- Add features to your Ad in Digital Version @ Al Watan Digital:
 - Hyperlink
 - Embed Video / Audio
 - Data Capture Forms
 - Embed Flyers / Brochures / Catalogue etc.

Technical Info

- Al Watan total columns per page is 8 columns
- All pages of Al Watan newspaper are colored
- Column size in Al Watan : 3.6 cms
- Gap size between columns : 0.3 cms
- Other sizes :
 - Full Page : Height 52 cms x Width 31 cms
 - 1 / 2 Page : Height 26 cms x Width 31 cms
 - 1 / 4 Page : Height 26 cms x Width 15.3 cms



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26x4