

Pearl 102 On Air Product Association Rates

Additional Rates	Value
30 Seconds	0
45 Seconds	X1.3
60 Seconds	X1.5
90 Seconds	X2.4
120 Seconds	X3.0
Production Fee (AED)	2000
30" Secs Ad	Volume Rebate
	Contact Us

Product Name	Timing / Category / Days				Advertisements & DJ Reads (AED)			
	Days	30"	15"	Social	Reads 30"	Reads 15"	Reads 20"	Social
6am to 9am	Su-Th	400	320	550	100			
9am to 10am	Su-Th	300	240					
10am to 12pm	Su-Th	300	240					
12pm to 2pm	Su-Th	300	240	450	100			
2pm to 3pm	Su-Th	350	280	550	100			
3pm to 6pm	Su-Th	200	160					
6pm to 9pm	Su-Th	200	160					
9pm to 12am	Su-Th	200	160					
12am to 6am	Su-Th	75	50					
All Day Long	Fri-Sat	75	50					

Product	Timing / Duration	Exposure Per Week				Extra	Value (in AED per week)	Suggested Cost (in AED per week)
		Show Links	Show Promos with Tag	In Show Branded Tags	In Show Sponsor DJ Read			
60"-90"	30"	5	7	10"	10"	20"	30"	5
3 Hours	3 Hours	28	15	5	5	1.5	5	10000
1 Hour	1 Hour	15	15	5	5	1.5	5	4000
1 Hour	1 Hour	15	15	5	5	1.5	5	6000
3 Hours	3 Hours	28	15	5	5	1.5	5	8000
3 Hours	3 Hours	28	15	5	5	1.5	5	4000
2 Hours	2 Hours	28	15	5	5	1.5	5	4000
1 Hour	1 Hour	28	15	5	5	1.5	5	4000

Product	Shows / Timing	Exposures Per Day	Branded Intro (Name/Ch)	10" Branded Intro (Tag)	Branded DJ Links (Per Day)	Social Media Bonus	Bonus Spots (per week)	Value	Cost (per Week in AED)
3 Comp Hits	1	1	3	Social Media	15	3000			
3 Comp Hits	1	1	3	Social Media	15	4000			

Product	Shows / Timing	Exposures Per Day	Branded Intro (Name/Ch)	10" Branded Intro (Tag)	Branded DJ Links (Per Day)	Social Media Bonus	Bonus Spots (per week)	Value	Cost (per Week in AED)
3 Comp Hits	1	1	3	Social Media	15	10000			
3 Comp Hits	1	1	3	Social Media	15	16000			

For: *Junias/peidy*
Arabia FM