

Rate Card 2015 in UAE Dirhams

Net Spot Rate					
Weekdays		✓			
UAE		15"	30"	45"	60"
06:00-09:00	Early Morning	400	800	940	1000
09:01-13:00	Mid Morning	300	600	705	750
13:01-17:00	Lunch	250	500	588	625
17:01-21:00	Evening	250	500	588	625
21:01-01:00	Night	250	500	588	625
01:01-05:59	Mid Night	250	500	588	625
Weekends					
UAE		15"	30"	45"	60"
06:00-09:00	Early Morning	75	150	176	188
09:01-13:00	Mid Morning	75	150	176	188
13:01-17:00	Lunch	100	200	235	250
17:01-21:00	Evening	100	200	235	250
21:01-01:00	Night	100	200	235	250
01:01-05:59	Mid Night	100	200	235	250

Technical specifications

Rates for other spot durations

Spot duration Rate

Between 10 seconds and 14 seconds 15 seconds rate

Between 16 seconds and 29 seconds 30 seconds rate

Between 31 seconds and 44 seconds 45 seconds rate

Between 46 seconds and 59 seconds 60 seconds rate

Cancellations

Written instructions for cancellation is required 2 working days prior to the start date of the campaign.

Deadlines

Material should be delivered two working days prior to the broadcast date.

Material specifications

Audio material is required as "Uncompressed AIFF or WAV" formats.

All commercial must be delivered with stereo on tracks 1&2 as well as 3 & 4 (1=L, 2=R, 3=L, 4=R). In either case both audio tracks must be in phase.

The peak audio level should not be more than -10dBFS (The reference level is -18dBFS). Maximum level allowed on PPM is 6 (0dBs corresponds to 4, +8dBs corresponds to 6).

The audio should be free of any impairment (buzz, noise, etc...)