

Advertising Rate Card

Page	Clm/Cm
Front Page	120
Back Page	80
Inside Cover	70
Inside Pages	35

Popular sizes	Full page	1/2 page	1/4 page	20x3 page	1/8 page Clm/cm
Front Page - B/W		25000	12500	7200	6660
Front Page - Full Colour		37500	18750	10800	9990
Back Page - B/W	32000	16000	8500	4800	4440
Back Page - Full Colour	56000	24000	12750	7200	6660
Inside Cover - B/W	28000	14000	7000	4200	3500
Inside Cover - Full Colour	36000	18000	9000	5600	5000
Inside - B/W	14800	7400	3700	2100	1943

Al Fajr - Supplements

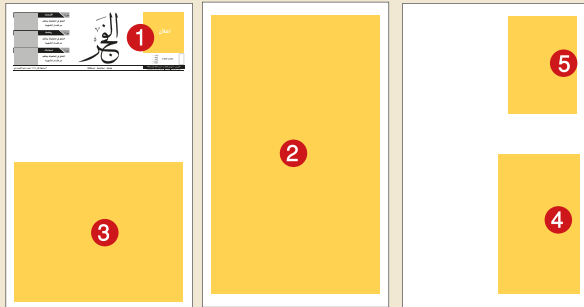
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Ear Panel

Page	B/W	Colour
Front page	700	1000
Cultural Supplement Front	600	900
Al Fajr Poetry page	700	1000

(Rates in UAE Dirhams)

Specifications



1. Ear panel: 4 x 8.8 cms
2. Full page: 53 x 32 cms
3. Half page: 26 x 32 cms
4. Quarter page: 26 x 16 cms
5. 1/8 page: 18.5 x 13 cms
6. Ear panel (Supplement): 9.8 x 7.8 cms

Column length	53 cm	4 column	16 cm
Column per page	8 col	5 column	20 cm
Column width	3.5 cm	6 column	24 cm
2 column	7.5 cm	7 column	28 cm
3 column	11.5 cm	8 column	32 cm

Terms:

Colour Ads: 50% of 'space value' as extra. Minimum loading Dh. 2000/-

Spot colour: 30% of space value as extra. Minimum loading Dh. 1500/-

20% extra for special positions

Colour acceptable in cover pages only

Other special position in colour will be charged as cover pages

Advertisement materials should be supplied in CD as PDF format

(300DPI) along with colour print

الفجر

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