

ARN

99
العربية

الموسيقى أتت أولاً

INTRODUCTION

Al Arabiya 99 is the No.1 Arabic music station in the UAE.

The station appeals to the UAE Arab listeners by playing the most popular Arabic songs from across the region. The station attracts both males & females from various Arab nationalities and is the number one music choice for the Expat Arab community in the UAE.

Listeners are determined & ambitious professionals who are constantly looking to excel in their careers. Whether households or singles, the Al Arabiya 99 audience is trendy and live the UAE lifestyle by all means. They choose Al Arabiya 99 as it's the one station that feeds their needs. Al Arabiya is bigger than ever since it has launched Al Arabiya Cassette.



SHOWS

EXIT 99 with Heba, Wael & Rafat Weekdays 7am - 10am

Wake up to Heba, Wael & Rafat and feel the positive energy that flows between them. Their on-air banter will keep you entertained and is sure to plaster a smile on your face. Tune in and get updated on various topics like: technology, health and fun. Interact with Heba, Wael & Rafat via SMS, Al Arabiya 99 App or Al Arabiya social media platforms and share your opinion or win great prizes.

Bala Routine with Mirna Weekdays 1pm - 3pm

Allow Mirna to change your routine with the Bala Routine show. The show covers a wide range of ideas to enjoy your life. In addition to celebrity updates, let's not forget Mirna's tips on lifestyle, fashion, fitness and nutrition.

Show Helou with Khalid Weekdays 5pm - 8pm

Keep up to date with Khalid on what's trending in the UAE. Show Helou covers the latest hot spots in the UAE, features the top trending hashtags and YouTube videos. If you're interested in sports, tune in to Khalid as he gives you your daily dose of sports updates in his own charismatic way.

DJ Saed Murad Thu to Sat from 10pm to 12am

DJ Saed Murad is the king of mixing and remixing. His signature style is all about selecting the hottest Arabic hits but also adding some international flavour. He is a true superstar DJ and has huge fan following across various nationalities and ages.

INSIGHTS

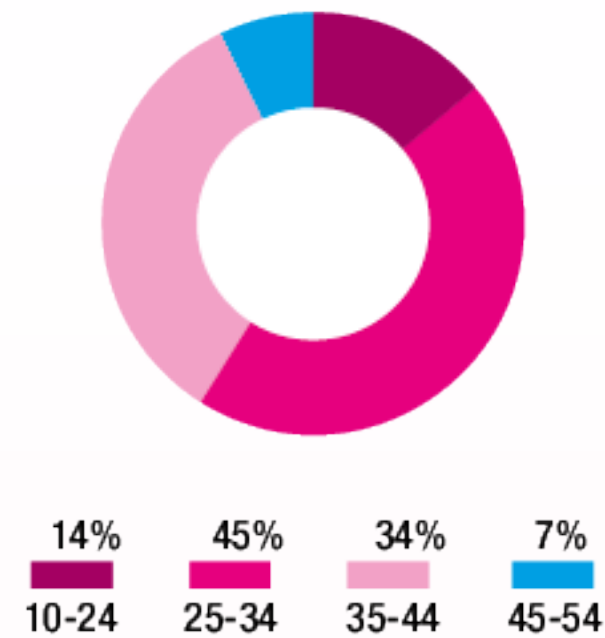
Dubai's #1 breakfast show for Expat Arabs

***WEEKLY REACH**
333,000

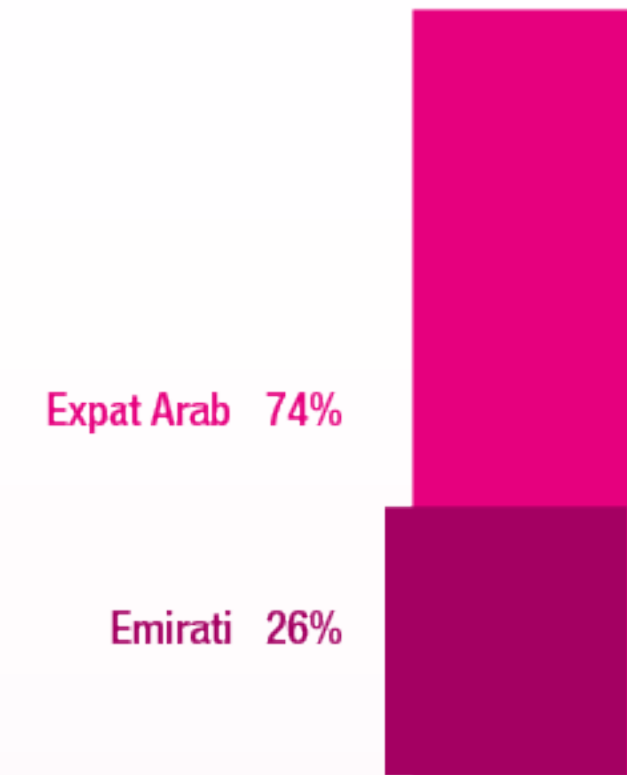
***WEEKEND REACH**
146,000

***TIME SPENT LISTENING**
3 HOURS, 16 MINUTES

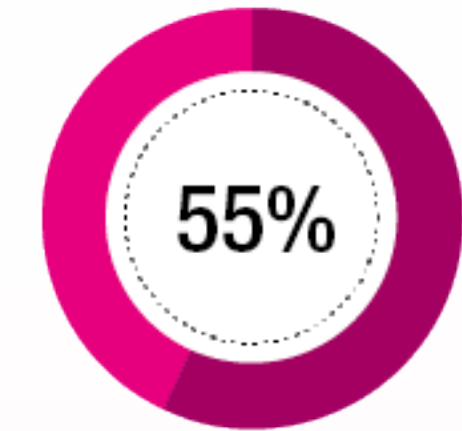
***AGE**



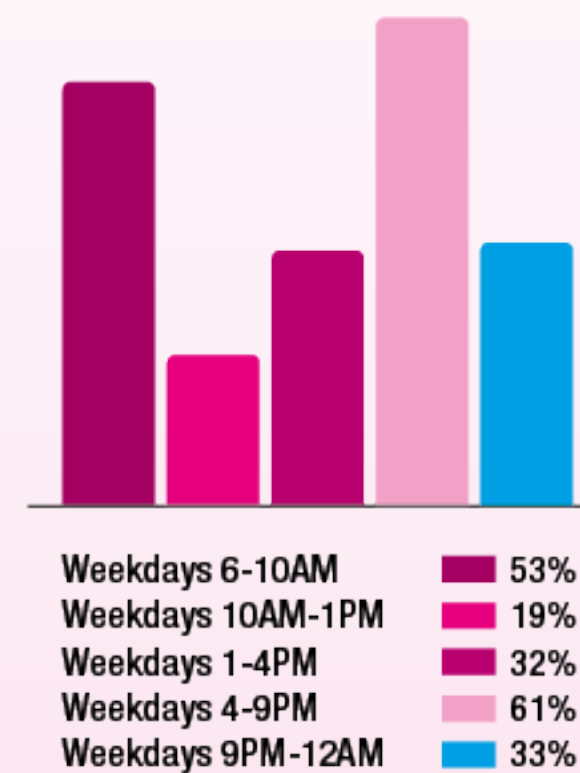
***NATIONALITY**



***LIVING WITH FAMILY**



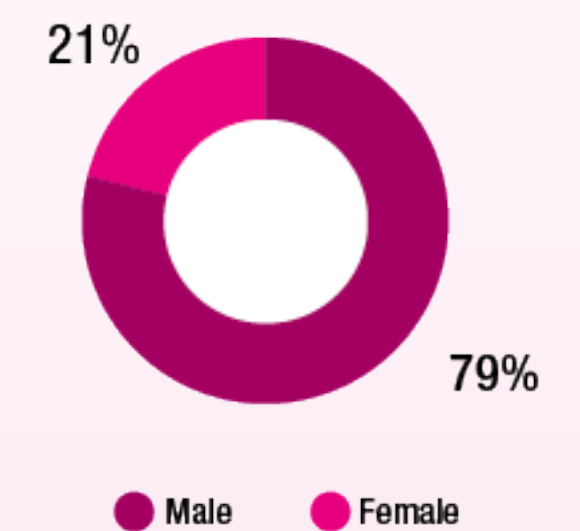
***LISTENERSHIP BREAKDOWN**



***SOCIO ECONOMIC CLASS**



***GENDER**



*Source: Nielsen Q1 2020 RAM results



ON AIR RATE CARD

| | 05:30 - 10:00 Breakfast | 10:01 - 13:00 Midmorning | 13:01 - 16:00 Afternoon | 16:01 - 21:00 Drive | 21:01 - 00:00 Night | 00:01 - 05:30 Midnight | 06:00-21:00 BMAD | 05:30-00:00 ROS |
|---------|----------------------------|-----------------------------|----------------------------|------------------------|------------------------|---------------------------|---------------------|--------------------|
| Weekday | 750 | 500 | 600 | 750 | 350 | 75 | 600 | 525 |
| Weekend | 125 | 250 | 350 | 400 | 250 | 75 | 250 | 225 |

Loading % on 30s spot rate

| Description | | <=10s | <=15s | <=20s | <=30s | <=45s | <=60s |
|----------------------|---|-------|-------|-------|-------|-------|-------|
| Duration Loading | As per commercial length | 50% | 60% | 80% | 100% | 140% | 180% |
| 1 - Position Loading | 1st or last in any break | 68% | 81% | 108% | 135% | 189% | 243% |
| | Top-Tail (TT) or Top-Middle-Tail (TMT) in any break | 75% | 90% | 120% | 150% | 210% | 270% |
| 2 - Time Loading | Specific Ad. Break | 75% | 90% | 120% | 150% | 210% | 270% |
| | One (1) hour time band | 65% | 78% | 104% | 130% | 182% | 234% |
| | Two (2) hour time band | 60% | 72% | 96% | 120% | 168% | 216% |
| | Three (3) hour time band | 55% | 66% | 88% | 110% | 154% | 198% |

| | | | | |
|---------------|--------------------|--------|--------|--|
| Al Arabiya 99 | Live Reads | 15 sec | 30 sec | Creative Rates Commercial Production*30 sec 3,500 |
| | ROS Placement | 1,500 | 2,000 | |
| | Specific Placement | 1,750 | 2,250 | |



Leaderboard

Size: 720 X 90 (width X height)
320 X 50 & 640 X 200
320 X 100 & 640 X 200

Format: jpg, png,gif
HTML5 (Google Ads)
and Google Ad script

Featured content

Custom made by ARN
and requires PD approval

Leaderboard

Size / Format
(same as above)

MPU

Size: 300 X 250
Format : jpg, png, gif
HTML5 (Google Ads)
Google Ad script

| CPM based components | Weekly based components | | | |
|--|--------------------------|------------------------|-----------------------|-----------------------------|
| Banner* (MPU or Leaderboard) | Featured Sections | Online Contest | Social Contest | Pre-Roll Audio* |
| 90 | 4000 | 5000 | 8000 | 5000 |
| | Pre-Roll Video* | APP SMS POP-UP* | Banner* | Day Part Sponsorship |
| | 4000 | 3000 | 1500 | 2500 |

Online Contest

Custom made by ARN
and requires PD approval

Social Contest

Custom made by ARN
and requires PD approval

Pre-Roll Audio

Duration: 15 Seconds
Format: MP3

Pre-Roll Video

Duration: 15 Seconds
Format: MP4 or AVI (H.264)

APP SMS Pop-up

size: 320 X 250
640 X 20
Format: jpg, gif, HTML5