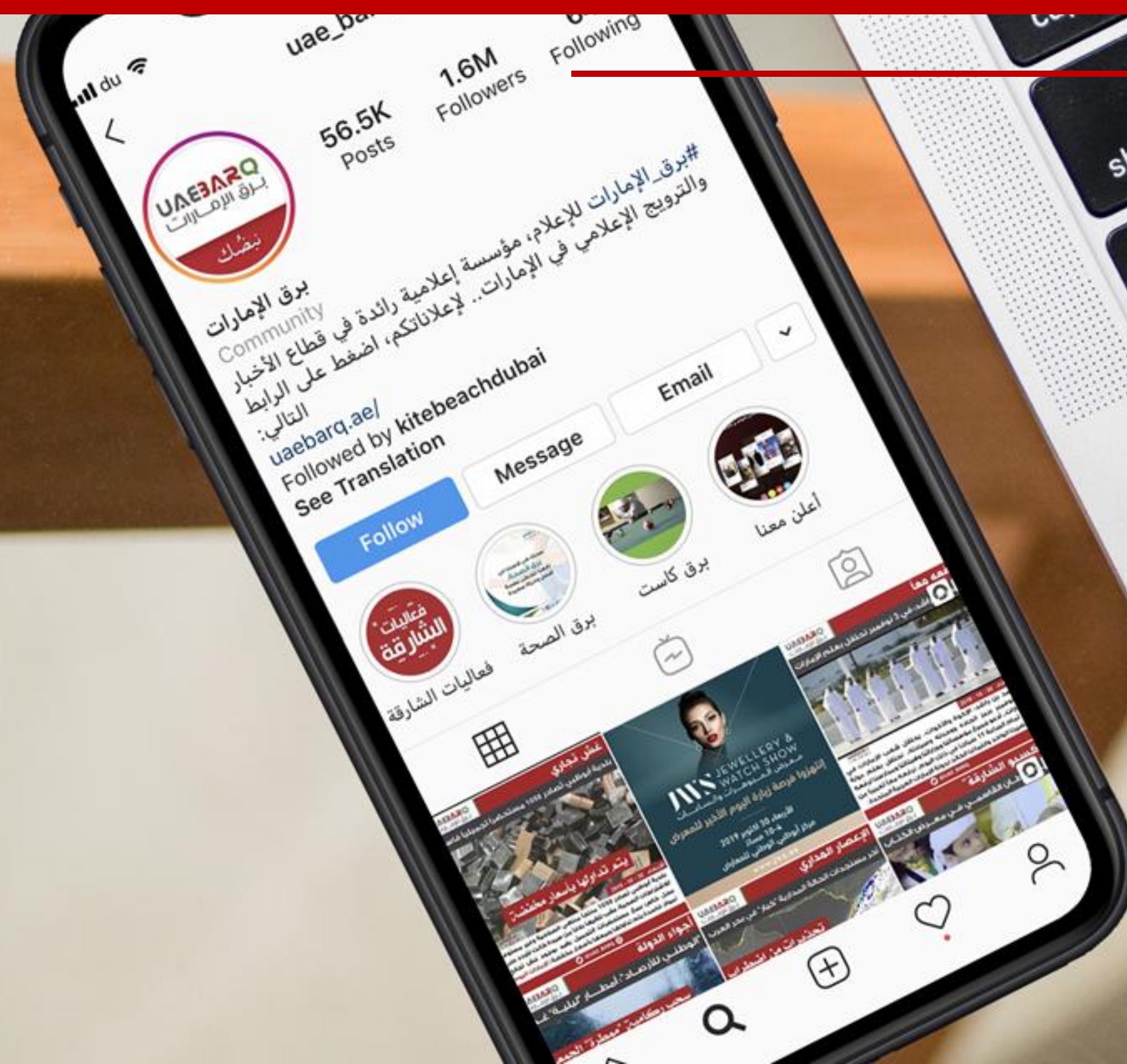


# UAE BARQ

A SOCIAL MEDIA POWERHOUSE

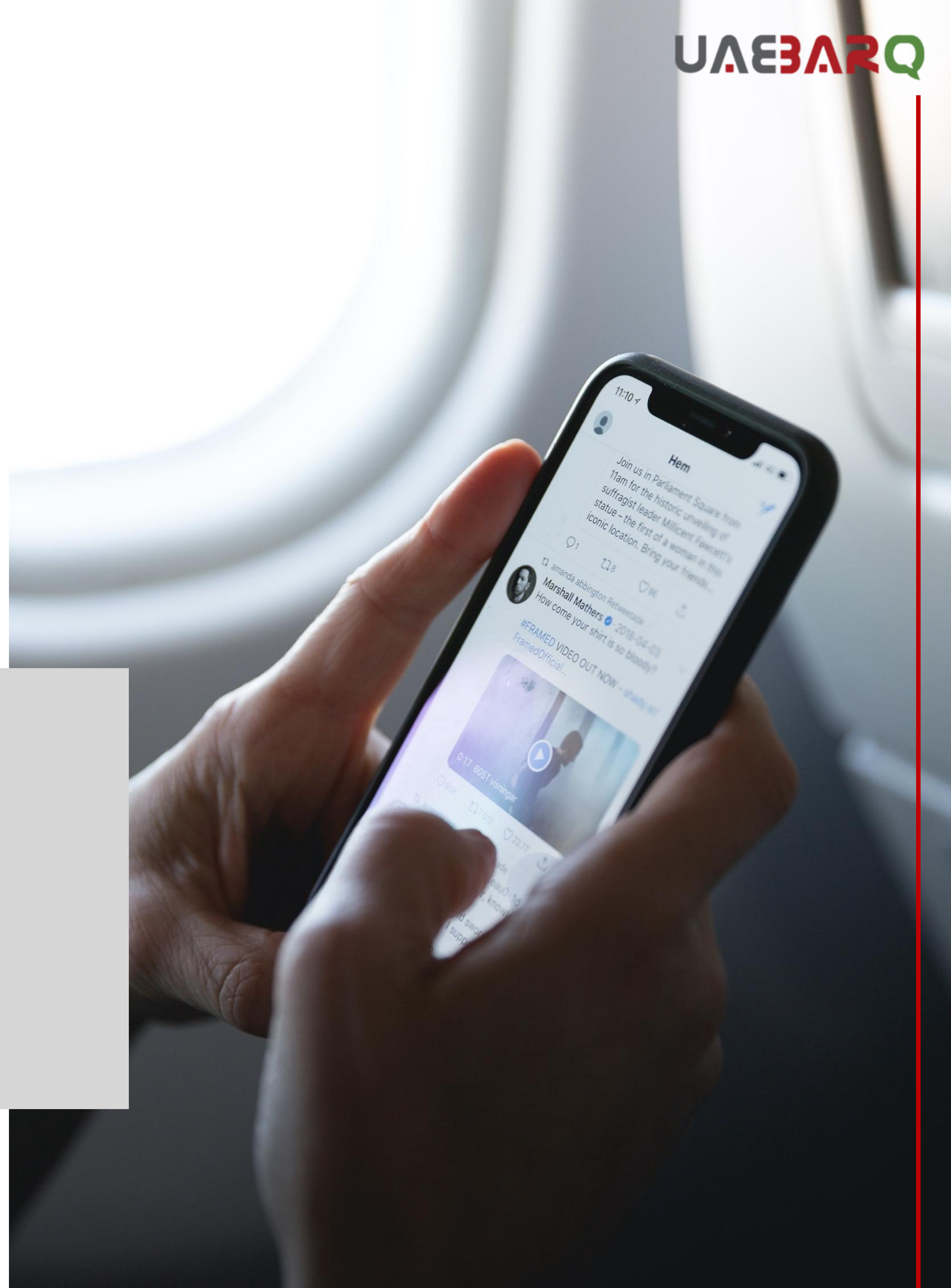
UAE BARQ





# A SOCIAL MEDIA POWERHOUSE

With Continuous Growth and Proved UAE Local Knowledge



Biggest News Platform in  
UAE



5 Million Followers



Premium and Professional Journalism

By far the biggest news outlet on Social Media in the UAE

UAE BARQ reaches to 5 Million followers among which more than 80% are UAE nationals and residents

Our team consists of professional journalists and our content is delivered considering UAE unique sensitivities



# PARTNERS

Is Already Helping More Than 50 Partners To Engage Better With Audiences And Reach More People In UAE





# A RANGE OF ACCOUNTS

A Range Of Accounts To Reach Followers In Different Formats, Touching Different Interests, And In A More Local Approach

2 M  
Twitter

2 M  
Instagram



UAE BARQ  
برق الإمارات

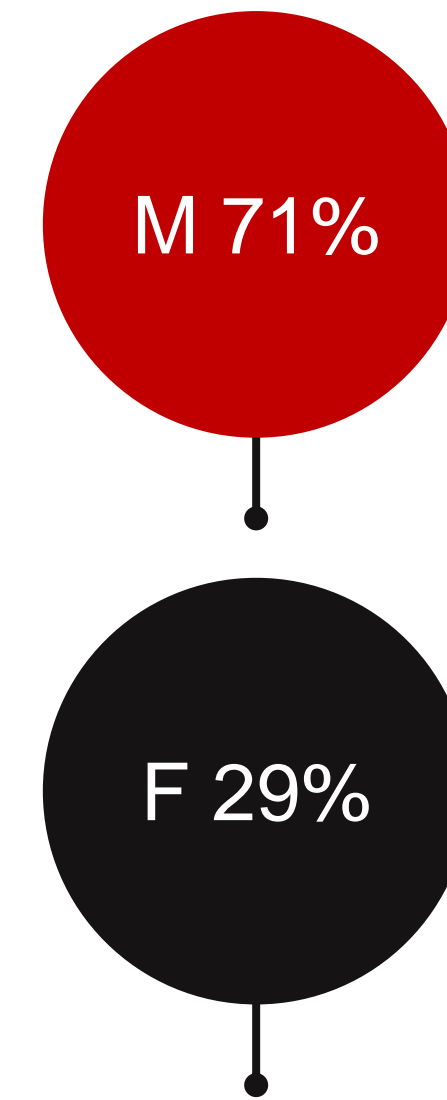
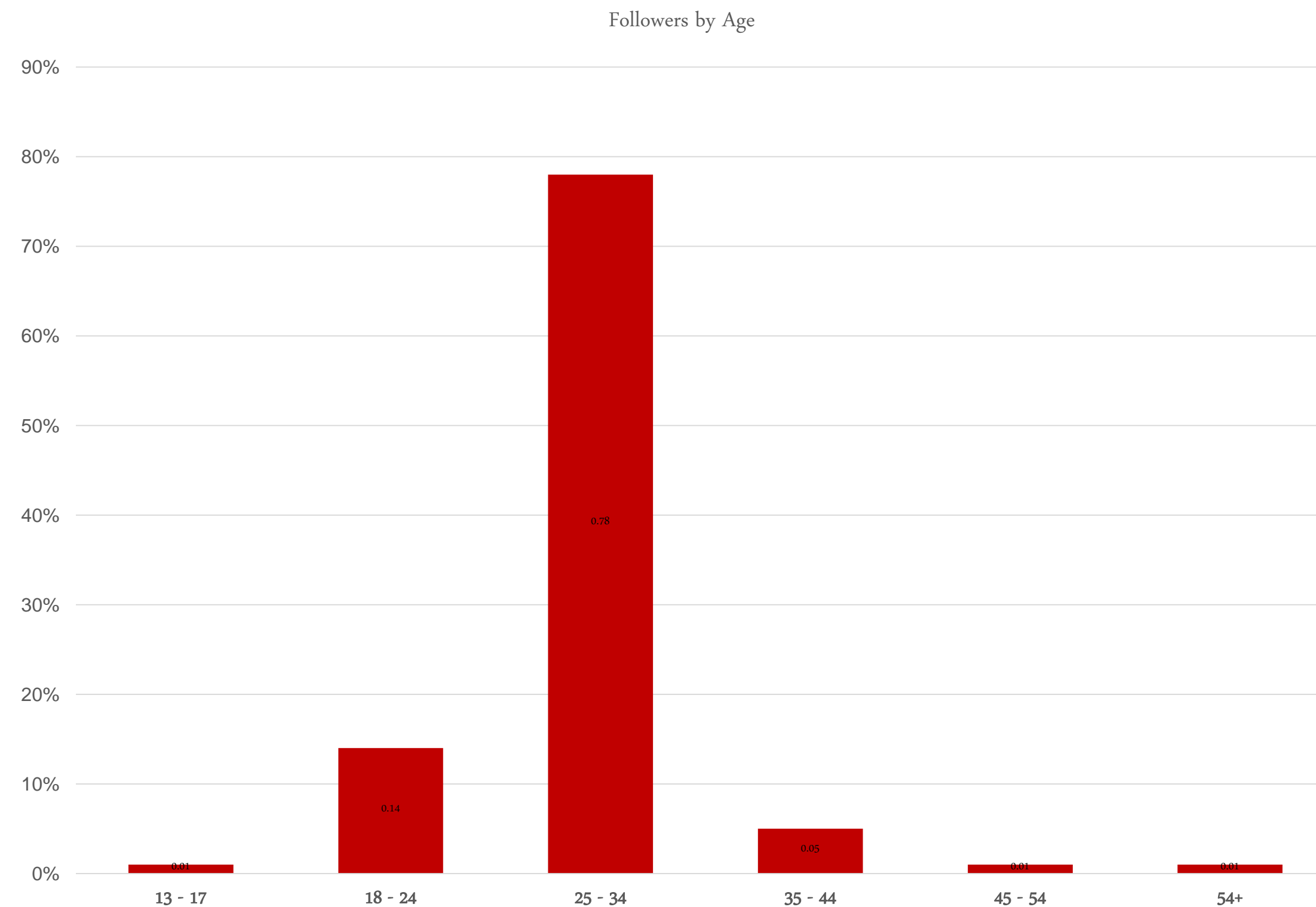
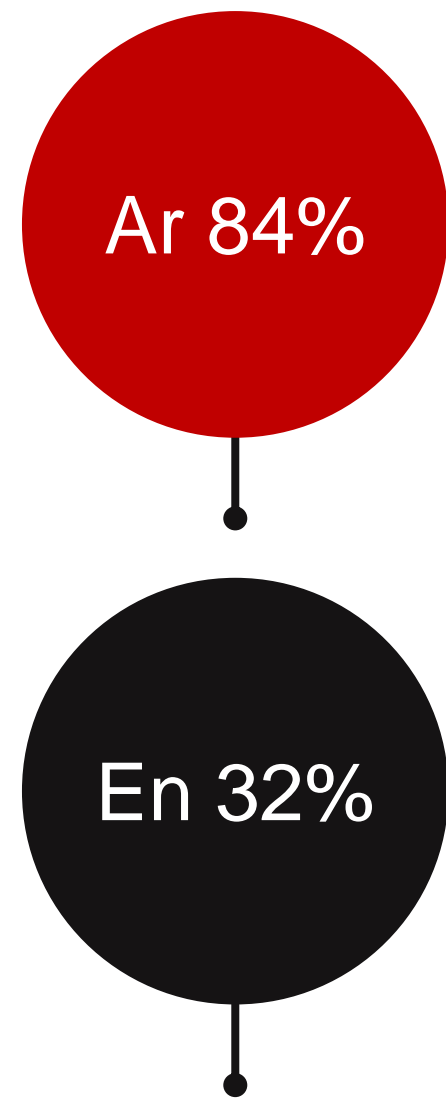
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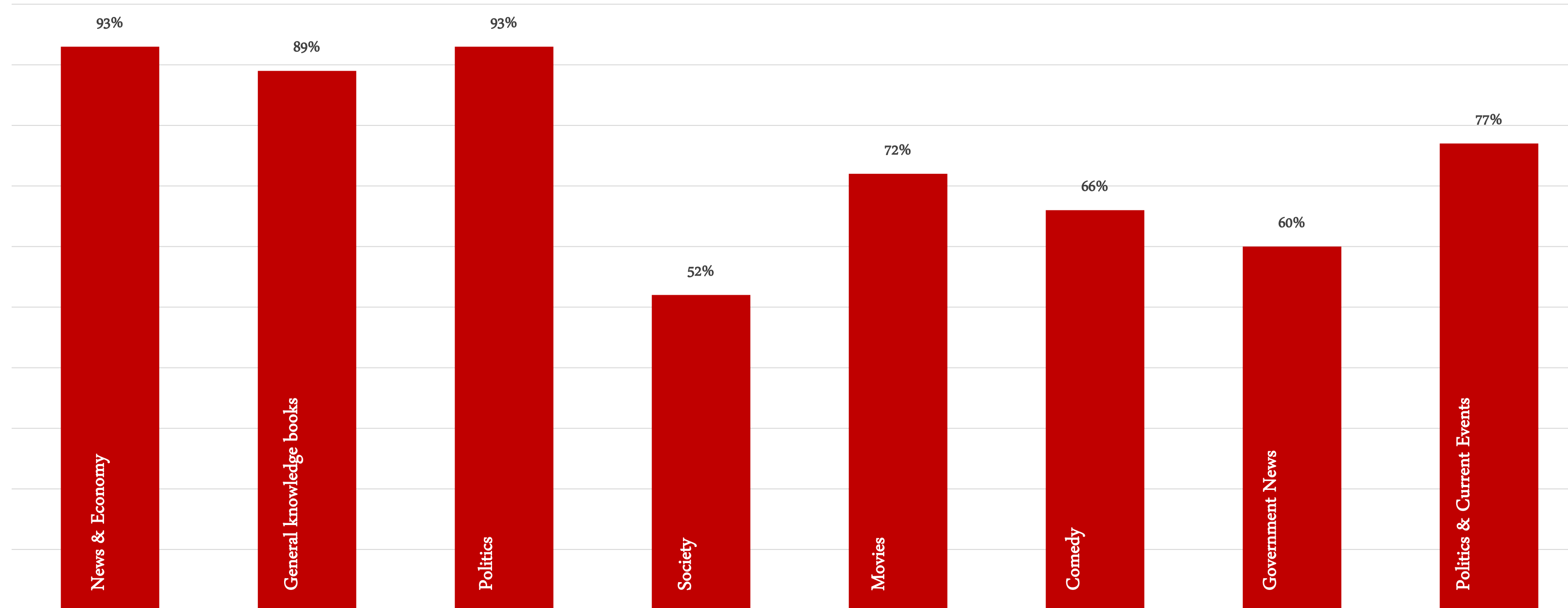


# We Have A Predominantly Arabic Audience

That Is Concentrated In 18 To 35 Years Segment

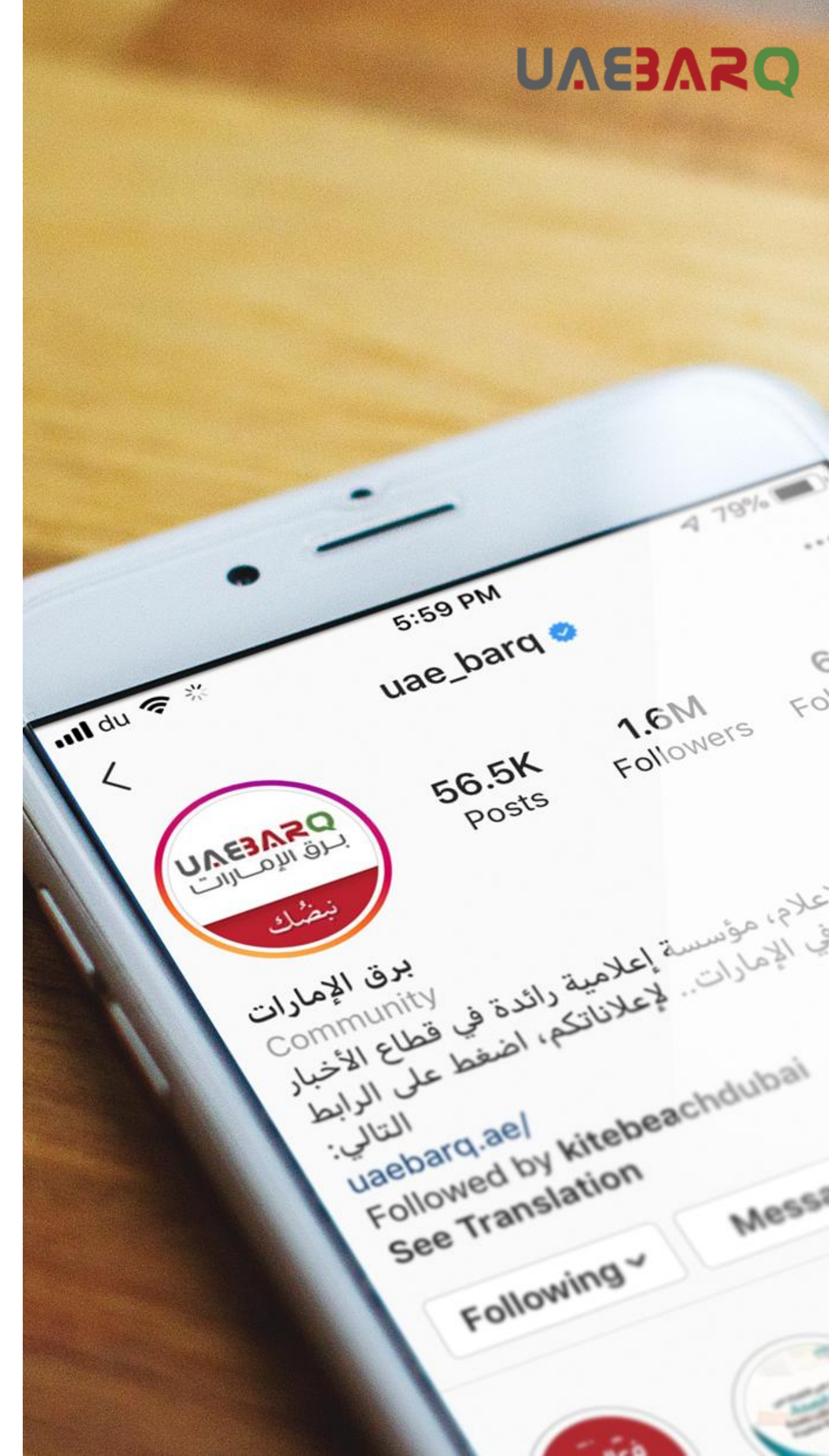
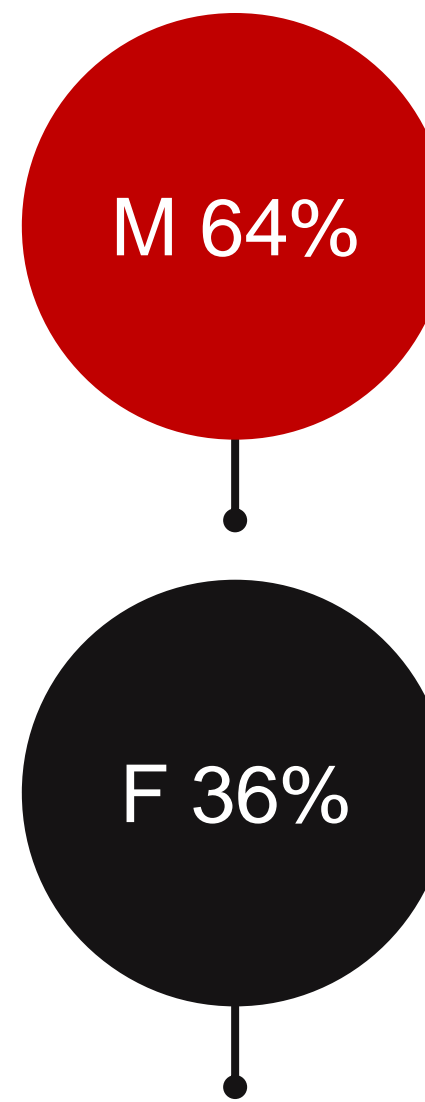
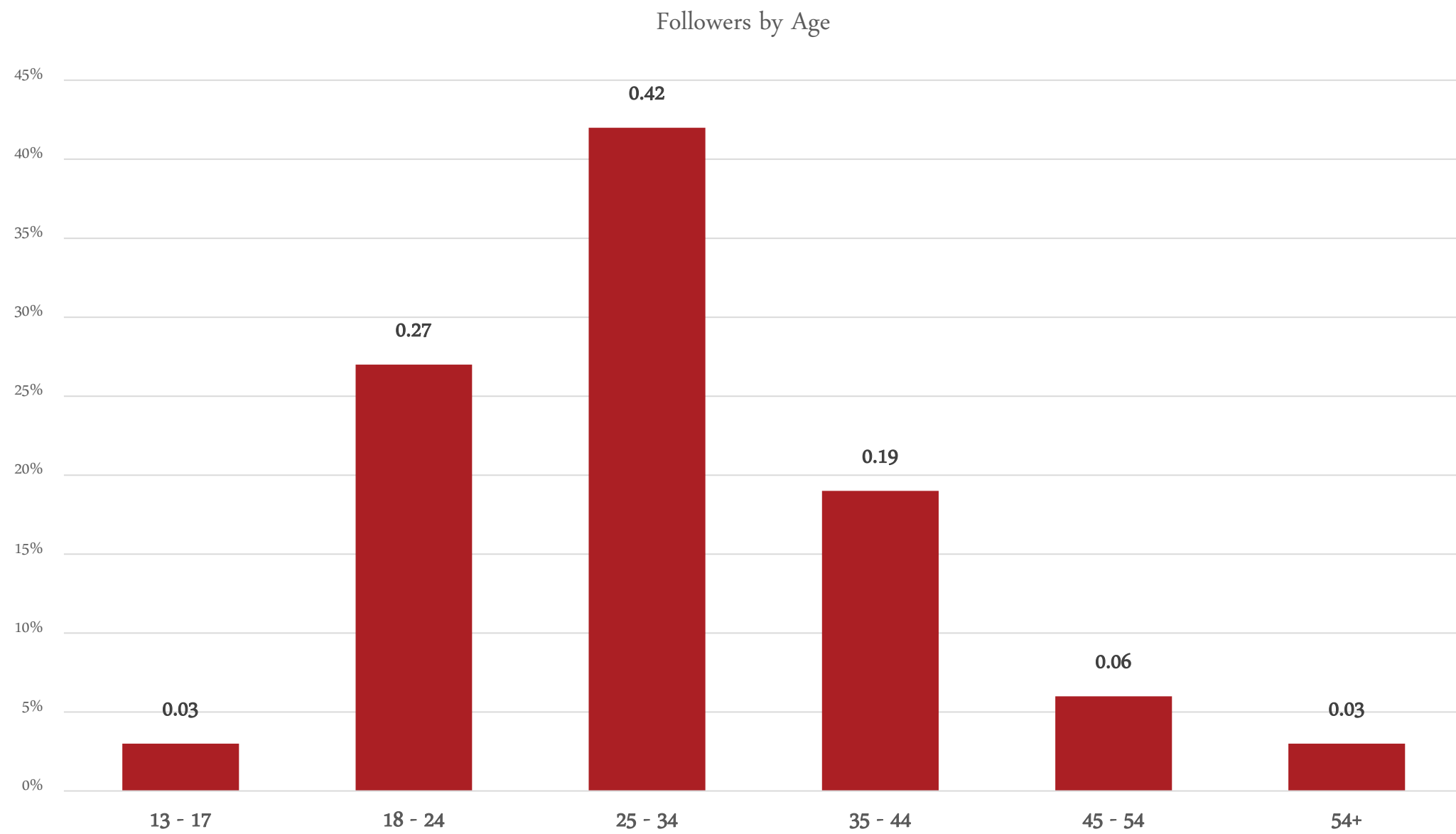


# An Audience With A Wide Range Of Interests





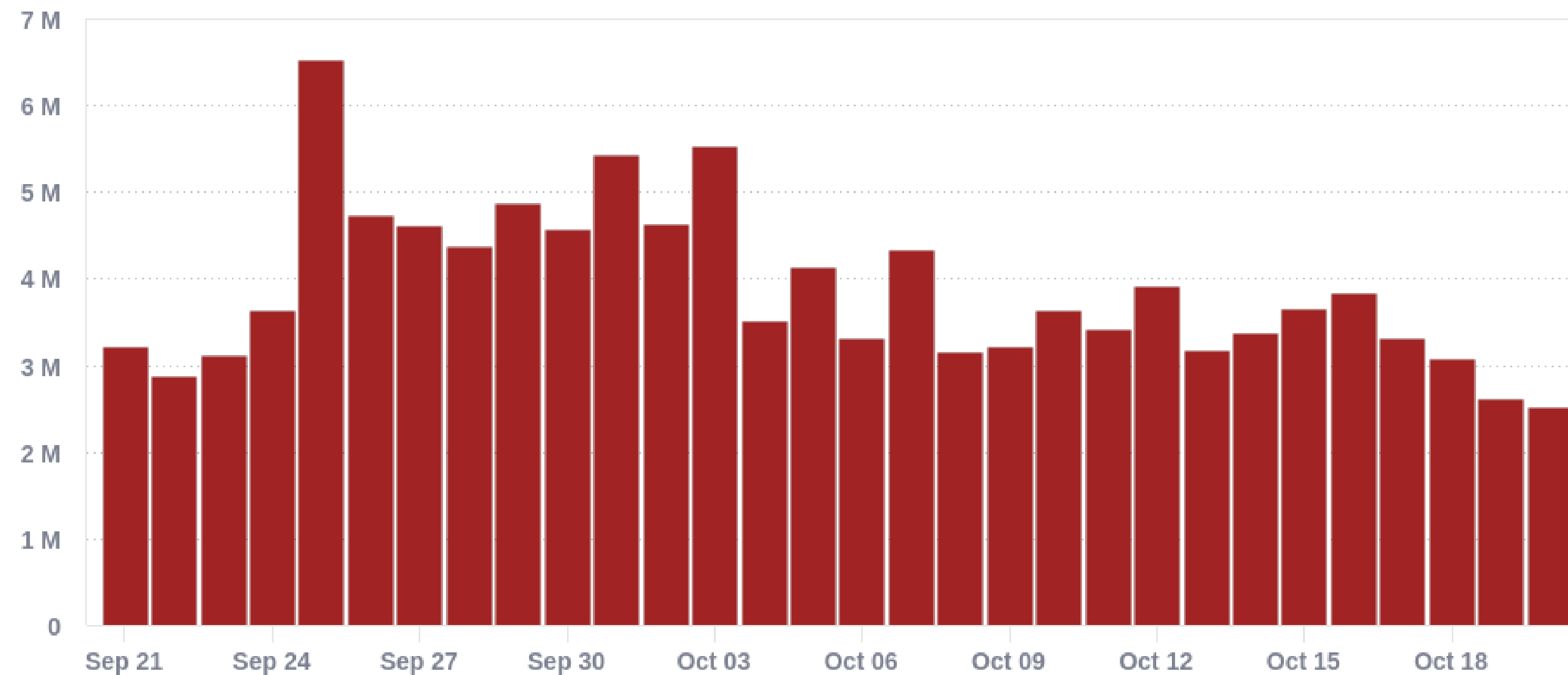
Males make two thirds of our audience that is concentrated in 18 to 44 years segment



More than 116 M impressions in a month and daily average of 3.9 M impressions



Total Profile Impressions Aggregated by Day Sep 21, 2019 - Oct 20, 2019







# UAE Barq's **Twitter** Advertising Inventory Types

Tweet

Retweet

Pinned Tweet

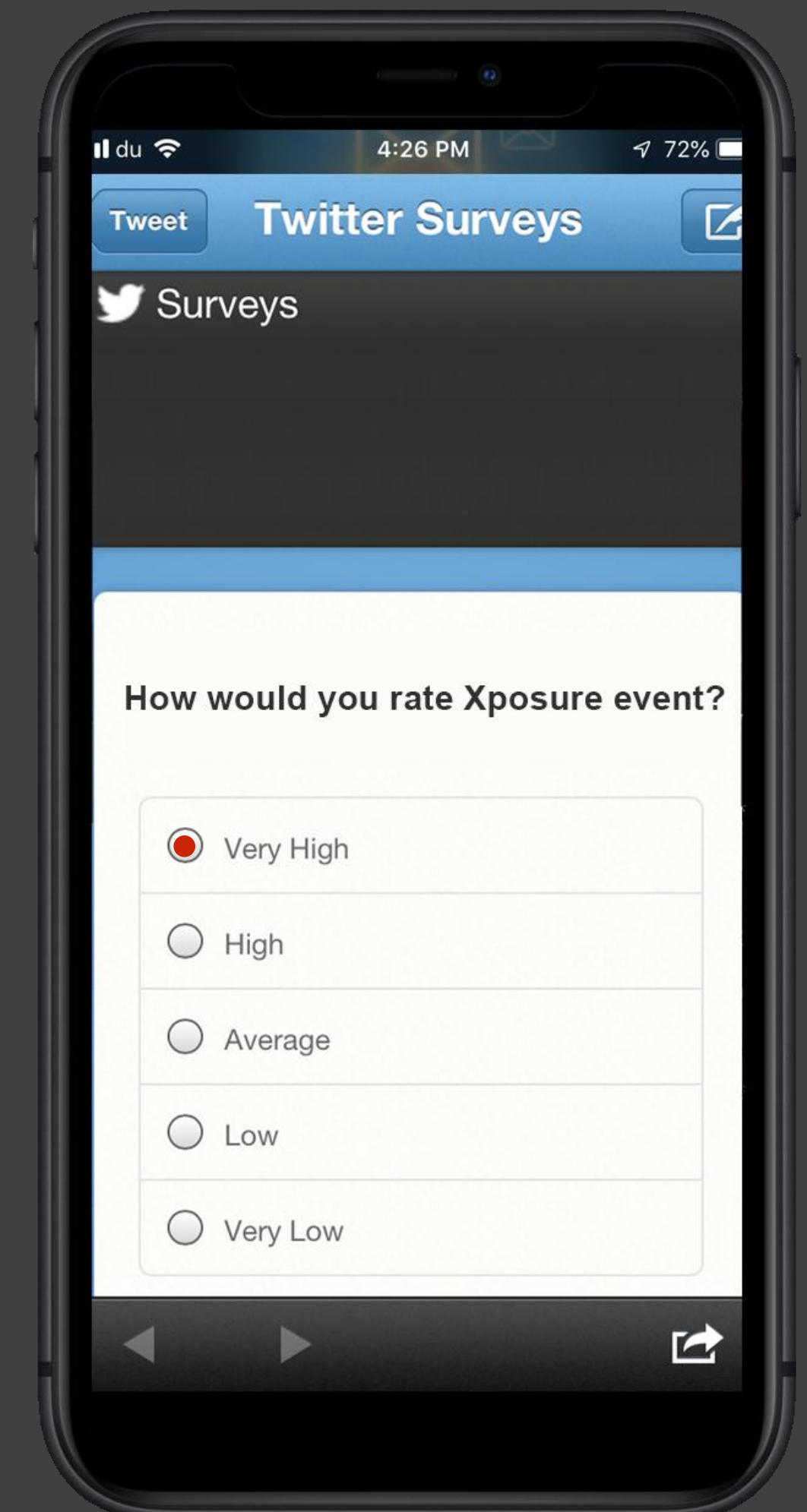
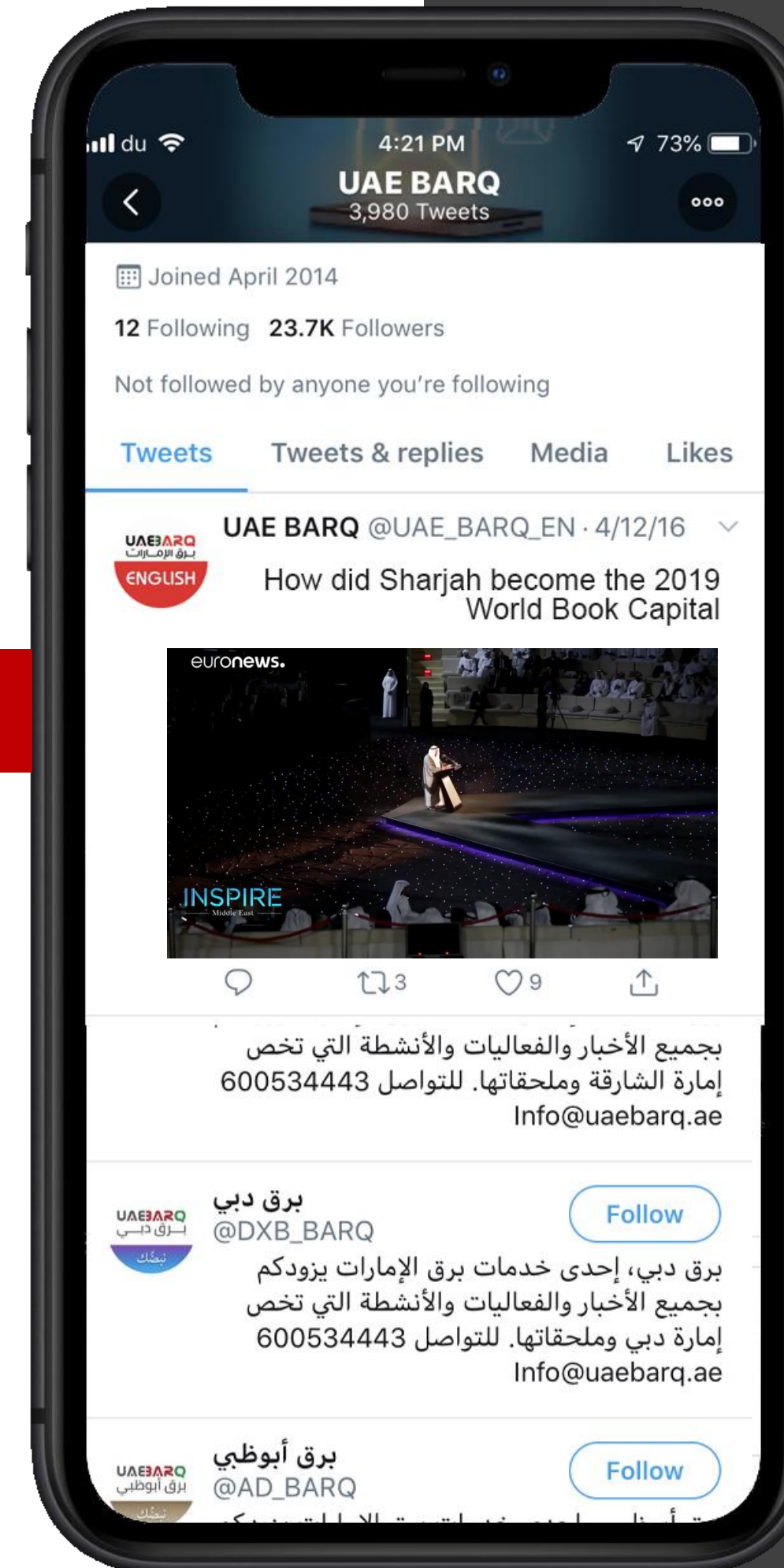




# UAE Barq's **Twitter** Advertising Inventory Types

Live Broadcast

Surveys





# UAE Barq's Twitter Advertising Inventory Types

Banner

News Banner





# Types of Instagram story

## Instagram Story

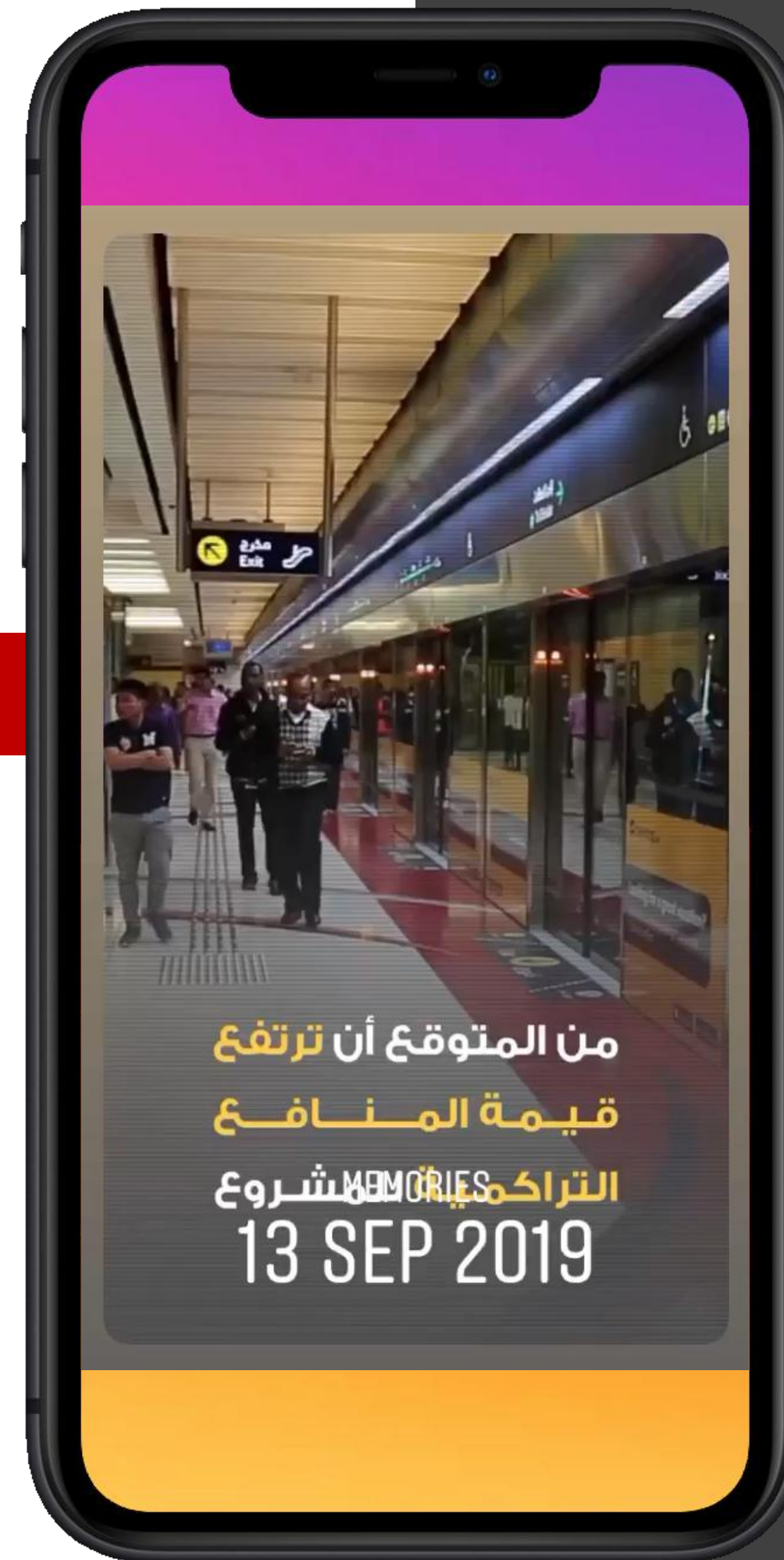
Video

Picture

Survey

LIVE

IGTV

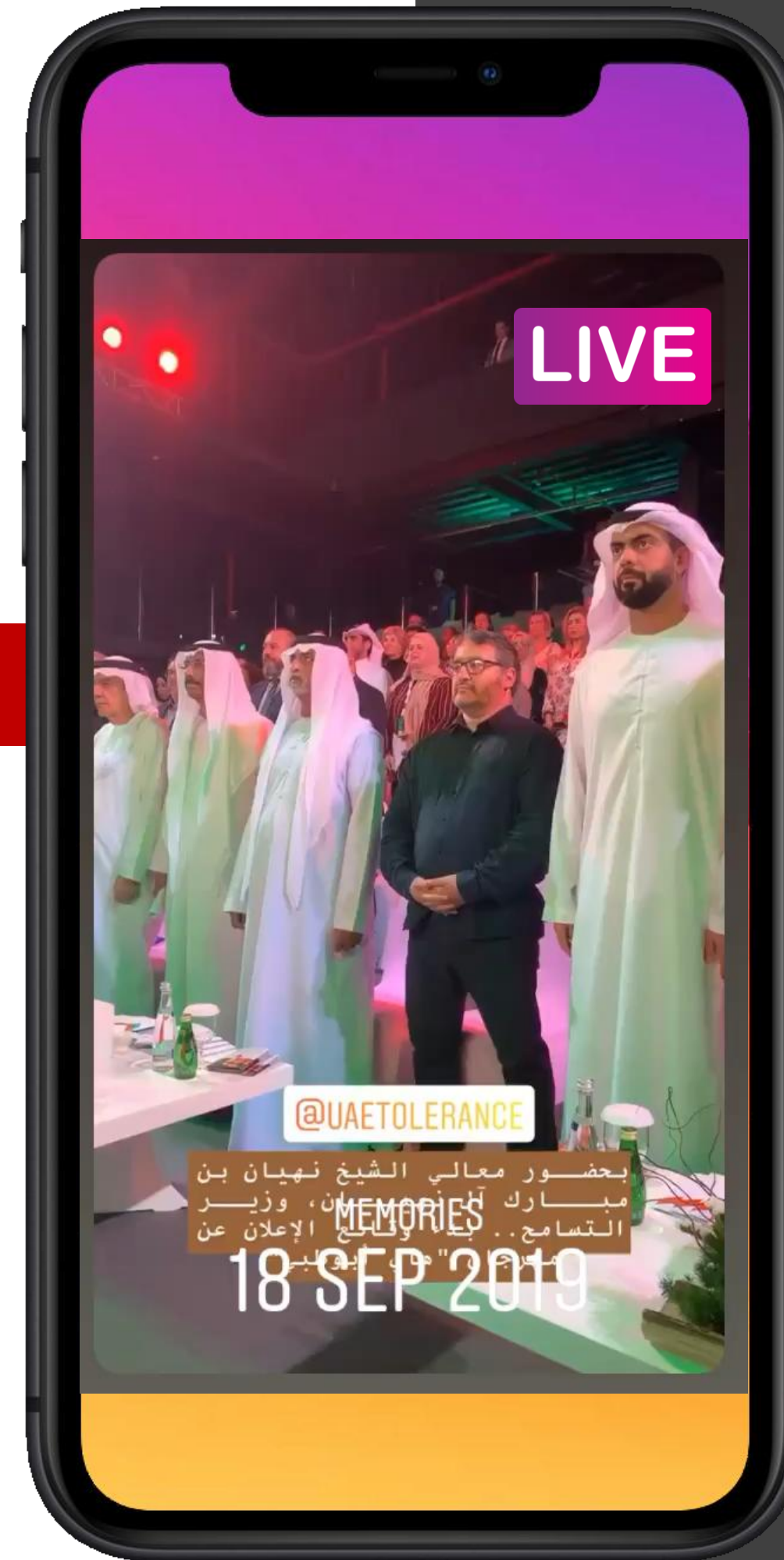




# UAE Barq's Instagram Advertising Inventory Types

Live Broadcast

Logo Sponsorship



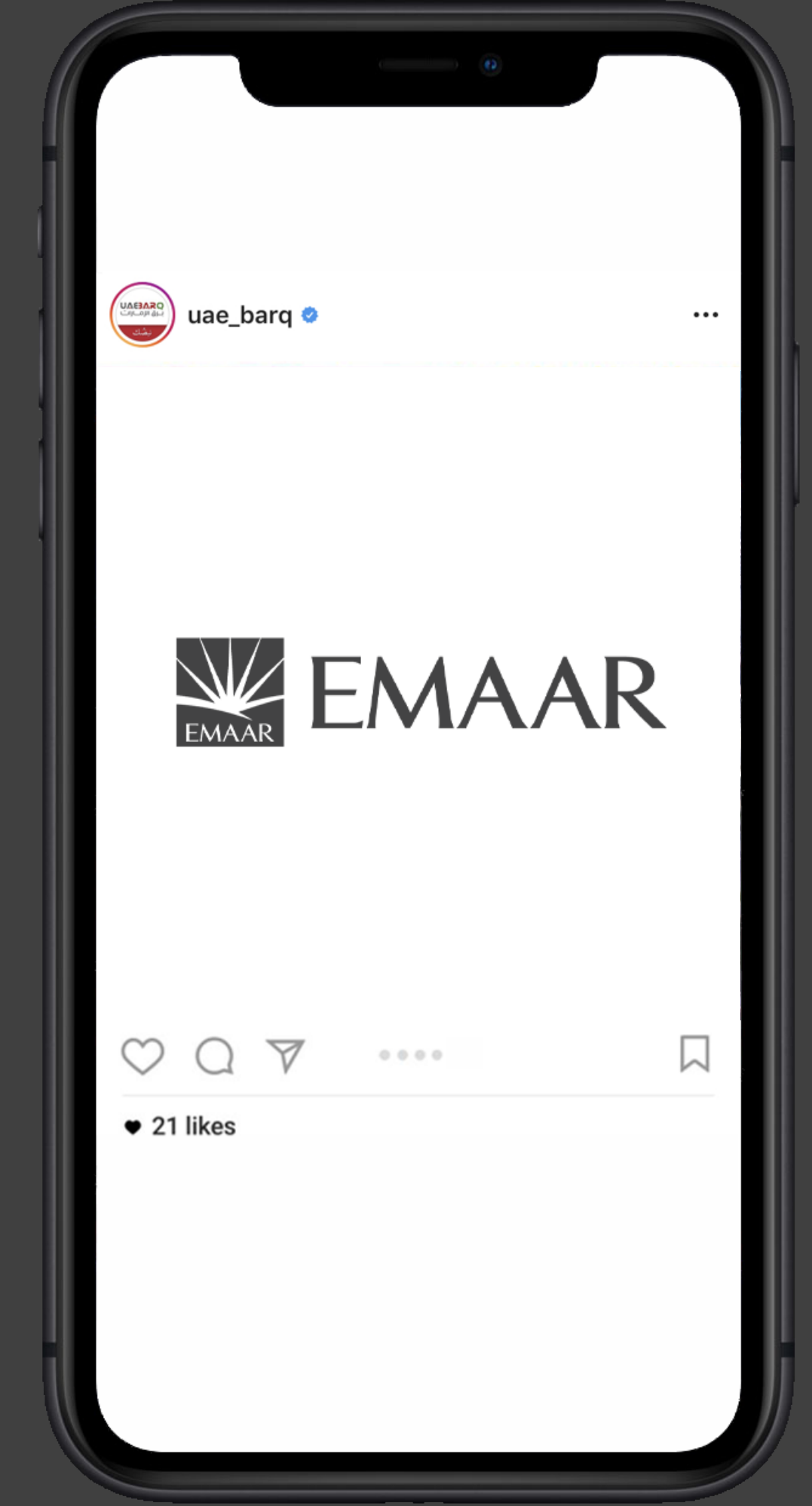
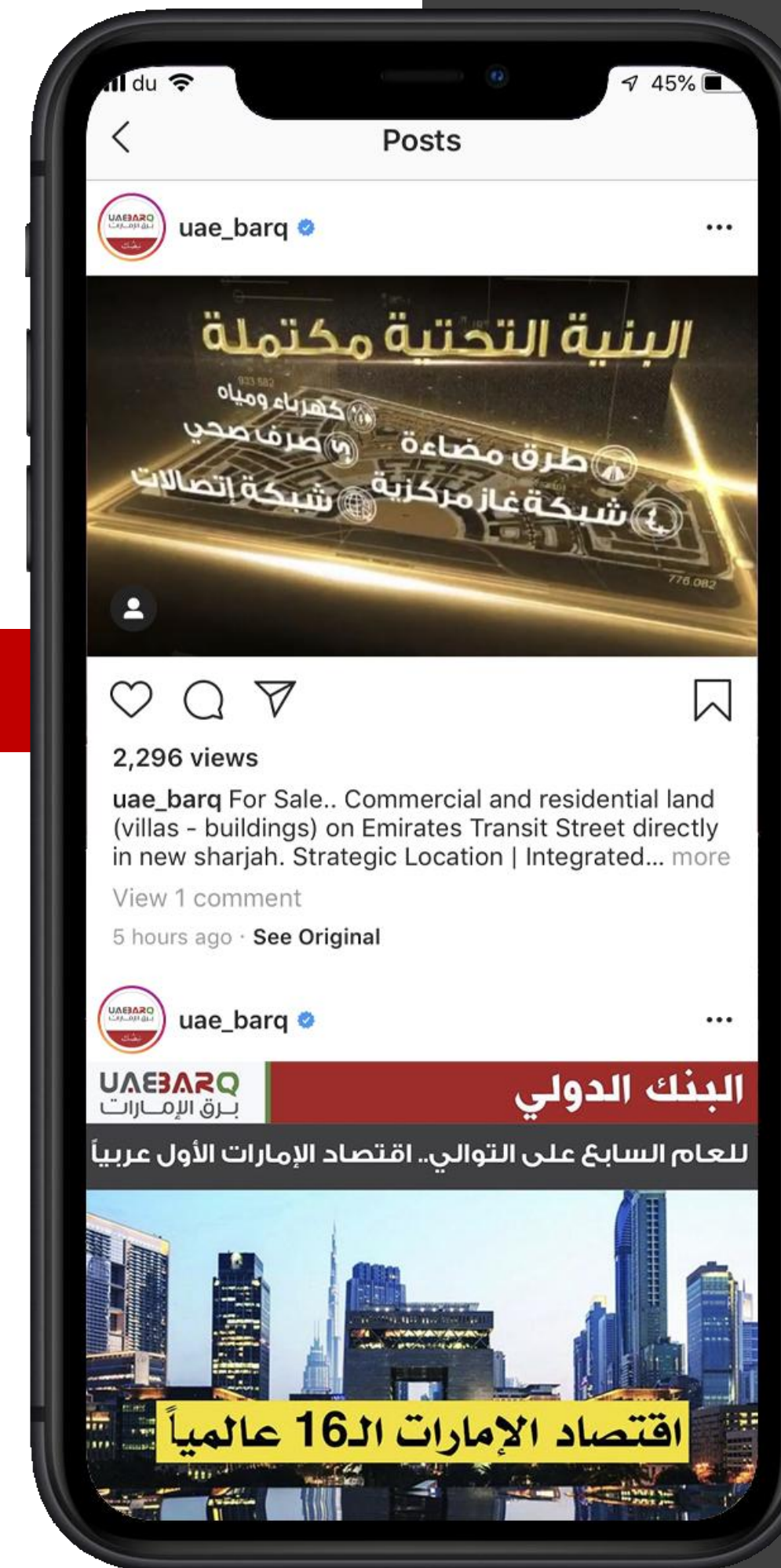


# UAE Barq's Instagram Advertising Inventory Types

Post

Re-Post

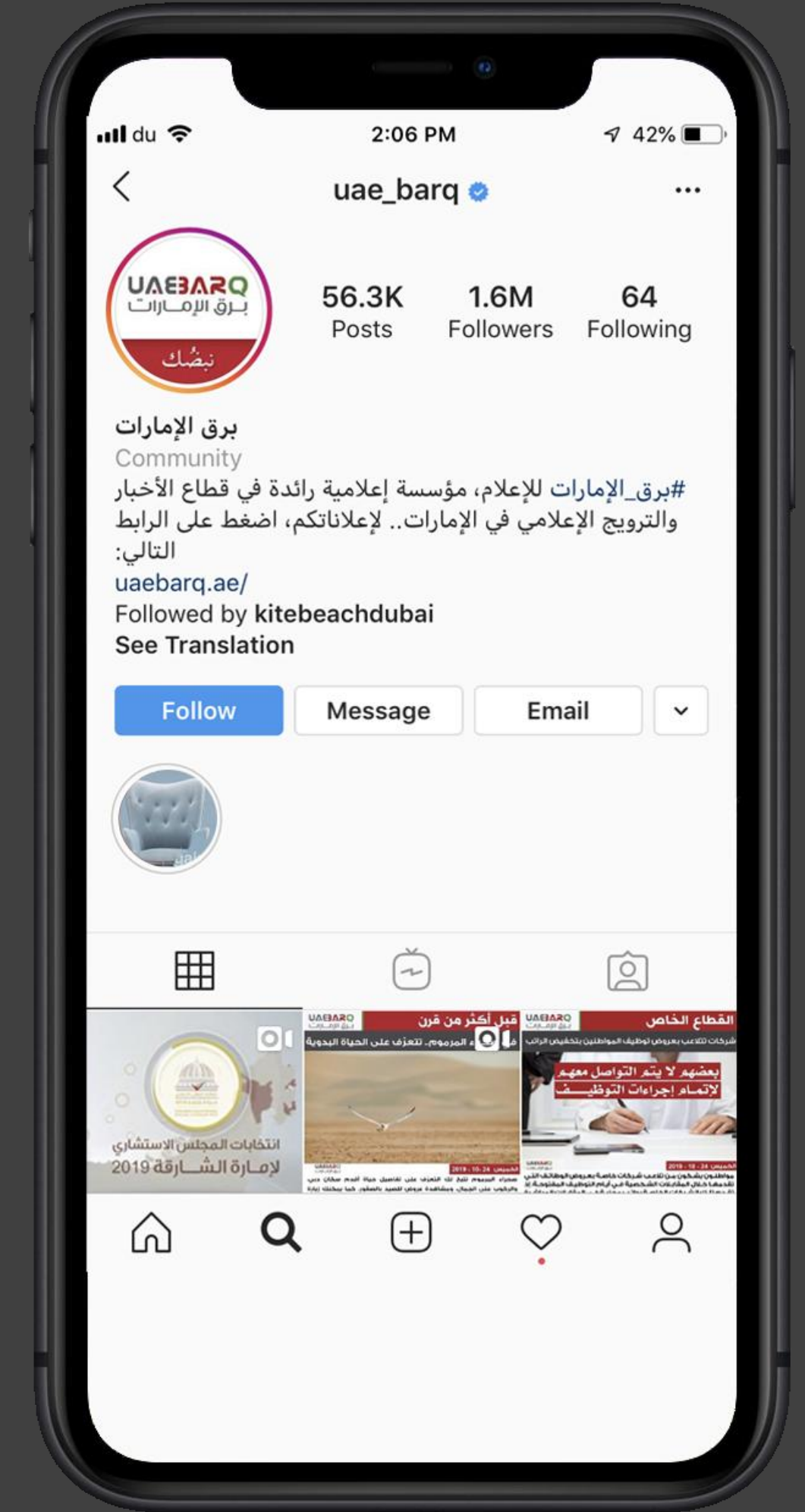
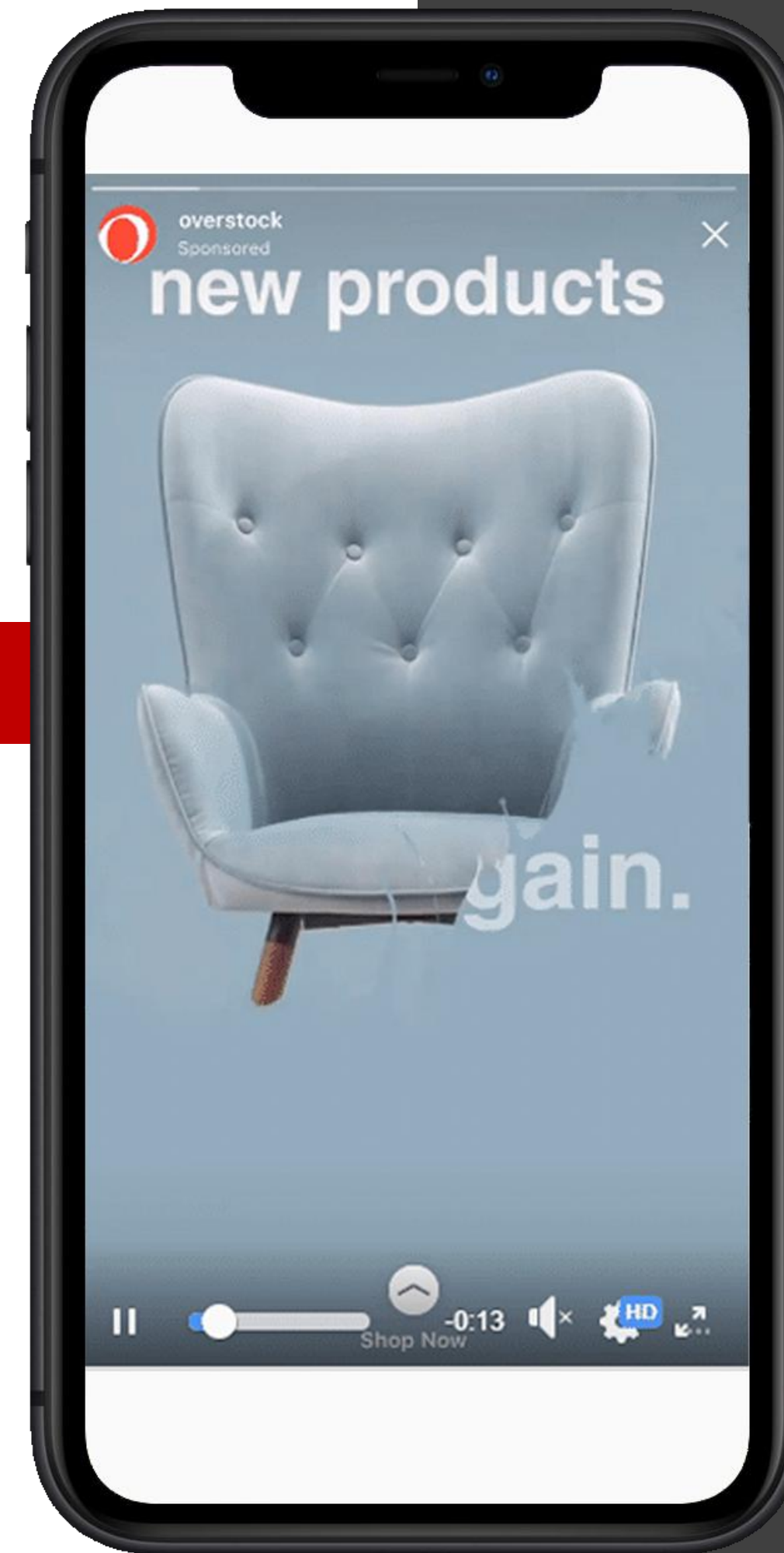
Album





# UAE Barq's Instagram Advertising Inventory Types

## Instagram Story Highlight





Animation  
Videos





Video/TV  
Production





Infographics



MacBook





Events Live  
Broadcast





# Type of Instagram Ads

Ad Type	No	Descriptions	Cost in AED
Ad Post	1	An advertisement that is a picture or video (video duration not exceeding 60 seconds sent by the client)	1200
Post in BARQ template	1	An Ad Post but with UAE BARQ news template design	3000
Coverage via InstaStory	1	It includes sending a journalist to the event site to cover and highlight the aspects of the event as well as interviewing some of the characters present through a maximum of 5 shots each shot duration is 15 second	5000
InstaStory ad	1	An advertisement that can be either a picture or video 15 sec.	2000
Live Streaming via Instagram and Twitter	1	Live streaming via Instagram and Twitter	12000
Bio change	1	Changing (Bio) in Instagram for a full day + Post to notify followers about the Bio content	5000
Logo Takeover	1	UAE BARQ logo is changed (split with client's logo) on both Instagram and Twitter for a full day	6000
News Banner Takeover	1	It is the bottom news strip that accompanies the news listed through the UAE BARQ accounts on Twitter, Instagram, and Snapchat. The design of the banner will be placed on 7 news posts in the same day, this service requires advance booking, and the banner can be either Fixed, or moving as a video.	Fixed Banner
			Animated Banner
			5000
Instagram Highlights	One day	Instagram Highlights are essentially the Instagram stories you choose to feature on your profile permanently. If you add a story to a Highlight, it will be visible even after 24 hours, so it's a great way to keep your most successful stories running	300
	One week		1,750
	One Month		4,500



# Type of Twitter Ads

Types Of Twitter Ads			
Ad Type	No	Descriptions	Cost in AED
Ad Tweet	1	An advertisement that is a picture or video (video duration not exceeding 60 seconds sent by the client)	900
Post in BARQ template	1	An Ad Post but with UAE BARQ news template design	3000
Pinned Tweet	1	Pin Tweet for 24 hours in UAE BARQ profile page	3000
Coverage via Twitter	1	It includes sending a journalist to the event site to cover its aspects, highlighting and broadcasting live for a maximum of 30 minutes	3000
Logo Takeover	1	UAE BARQ logo is changed (split with client's logo) on both Instagram and Twitter for a full day	6000



## Type of Snap-Chat Ads

Ad Type	No	Descriptions	Cost in AED
Ad Post	1	An advertisement that is a picture or video (the video duration is not more than 10 seconds and is sent by the client)	500
Coverage via Snapchat	1	Includes sending a journalist to the event site to cover its aspects, highlights and broadcast live for a maximum of 30 minutes	3000



# Type of WhatsApp Ads

Ad Type	No	Descriptions	Cost in AED
Attach ad link with news	1	The link will be attached to a selected news on WhatsApp, allowing followers to click on it and take them to the client's website which they wish to promote or advertise.	1000
Ad post	1	image or video advertisement added following a news post (as a video) – Note: Ad shall not exceed 30 seconds	1500
News Banner	1	News template footer takeover with an animated or static banner for the promoted content to be broadcasted to BARQ Whatsapp users.	<b>Fixed Banner</b> AED 400
	1		<b>Animated Banner</b> AED 600
Post in BARQ template	1	An Ad Post but with UAE BARQ news template design (for government sector only)	1500
WhatsApp story	1	Publish a post through WhatsApp Status	500



# Special Offers

## 3 Month

At least 12 Instagram insertion + At least 12 Twitter  
tweet

15% Discount

This package will be consumed within Three Month from first post published; the remaining will be expire at the end of the period.

## 6 Month

At least 25 Instagram insertion + At least 25 Twitter  
tweet

20% Discount

This package will be consumed within Six Month from first post published; the remaining will be expire at the end of the period.

## 12 Month

At least 50 Instagram insertion + At least 50 Twitter  
tweet

25% Discount

This package will be consumed within Twelve Month from first post published; the remaining will be expire at the end of the period.





Notes:

- All advertisement materials except coverage related items to be provided by the client with appropriate descriptive text.
- All advertisement materials and/or news to be approved by the management and are subject to the terms and conditions of advertising at UAE BARQ platforms.
- All prices above do not include VAT, which will be charged 5% later.
- Content is subject to the policy of UAE BARQ Media Corporation.
- Posts which were removed after the client's approval and were to be edited and re published will be considered as new posts and applicable price shall be added.





Thank you for your time!

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