

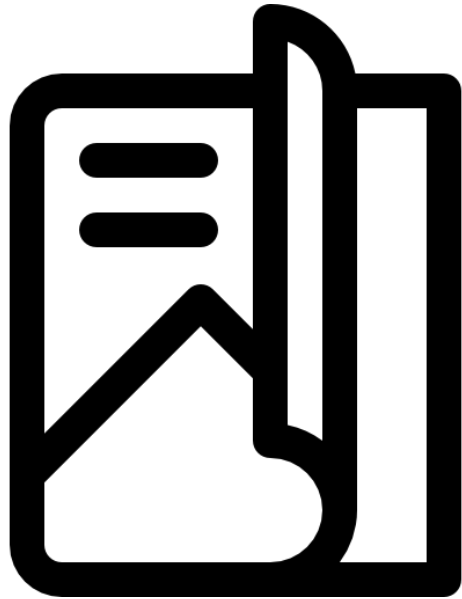
**srmg**

Saudi Research & Media Group

**Rate Card**



# Print Rate Card



# ASHARQ AL AWSAT



Ad Size	Ad Position	All Editions		KSA & GCC Only		Central & Northern Regions Only		Western & Southern Regions Only		Easter Region, Kuwait, Bahrain Only	
		B&W	Color	B&W	Color	B&W	Color	B&W	Color	B&W	Color
Single CM/ Column	Front Page		400								
	Back Page		348								
	Inside Page	184	286	160	260	80	124	102	158	80	124
	Page 3				320						
	Page 5				310						
	Page 7 or 9			188	292						
Full Page	Business Pages			184	285						
	Back Page				208,800						
	Inside Page	73,600	114,400	64,000	104,000	32,000	49,600	40,800	63,200	32,000	49,600
	Page 3				186,000						
	Page 5				124,000						
	Page 7 or 9			75,200	116,800						
Half Page	Business Pages			73,600	114,000						
	Inside Page	36,800	57,200	32,000	52,000	16,000	24,800	20,400	31,600	16,000	24,800
	Page 3				64,000						
	Page 5				62,000						
	Page 7 or 9			37,600	58,400						
	Business Pages			36,800	57,000						
Quarter Page	Inside Page	18,400	28,600	16,000	26,000	8,000	12,400	10,200	15,800	8,000	12,400
	Page 3				32,000						
	Page 5				31,000						
	Page 7 or 9			18,800	29,200						
	Business Pages			18,400	28,500						
	DPS	Center of Newspaper			140,800	228,800					

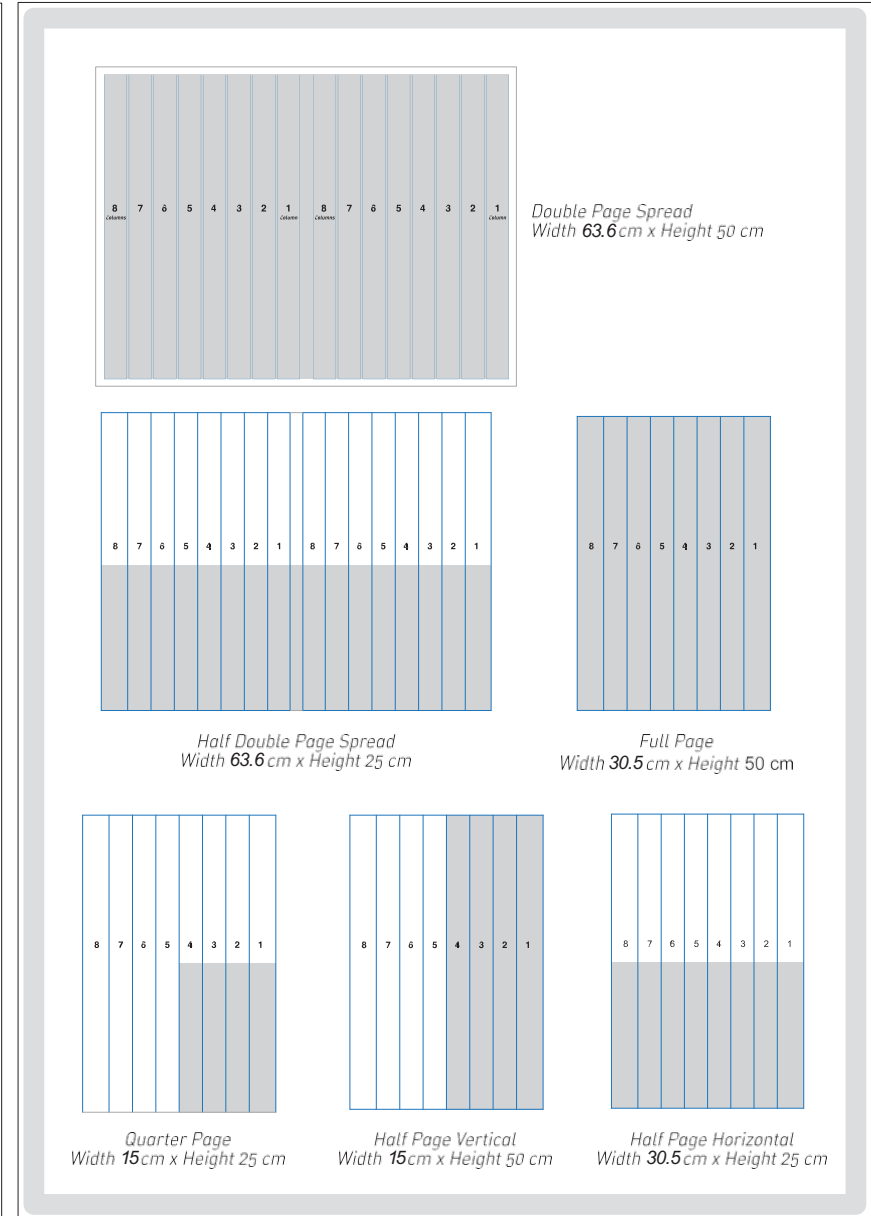
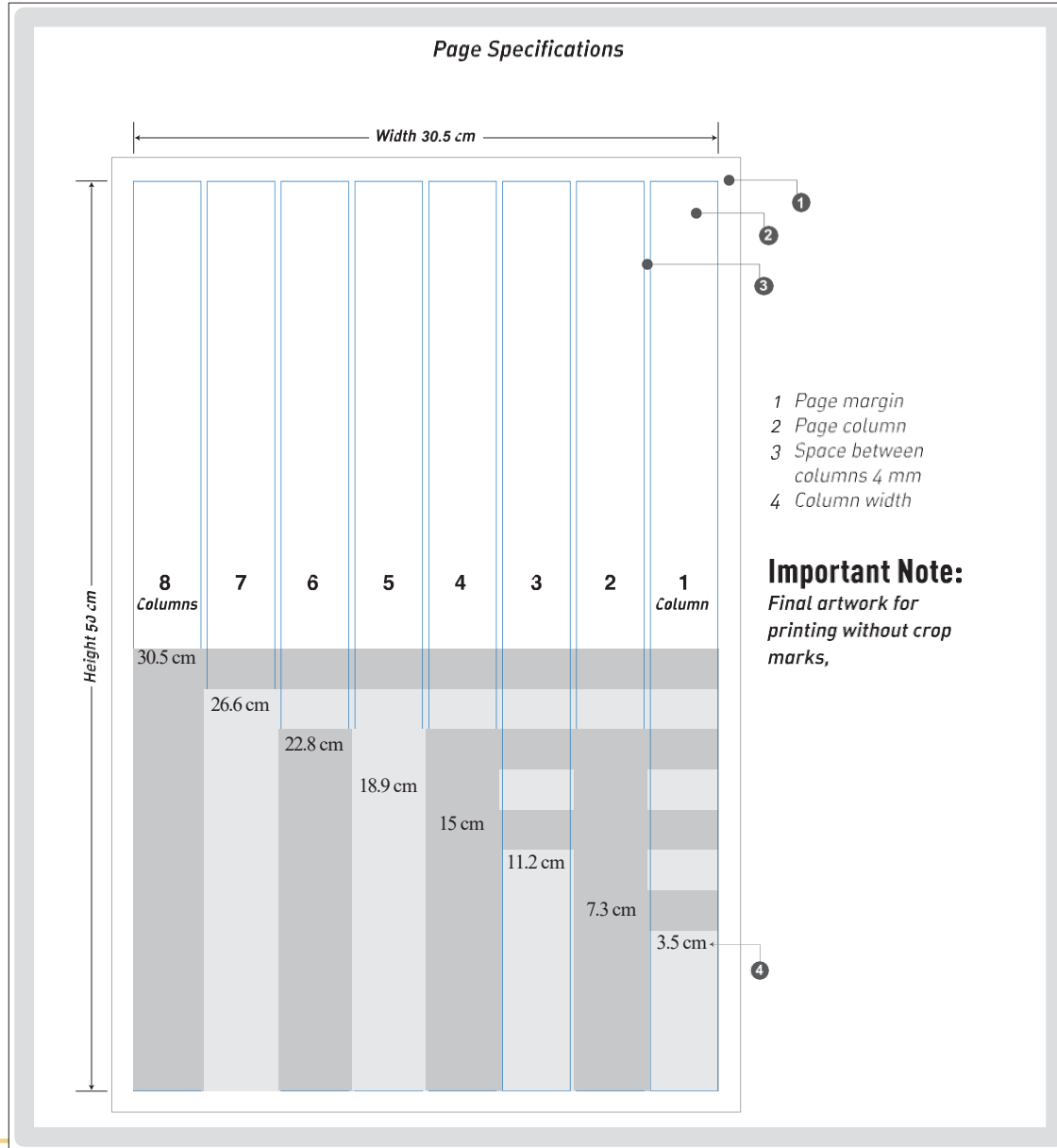
**Advertorial**

**Add 100%**  
on advertising Rates and the word "Advertorial" must appear on top of each page

**Inside pages**

- 1 Col x 10cm Min.**
- Special positions: Surcharge 15%
- No regional ads are accepted in the first 6 pages, center spread & front & back pages





# الاقتصادية

## AL EQTESADIYA

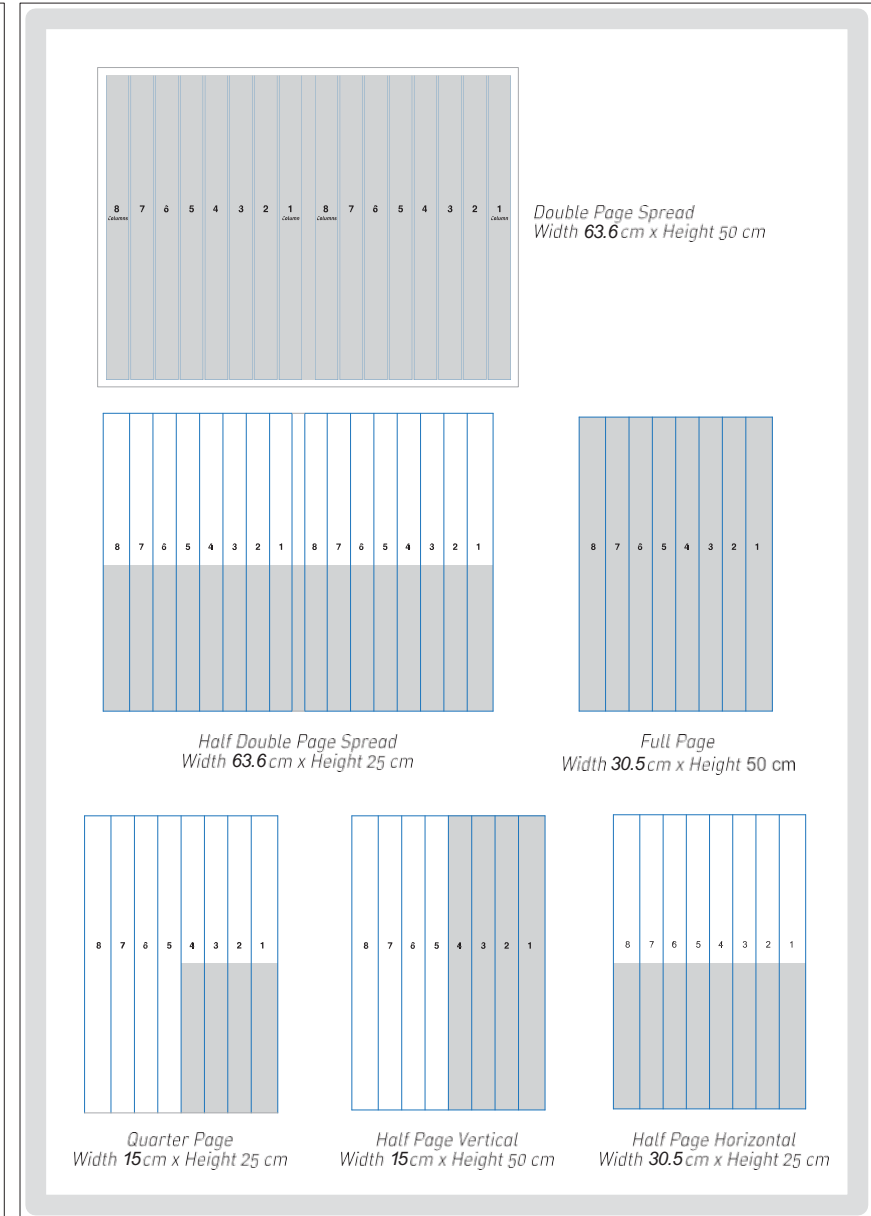
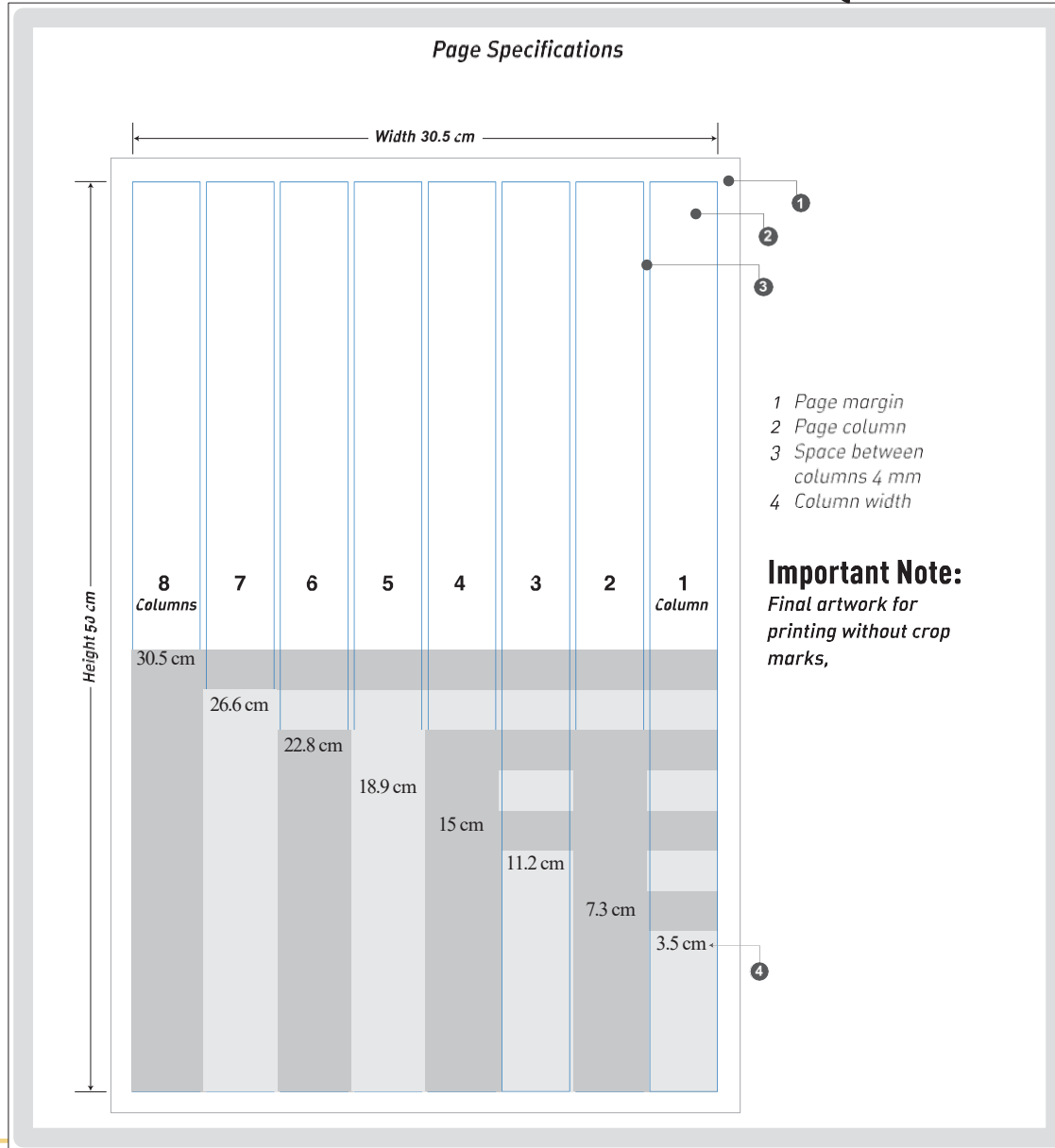


Ad Size	Ad Position	B&W	Color
Single CM/ Column	Front Page		326
	Back Page		267
	Inside Page	135	209
	Page 3	160	248
	Page 5	155	241
Full Page	Inside Page	54,000	83,600
Half Page	Inside Page	27,000	41,800
Quarter Page	Inside Page	13,500	20,900
DPS	Center Of Newspaper	118,800	184,140

Advertorial

**Add 50%**

on advertising Rates and the word "Advertorial" must appear on top of each page



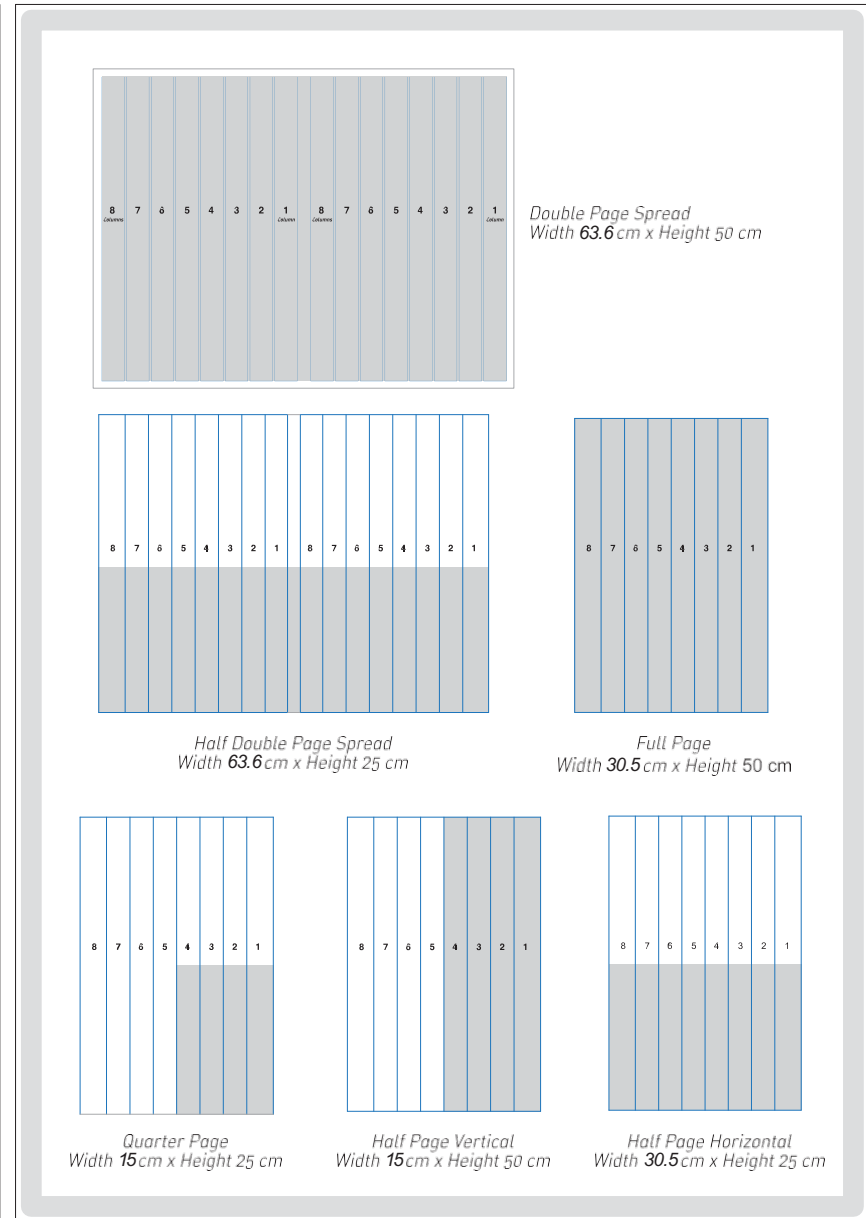
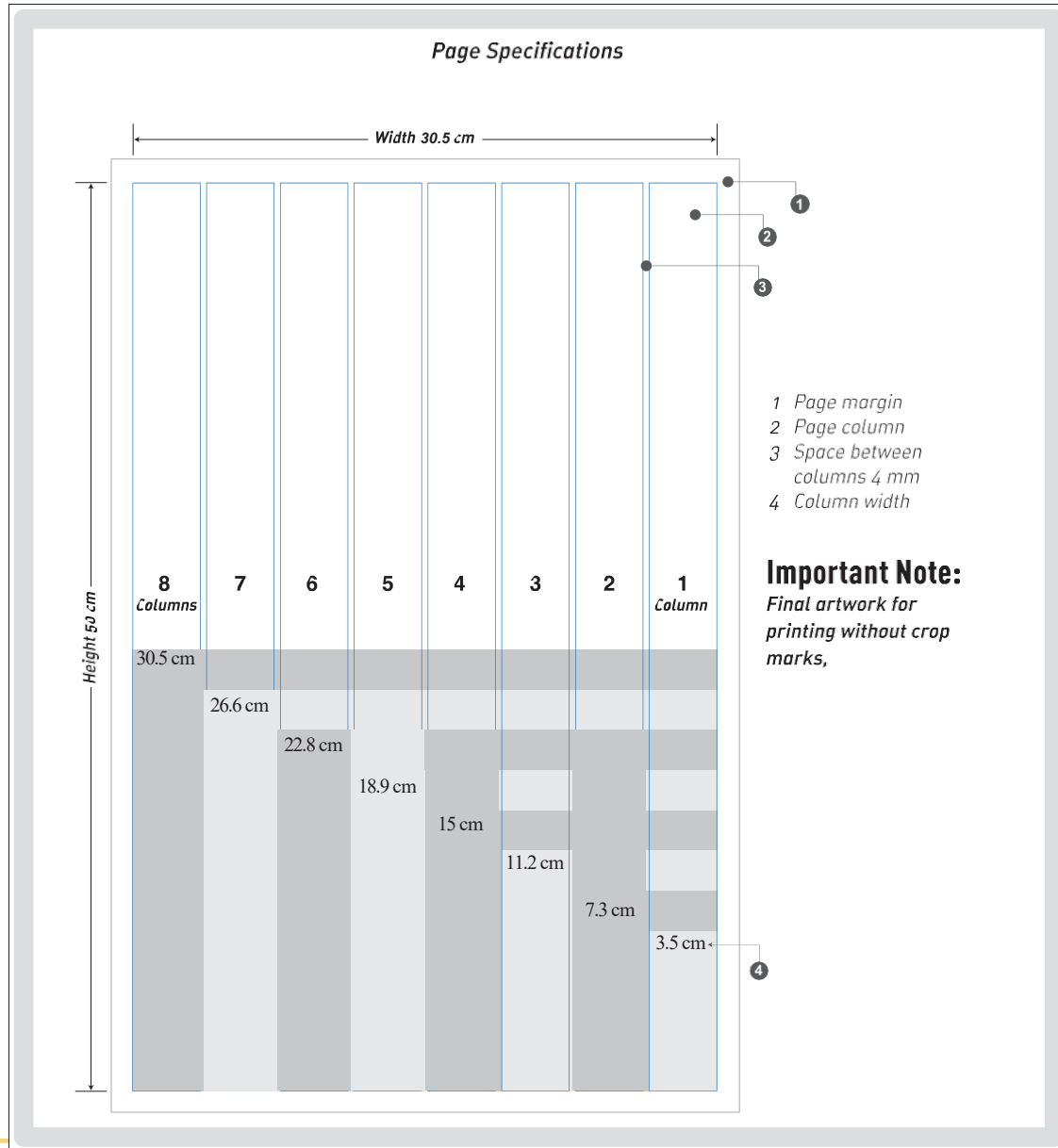


Ad Size	Ad Position	B&W	Color
Single CM/ Column	Front Page		316
	Back Page		261
	Inside Page	120	186
	Page 3	145	225
Full Page	Inside Page	48,000	74,400
Half Page	Inside Page	24,000	37,200
Quarter Page	Inside Page	12,000	18,600
DPS	Center Of Newspaper	102,720	159,216

**Advertorial**

**Add 50%**

on advertising Rates and the word "Advertorial" must appear on top of each page





# ARAB NEWS

## ARAB NEWS



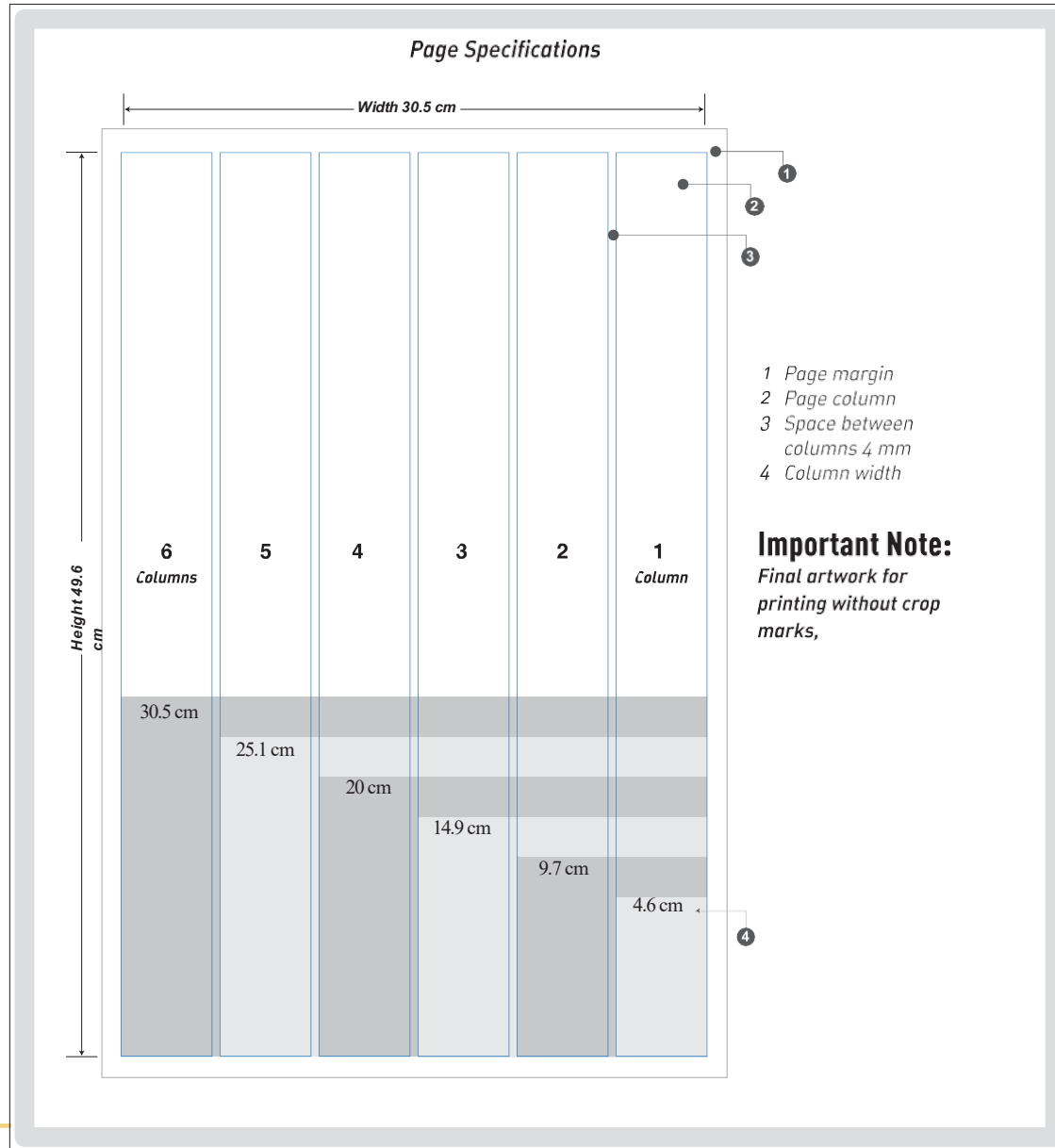
Ad Size	Ad Position	B&W	Color
Single CM/ Column	Front Page		330
	Back Page		280
	Inside Page	163	253
	Page 3	199	309
Full Page	Inside Page	48,900	75,900
Half Page	Inside Page	24,450	37,950
Quarter Page	Inside Page	12,225	18,975
Half Page	Front Page		57,750
Quarter Page	Front Page		28,875
Full Page	Back Page		98,000
Half Page	Back Page		49,000
Quarter Page	Back Page		24,500
DPS	Center of Newspaper	104,646	162,426

**Advertorial**

**Add 50%**  
on advertising Rates and the word "Advertorial" must appear on top of each page



# ARAB NEWS ARAB NEWS



Color of the ads	Ad position	All Editions	UAE and Oman Edition
Black and White	Full Page	24,184	12,092
	Double Page Spread	51,198	25,599
	Half Double Page Spread	30,789	15,395
	Half Page	14,511	7,256
	Third Page Vertical	9,673	4,836
Black and White with one color	Full Page	27,958	13,980
	Double Page Spread	58,630	29,315
	Half Double Page Spread	35,154	17,577
	Half Page	16,869	8,434
	Third Page Vertical	11,208	5,604
4 Colors	Full Page	36,334	18,167
	Half Double Page Spread	43,649	21,919
	Double Page Spread	72,904	36,453
	Half Page	21,942	10,972
	Third Page Vertical	14,628	7,314
	Quarter page	10,971	5,486

**Editorials Advertisements**

Surcharge 50% on Advertising Rates and the word "Advertorial" must appear on top of each page.

- Other Sections: Surcharge 10% on the above rates.
- Special Operations & Sponsorship: Rates available upon request.
- Bleed and Special Positions: Bleed advertisements can only be accepted on a Full Page and Full Double Page Spread at normal rates without extra charge.

Color of the ads	Ad position	All Editions
4 Colors	Double Page Spread (first or second and third)	96,999
	Double Page Spread (fourth, fifth, sixth, seventh)	87,486
	Inside Front Cover Spread	105,139
	Inside Front Cover	63,081
	Inside Back Cover	39,283
	Front Cover Gate Fold Backward (DPS)	120,469
	Outside Back Cover	105,139
	Facing Index	47,075
	Before Index	47,075
	Specials: 1 Full Page Color and 1 Full Page Black & White Combined in 1 Double Page Spread	63,584
	4 Colors Section Beauty and Fashion	Inside Front Cover
Full Page		41,784
Double Page Spread		83,840
Half Double Page Spread		50,196
Half Page		25,233
4 Colors Pages from 31 to 40	Third Page Vertical	16,822
	Quarter Page	12,664
	Full Page	41,784
	Double Page Spread	83,840
4 Colors Pages from 41 to 50	Full Page	39,967
	Double Page Spread	80,194



Published Weekly (Saturday)

- Special Positions: Surcharge 10% on above rates when available

# ARRAJOL

Color of the ads	Ad Position	All Editions
Color Cover Advertisements- Full Color ( 4 Color Process)	Inside Front Cover	42,284
	Inside Back Cover	38,732
	Outside Back Cover	70,776
	Inside Front Cover Spread	82,697
	Front Gate Fold Back Cover	83,248
4 Colors	Full Page	29,400
	Double Page Spread	58,795
	Double Page Spread (First, Second, Third)	73,805
	Double Page Spread (Forth, Fifth, Sixth)	67,614
	Facing Index	40,471
	Before Index	40,471
	Half Page	17,585
4 Colors Pages from 31 to 40	Full Page	33,810
	Double Page Spread	66,944
4 Colors Pages from 41 to 50	Full Page	32,340
	Double Page Spread	64,674
Black and White	Full Page	16,008

- Special Positions: Surcharge 10% on above rates when available
- First 10, first 20 and first 30 pages are not available
- Discount based on frequency of the advertisement

### Editorials Advertisements

Surcharge 50% on Advertising Rates and the word "Advertorial" must appear on top of each page.

- Special Operations & Sponsorship: Rates available upon request.



Published Monthly



# HIA

Color of the ads	Ad position	All Editions
Color Cover Advertisements- Full Color (4 Color Process)	Inside Front Cover	45,244
	Inside Back Cover	41,443
	Outside Back Cover	75,730
	Inside Front Cover Spread	88,486
	Front Gate Fold Back Cover	89,075
4 Colors	Full Page	29,400
	Double Page Spread	58,795
	Double Page Spread (First, Second, Third)	78,972
	Double Page Spread (Forth, Fifth, Sixth)	72,347
	Facing Index	43,304
	Before Index	43,304
	Half Page	17,585
4 Colors Pages from 41 to 50	Third Page Vertical	11,764
	Full Page	36,177
4 Colors Pages from 51 to 60	Double Page Spread	71,630
	Full Page	34,604
Black and White	Double Page Spread	69,201
	Full Page	16,008

- Special Positions:  
Surcharge 10% on above rates when available
- First 10, first 20, first 30 and first 40 pages are not available
- Discount based on frequency of the advertisement

### Editorials Advertisements

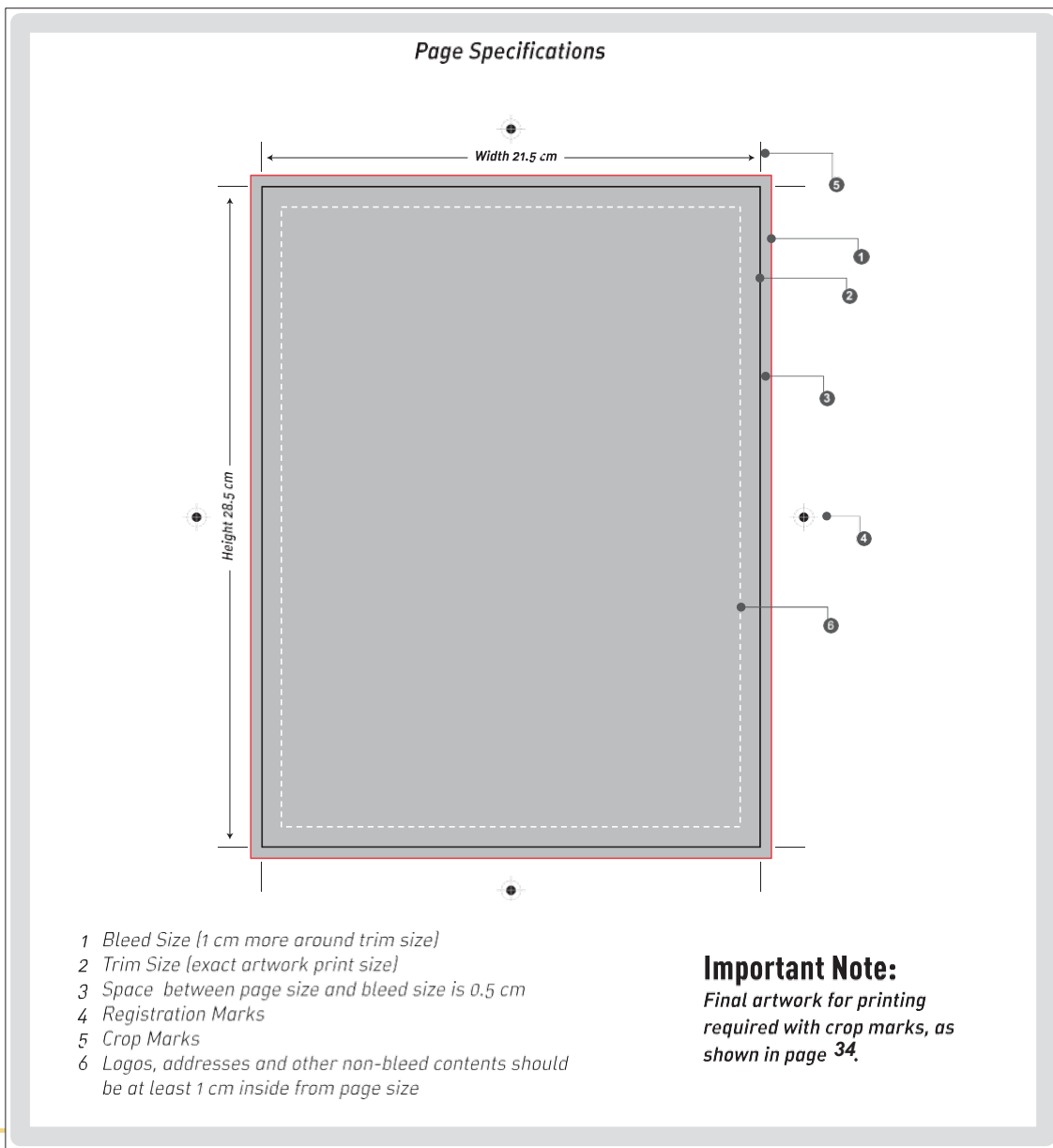
Surcharge 50% on Advertising Rates and the word "Advertorial" must appear on top of each page.

- Special Operations & Sponsorship: Rates available upon request.

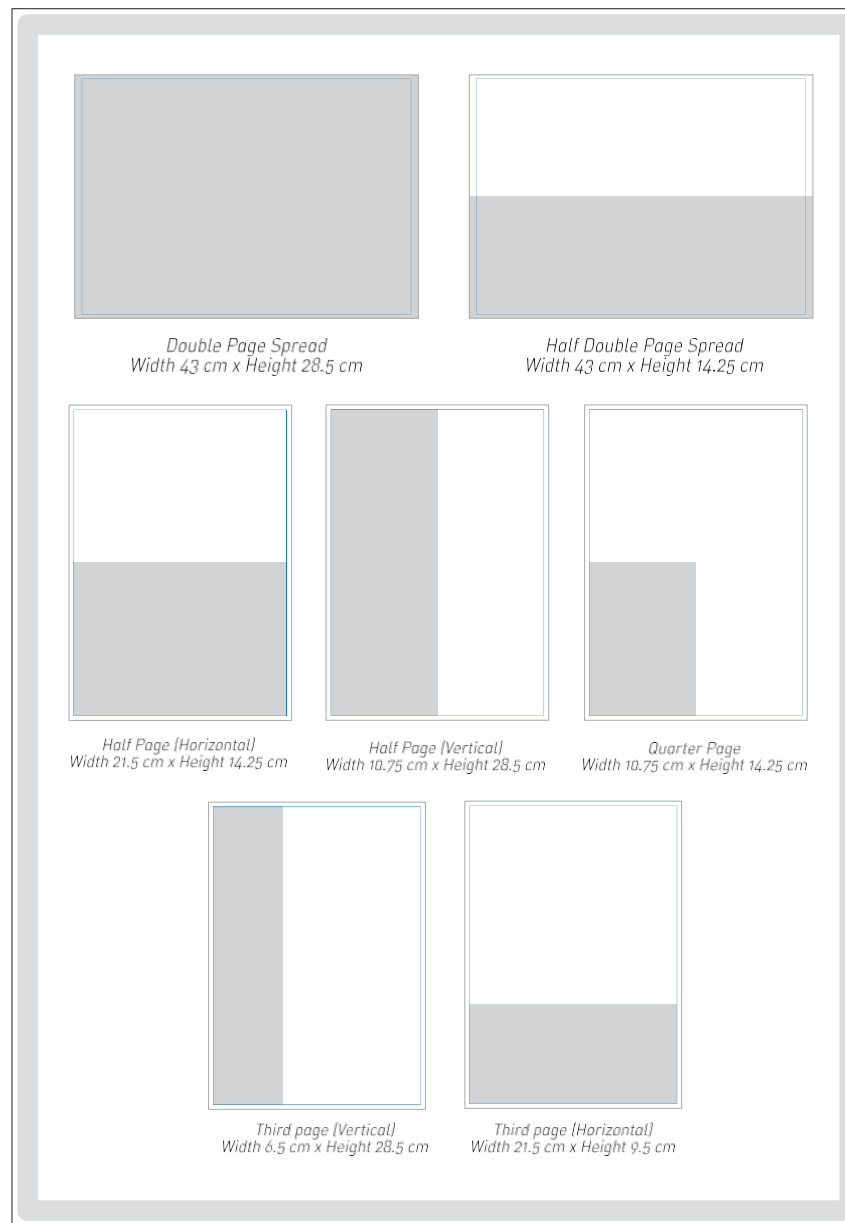


Published Monthly





**Important Note:**  
Final artwork for printing required with crop marks, as shown in page 34.



# Print Technical Specifications





- 1 Artworks (advertisements) are shown in the previous pages based on the dimensions and sizes of publications (newspapers and magazines).
- 2 Resolution of the final electronic file submitted for printing and publishing should be 300 DPI.
- 3 Final artwork should be saved as a single file in a non-editable format as follow: EPS, TIFF or Acrobat 4 (PDF VERSION 1.3).
- 4 The artwork in the submitted file should be of exact ad size.
- 5 Fonts and numbers used in the artwork should be outlined.
- 6 Color ads should be in CMYK (4 colors) format and Black & White ads should be in Grayscale format.
- 7 Advertisement material must be submitted in a CD or by email.
- 8 Final file must be non-editable and compressed to maximum 20 MB size in the CD - or could be sent via email provided that file size should not exceed 5 MB.

### Important Information:

- 1 Text of artwork (Quran verses, official titles, addresses, etc..) must be proofread carefully before sending the final files.
- 2 Color materials with Pantone colors are not accepted.
- 3 Please do not send the final artwork files in the following formats:
  - PNG, GIF or JPG format.
  - RGB colors (3 colors).
  - Resolution less than 300 DPI.
 The above formats are the Internet and computer monitor specifications only, and are not applicable for printing and publishing.
- 4 Any change in the original file should be made by the designer who originally made the artwork.

### Booking Deadline:

Booking should be made and artwork should be submitted at least 14 days before publication date.

### Cancellation:

#### for Newspapers:

- \* Any cancellation instructions must be received in writing at least 10 days before publication date for inside pages.
- \* Any cancellation instructions must be received in writing at least three months before publication date for front and back pages.

#### for Magazines :

- \* Any cancellation must be received in writing at least 6 months before publication data for cover pages, facing index, before index, pages 2 - 3, pages 4 - 5, pages 6 - 7 , and pages 8 - 9)
- \* Any cancellation instructions must be received in writing at least 4 weeks before publication date for inside pages.

### General Conditions:

- 1 The Publisher will not be responsible for any misprinting due to failure to abide by the above technical requirements.
- 2 The Saudi Research and Publishing Company and Al Khaleejiah are not responsible for misprinting of small fonts and numbers in the artwork.
- 3 The Publisher shall not be responsible for misprinting of artworks supplied in JPG format.
- 4 Advertisers and their agencies shall assume full responsibility for all advertisement copies and contents.
- 5 The publisher reserves the right to reject any advertisement not suitable for printing..

## Specifications of final electronic files submitted for printing in newspapers & magazines

Artwork Content	Description	save as PDF format
Fonts	Outlines / Vector	<b>It is highly recommended to submit all final files for publishing in the format Acrobat 4 PDF Version 1.3</b>
Resolution	300 dpi for all elements of the file (logos, drawings, images, addresses, numbers, tables)	
Color	4 Color (CMYK)	
Black & White	GRAYSCALE	

### Note:

- 1 The Publisher will not be responsible for any misprinting if the artwork is not submitted as per the required specifications. Please send the final artwork without crop marks as described on page
- 2 We do not accept artworks (advertisements) in the formats PNG, GIF, JPG which are the specifications used for the Internet and the computer screen only, and are not applicable for printing and publishing purposes.



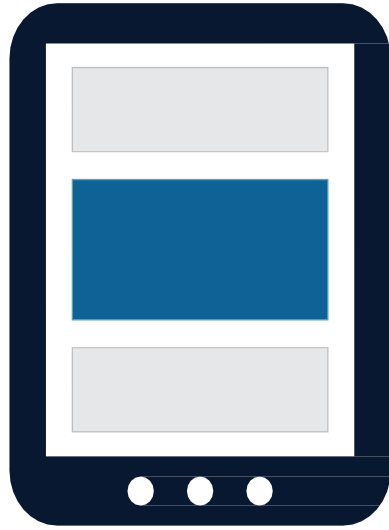
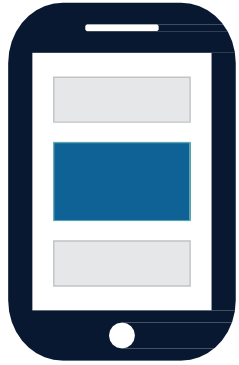
# Digital Rate Card



Desktop	Specs Sizes	GROSS CPM USD	GROSS CPM SR
Leaderboard	728x90	\$30	113 SR
MPU	300x250	\$30	113 SR
Billboard	960x250	\$50	188 SR
Full Page Interstitial	320x420	\$60	150 SR
Halfpage	300x600	\$40	150 SR
inRead Video – In stream. pre-roll	size upon request	\$50	188 SR
Native ad - Editorial ad	size upon request	\$40	150 SR
Road Blocks	Size upon request	70\$	263SR
Home Page Takeover	size upon request	3000\$/Day	11250 SR/Day
Inside Page Takeover	size upon request	2000\$/Day	7500 SR/Day
Expandable Banners		Additional \$10 on CPM	Additional 38 SR on CPM
Associated Banners		Additional \$10 on CPM	Additional 38 SR on CPM

Desktop	Specs Sizes	GROSS CPM USD	GROSS CPM SR
Leaderboard	728x90	\$20	75 SR
MPU	300x250	\$20	75 SR
Billboard	960x250	\$25	94 SR
Halfpage	300x600	\$25	94 SR
Full Page Interstitial	320x420	\$40	94 SR
Road Blocks	size upon request	\$35	131
Takeover	size upon request	1000\$/Day	3750 SR/Day

# Mobile Rate Card



Mobile	Specs Sizes	GROSS CPM USD	GROSS CPM SR
Leaderboard	320x100	\$30	113 SR
Mobile Full Page Interstitial	320x420	\$60	150 SR
MPU	300x250	\$30	113 SR
Halfpage	300x600	\$40	150 SR
inRead Video	size upon request	\$50	188 SR
Native ad - Editorial ad	size upon request	\$40	150 SR
Home Page Takeover	size upon request	3000\$/Day	11250 SR/Day
Inside Page Takeover	size upon request	2000\$/Day	7500 SR/Day
Associated Banners		Additional \$10 on CPM	Additional 38 on CPM

Mobile	Specs Sizes	GROSS CPM USD	GROSS CPM SR
Leaderboard	320x100	\$20	75 SR
Mobile Full Page Interstitial	320x420	\$40	94 SR
MPU	300x250	\$20	75 SR
Halfpage	300x600	\$25	94 SR

# Technical Specifications



Publisher Name	
Domain	Desk/Mob
File type required (GIF/JPEG/PNG or SWF or HTML etc.)	JPEG/GIF/HTML5
Dimensions of each file type (specify separately for base and expanded files in case of expandable ads)	960x250, 728x90, 300x250, 300x600, 320x100, 320x420
Max file size for each file type (in KBs)	150KB MAX
Is animation allowed? If yes, what's the maximum duration (60/30/15 secs or unlimited?)	Yes - 15 sec max
Is looping allowed? If yes, what's the maximum no. of times.	Yes - 3 loops max
Video file format (AVI/MOV/MPEG/WMV etc.)	mp4, avi,
Video file size (in KBs/MBs)	5 MB
Video file duration (in secs)	15 sec max
Minimum no. of days required to take the creative live.	3 days
Additional guidelines (expansion on rollover or click, audio should be MUTE/UNMUTE by default, frame rates, etc.)	Audio/Video must be user Initiated, Third Party Tags must for Interstitial with close button
COMMENT	URL Destination/CLICK TRACKERS



**MEDIUM RECTANGLE**  
300 x 250 Pixels



**LEADERBOARD**  
728 x 90 Pixels



**BILLBOARD**  
960x250 Pixels



**HALFPAGE**  
300x600 Pixels

## POLICIES:

- For expandable banners or push down, please add plus \$10 on the rate card.
- For expandable banners with video, please add plus 15\$ on the rate card.
- Minimum impressions to be booked = 100,000 (100CPM).
- Monthly banners to be sold based on shared allocations with 15 days being the minimum duration.
- For rich media creatives and sponsorships, kindly inform us to receive availability and rates.
- Monthly rates are subject to change.
- content solutions rates to be requested from SMC sales team



# Reach out to learn more

saudimedia.sa



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