



Dubai Radio

Programs Grid & Advertising Rates

January 2022

Direct



Program Grid January 2022

UAE	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	UAE	
6:00	Arabic Songs and Poems "فراع" منوعات غنائية وقصائد								6:00
7:00	Sabah Jamil صباح جميل						منوعات غنائية وقصائد "فراع" Arabic & Khaleeji Hits		7:00
8:00									8:00
9:00									9:00
10:00	Arabic & Khaleeji Hits "فراع" منوعات غنائية وقصائد								10:00
11:00									11:00
12:00									12:00
13:00	Caramel with Fatima Abed Al Rahma wa Ahed Afandi كاراميل مع فاطمة عبدالرحمن وعهد أفندي								13:00
14:00									14:00
15:00									15:00
16:00	Arabic & Khaleeji Hits "فراع" منوعات غنائية وقصائد								16:00
17:00							17:00		
18:00							18:00		
19:00	Arabic & Khaleeji Hits "فراع" منوعات غنائية وقصائد						Sports Time مع فرح سالم	19:00	
20:00							20:00		
21:00							21:00		
22:00	Tonight برنامج دبي						Carnival برنامج	22:00	
23:00							23:00		
0:00							0:00		
0:00	Arabic & Khaleeji Hits "فراع" منوعات غنائية وقصائد				REMIX		منوعات غنائية وقصائد "فراع" & Arabic Khaleeji Hits		0:00

News Headlines every hour from **07:30 till 21:30**

Main news every hour from **07:00 till 22:00**

Gross Rates*

Weekdays

UAE			15"	30"	45"	60"
07:00 - 10:00	Breakfast		420	600	840	960
10:01 - 13:00	Mid Morning		245	350	490	560
13:01 - 16:00	Lunch		350	500	700	800
16:01 - 22:00	Evening		385	550	770	880
22:01 - 00:00	Night		175	250	350	400
00:01 - 06:59	Mid Night		123	175	245	280

Weekends

UAE			15"	30"	45"	60"
07:00 - 10:00	Breakfast		175	250	350	400
10:01 - 13:00	Mid Morning		175	250	350	400
13:01 - 16:00	Lunch		175	250	350	400
16:01 - 22:00	Evening		175	250	350	400
22:01 - 00:00	Night		210	300	420	480
00:01 - 06:59	Mid Night		53	75	105	120

***Rates are exclusive of VAT or any other applicable tax**



Rates for other Commercial Radio Spots Length

Spot Length

Between 10 seconds and 14 seconds
Between 16 seconds and 29 seconds
Between 31 seconds and 44 seconds
Between 46 seconds and 59 seconds

Rate

15 seconds rate
30 seconds rate
45 seconds rate
60 seconds rate

RJ Mention Rates

Duration: 15-20 sec

Net rate per Mention: AED 600

Production Cost

One Voice Over: AED 3000

Additional Voice Over: AED 500

Commercial Radio Spots Loadings

An additional of 20% will be applied on:

Fixed Positions

Fixed Hours

Proof of Airing

A surcharge of AED 1000 will apply to each requested proof of airing

Subject to the Station's Approval

Cancellation

Campaign Cancellations require a written advanced notice of 48 hours

Materials

Materials should be delivered 48 hours prior to the campaign's starting date

Audio materials to be in MP3 format only

Material duration of less than 10'' will not be accepted

All materials are subject to the Station's approval

Payment Terms

As per MEMS commercial Policy