

# AL BAYAN

CHANNEL: GROSS RATE  
ADDED VALUE: GROSS



SITE NAME: AL BAYAN (1) MARKET: GCC (1)

IAB STANDARD FORMATS	MOBILE BANNERS	MPU & LEADERBOARD	VIDEO (CPV)		AUDIO
	\$13.50	\$27.00	OUT-STREAM IN-READ (UP TO 15 SEC) \$0.0250	INSTREAM (UP TO 6 SEC)	
	HALFPAGE	BILLBOARD	INSTREAM (UP TO 15 SEC)	INSTREAM (UP TO 30 SEC)	7 TO 15 SEC
	\$31.50	\$67.50			IMMERSIVE UP TO 20 SEC

HIGH IMPACT & RISING STARS	OVERLAY, FILMSTRIP, PUSHDOWN, INTERSTITIAL	INTERSCROLLER, CAROUSEL, SLIDESHOW	SKINNING
	\$67.50	\$29.25	\$39.25
	ROADBLOCK (UP TO)	HOMEPAGE OR SECTION TAKEOVER (CPD - UP TO)	CUSTOM CREATIVE AND BUILDS
	\$75.00	\$8.00K	\$67.50

**SOCIAL ADS** (DISPLAY & VIDEO)

SOCIAL STORY	\$8.50
SOCIAL VIDEO	\$7.50
SOCIAL DISPLAY	\$6.00

## DMS NATIVE



### NATIVE CONTENT & RICH NATIVE CONTENT

<p><b>SILVER</b> 1-2 Articles Content Creation &amp; Distribution Price Per Article Includes: Companion Banners &amp; Social Media Amplification</p> <p>PRICE PER ARTICLE <b>\$8,000.00</b></p> <p>CPM: \$28.00    CPPV: [ ]</p>	<p><b>GOLD</b> 3-4 Articles Content Creation &amp; Distribution Price Per Article Includes: Companion Banners &amp; Social Media Amplification</p> <p>PRICE PER PACKAGE/ARTICLE <b>\$7,000.00</b></p> <p>CPM: \$25.00    CPPV: [ ]</p>	<p><b>PLATINUM</b> 5+ Articles Content Creation &amp; Distribution Price Per Article Includes: Companion Banners &amp; Social Media Amplification</p> <p>PRICE PER PACKAGE/ARTICLE <b>\$6,000.00</b></p> <p>CPM: \$22.00    CPPV: [ ]</p>	<p><b>NATIVE DIRECT</b> Sponsored native ad units that drive users to the client's page</p> <p>CPM <b>\$8.50</b></p>	<p><b>NATIVE CONTENT:</b> Sponsored editorial content created by the publisher for brands. (Sold on CPM or CPPV)</p> <p><b>RICH NATIVE CONTENT:</b> Sponsored editorial content that includes creative formats (Photo, gallery, infographic, GIF, collage, shoppable unit, snackable video etc...) additional \$1,000 per article</p> <p><b>NATIVE DIRECT:</b> Sponsored native ad units that drive users to the client's page. (Sold on CPM across vertical)</p>
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