

الإتحاد

alittihad.ae

## MEDIA PACK 2022

First published in 1969, Al Ittihad newspaper is the ultimate authority on governmental, economic and societal affairs in the UAE. The Arabic language daily publication is essential reading for business leaders and politicians alike, both in the UAE and globally, generating a prestigious readership that is unrivalled in the region and highly attractive to a lucrative advertiser base.



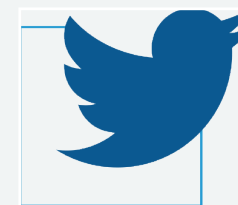
# CIRCULATION

# 109,640

daily copies printed



510K



1.2M



224K

30-55 years old

M %80 F %20

40,215

Abu Dhabi

24,470

Dubai

14,030

Al Ain

12,375

Sharjah

12,910

Northern  
Emirates

5,640

Overseas

# NEWSPAPER ADVERTISING RATES

Rates in AED exclusive VAT

MAIN	Size	18x2	18x4	18x6	20x3	20x6	15x6	2x6 New	10x6	40x4	FP	HP Horizontal	HP Vertical	QP	
	Front Page	21.000	42.000	63.000				15.000							
	Page 2,3, 4& 5										85.860	42.930		21.465	
	Page 6,7										76.320	38.160		19.080	
	Page 9										63.918	31.959		15.980	
	Inside Glossy										57.240	28.620	28.620	14.310	
	Inside SNP Sports & Business				10.152	20.304						50.816	25.408	25.408	12.704
	IBC											64.872	32.436		16.218
	OBC											122.112	63.680		31.804
	Strip Ad							15.228		10.152					
	Killer Ad										27.072				
Front Page Business				19.080	38.160		12.000								
Front Page Sports							18.090								

Other Rates

B&W Cm Col  
AED 94

Ear Panel Main  
AED 4,000

Loadings

Special Posi.on /  
Color Ads 20%

Advertorial  
25%

Main Sec.on  
Loading Smaller  
than a quarter page 30%

Color Loading 50% min.  
or 2,500 AED  
(whichever is higher)

# SPECIAL OPERATIONS

## ENVELOPE



## FLYER DISTRIBUTION



## JACKET



## BELLY BAND



# Digital Rates 2022

Platform	Banner	Banner Size	New ETW
www.alittihad.ae	Leaderboard	728 x 90	\$ 40
www.alittihad.ae	Half Page Banner	300 x 600	\$ 45
www.alittihad.ae	Wide Skyscraper	160 x 60	\$ 80
www.alittihad.ae	MPU (Desktop & Mobile)	300 x 250	\$ 40
www.alittihad.ae	Road Block	LB : 728 x 90, HPB : 300 x 600, MPU : 300 x 250	\$ 100
www.alittihad.ae	Road Block with Branded Background	LB : 728x 90, HPB : 300x 600, MPU : 300 x 250, Branded Background: 1425X 500	\$ 120
www.alittihad.ae	Home Page Takeover	LB : 728x 90, HPB : 300x 600, MPU : 300 x 250, Branded Background: 1425X 500, 320x100, 320x50	\$ 6,000
www.alittihad.ae	Expanded Leaderboard	728 X90 to 728X210(Direction: Down)	\$ 70
www.alittihad.ae	Expanded Half Page Banner	300x600 to 450 x 600(Direction :Down)	\$ 70
www.alittihad.ae	Expanded Wide Sky scraper	160x 600 to 240 X 600	\$ 70
www.alittihad.ae	Expanded MPU	300 x 250 to 300 x 500(Direction:Down)	\$ 70
www.alittihad.ae	Billboard	970 x 250	\$ 70
www.alittihad.ae	Super Leaderboard	970 X 90	\$ 70
www.alittihad.ae	Push Down Banner	960 x 60 to 960 x 418 (Direction:Down)	\$ 70
www.alittihad.ae	Overlay	400 x 400	\$ 70
www.alittihad.ae	MPU To Full Page	300 x 250	\$ 70
www.alittihad.ae	Interstitial-Transitional	Full Screen -750 X 500	\$ 70
www.alittihad.ae	Side Kick Banner	850 X 700	\$ 70
www.alittihad.ae	Mobile Leaderboard	320 x 50, 320x100	\$ 40
www.alittihad.ae	Mobile RoadBlock	MLB: 320 X 50 ,MPU : 300 x 250	\$ 70
www.alittihad.ae	Richmedia Formats Desktop	Varies	\$ 70
www.alittihad.ae	Richmedia Formats Mobile	Varies	\$ 40
www.alittihad.ae	Interstitial-Transitional	Full Page	\$ 40
www.alittihad.ae	Section Sponsorship 1 Day	LB : 728x 90, HPB : 300x 600, MPU : 300 x 250, Branded Background: 1425X 500, 320x100, 320x50	\$ 4,500
www.alittihad.ae	Section Sponsorship 1 Week	LB : 728x 90, HPB : 300x 600, MPU : 300 x 250, Branded Background: 1425X 500, 320x100, 320x50	\$ 12,000
www.alittihad.ae	Instream	Varies	\$ 40
www.alittihad.ae	Outstream	Varies	\$ 30
www.alittihad.ae	Native Ads excluding production cost - (Mobile & Desktop)	Varies	\$ 6,000
www.alittihad.ae	Social Media Post	Varies	\$ 1,500
www.alittihad.ae	Social Media Event Coverage	Varies	\$ 5,800
www.alittihad.ae	Video Pre-rolls	Varies	\$ 45

Branded Content Creation, Webinars, Special Packages Varies Depending on Execution and Brief\*

## Programmatic Guaranteed Rate Card

Platform	Banner	Banner Size	New Rate
www.alittihad.ae	Leaderboard	728 x 90	\$ 16
www.alittihad.ae	Half Page Banner	300 x 600	\$ 17
www.alittihad.ae	MPU (Desktop & Mobile)	300 x 250	\$ 16
www.alittihad.ae	Billboard	970 x 250	\$ 20
www.alittihad.ae	RoadBlock	728x90, 300x600, 300x250	\$ 40

Mohtawa Rate Card	Deliverables	Rate Card
<b>Show Sponsorship</b>		
1 Video Sponsorship	Pre-roll, Mention in caption and tag on video	\$ 1,500
3 Video Sponsorship	Pre-roll, Mention in caption and tag on video	\$ 3,825
5 Video Sponsorship	Pre-roll, Mention in caption and tag on video	\$ 5,625
<b>Production</b>		
Short Form Video - Using Stock Footage/Images	30- 60 Seconds Videos	\$ 1,000
Long Form Video - Using Stock Footage/Images	60- 90 Seconds	\$ 1,500
Short Form Video Coverage - including Filming at location	30- 60 Seconds Videos	\$ 2,850
Long Form Video Coverage - including Filming at location	3-5 mins	\$ 3,250
Documentary excluding filming	5- 6 mins	\$ 1,850
Documentary including filming	9- 12 mins	\$ 6,500
Video Motiongraphic	1-3 mins	\$ 1,500
Animation	2-3 mins	\$ 3,000
Sketches/ Full Video Production at a Set	Varies	Price upon request
<b>Distribution of Video</b>		
Instagram Post	n/a	\$ 1,500
Facebook Post	n/a	\$ 1,500
Twitter Post	n/a	\$ 1,500

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