





	GCC TRADITIONAL RATE CARD - 2023				
	 Al Ittihad	 ADTV	 AD Sports	 Mohtawa	 Majid
<b>IAB STANDARDS</b>					
MPU (300x250)	\$27		\$16	\$16	\$16
LEADERBOARD (728x90)	\$27		\$16	\$16	\$16
HALFPAGE (300x600)	\$30		\$18	\$18	\$18
BILLBOARD (970x250)	\$65		\$40	\$40	\$40
<b>HIGH IMPACT AND RISING STARS</b>					
OVERLAY, FILMSTRIP, PUSHDOWN, INTERSTITIAL	\$65		\$40	\$40	\$40
INTERSCROLLER, CAROUSEL, SLIDESHOW	\$65		\$40	\$40	\$40
CUSTOM CREATIVE AND BUILDS	\$65		\$40	\$40	\$40
SKINNING	\$65		\$40	\$40	\$40
<b>SPONSORSHIPS</b>					
ROADBLOCK	\$75		\$75	\$75	\$75
HOME PAGE TAKEOVER	\$8,000		\$4,000	\$4,000	\$4,000
SECTION TAKEOVER	\$5,000		\$2,500	\$2,500	\$2,500
1 WEEK SECTION TAKEOVER	\$17,500		\$8,750	\$8,750	\$8,750
<b>VIDEO</b>					
INSTREAM (UP TO 15 SEC) <b>CPV</b>	\$0.030	\$0.030	\$0.030	\$0.030	\$0.030
INSTREAM (UP TO 30 SEC) <b>CPV</b>	\$0.040	\$0.040	\$0.040	\$0.040	\$0.040
INSTREAM (UP TO 30 SEC) <b>CPM</b>	\$35	\$35	\$35	\$35	\$35
OUT-STREAM (UP TO 15 SEC) <b>CPV</b>	\$0.040				
OUT-STREAM (UP TO 15 SEC) <b>CPM</b>	\$17.50				
<b>NATIVE</b>					
SILVER (1-2 Articles Content Creation & Distribution) <b>Price per Article</b>	\$8,000 CPPV \$2				
GOLD (3-4 Articles Content Creation & Distribution) <b>Price per Article</b>	\$7,000 CPPV \$2				
PLATINUM (5+ Articles Content Creation & Distribution) <b>Price per Article</b>	\$6,000 CPPV \$2				
Article Integration	\$2,000 <i>(Inclusive of 1 Social post promoting the article)</i>				
<b>SOCIAL</b>					
SOCIAL MEDIA POSTS 	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
SOCIAL DISPLAY	\$20		\$20	\$20	\$20
SOCIAL VIDEO	\$25		\$25	\$25	\$25