

# **VALUEAD - 2023**

## **THE SCHEME**

The grid provided shows 6 expenditure slabs. The advertiser commits the proposed expenditure and is invoiced at the applicable rate. At the end of the agreement period, based on actual achievement in terms of expenditure in the Gulf News package, a credit/debit note will be issued. The credit note cannot be encashed but can only be adjusted against expenditure in products/services of Al Nisr Publishing LLC and its subsidiary/associate companies. If the advertiser has a Gulf News Classifieds Exclusive Agreement during the Valuead period, the advertiser will have to advertise exclusively in the publications of Al Nisr Group.

## **NOTES:**

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| 1. Advertisers signing up on VALUEAD will have the facility of getting debit/credit at the end of the agreement period depending upon actual consumption and the effective rate thereby.              |
| 2. VALUEAD agreements may be signed from any month in 2023 before the first insertion, effective from the month in which the first insertion is released, but not effective beyond December 31, 2023. |
| 3. All agreements will be for periods beginning on the first day of a calendar month and ending on the last day of December within the same year.   |

## **Conditions of Acceptance of Advertisements**

Al Nisr Publishing LLC reserves the right to refuse or alter any advertisement or change its position without prior notice and providing any reason for doing so. While every care is taken in compiling the advertisements, neither Al Nisr Publishing LLC nor its agents accept responsibility for any inaccuracies or omissions or for any consequences arising from the publication of any advertisement, or for any loss or damage to any advertising material submitted to the publisher. The advertiser agrees to indemnify Al Nisr Publishing LLC against any damages, losses or claims by third parties arising from publication of the advertisement.

All advertisements must comply with all government and other statutory regulations and stipulations and is solely the responsibility of the advertisers or their representatives and or advertising agencies. Any discounts, commissions or contract rates offered are subject to payments being received by the publisher within the stipulated credit period last announced by the publisher. Al Nisr Publishing LLC reserves the right to charge the casual rate and levy a surcharge in the event of payments not being received within the stipulated credit period.

Cancellation deadlines are the same as booking deadlines. The publisher reserves the right to charge the full rate for advertisements cancelled beyond these deadlines.

**2023**

**VALUE AD**  
**(incl Colour)**

Col No.	1	2	3	4	5	6
Expenditure in Gulf News package	Up to AED 52,500	52,501 to 157,500	157,501 to 262,500	262,501 to 525,000	525,001 to 1,050,000	1,050,001 Plus
<b>DPS</b>	76,690	69,030	65,190	61,360	57,520	49,850
<b>Half DPS</b>	52,590	47,340	44,710	42,080	39,450	34,190
<b>Full Pg</b>	43,820	39,440	37,250	35,060	32,870	28,490
<b>4 col x 3M</b>	32,870	29,590	27,940	26,300	24,660	21,370
<b>Quarter Pg DPS</b>	30,600	27,540	26,010	24,480	22,950	19,890
<b>Half Pg (Hor/Ver)</b>	28,930	26,040	24,600	23,150	21,700	18,810
<b>3 col x 3M</b>	20,170	18,160	17,150	16,140	15,130	13,120
<b>6 col x 1.5M (Front Pg only)</b>	20,170	18,160	17,150	16,140	15,130	13,120
<b>4 col x 2M; 2 col x 4M</b>	17,980	16,190	15,290	14,390	13,490	11,690
<b>Qtr Pg (Reg) 3 col x 2M; Qtr Pg (Hor) 6 col x 1M; 2 col x 3M</b>	14,470	13,030	12,300	11,580	10,860	9,410
<b>3 col x 1.5M (Main Front Pg &amp; Bus. Front Pg only)</b>	10,140	9,130	8,620	8,120	7,610	6,600
<b>2 col x 2M; 4 col x 1M</b>	8,770	7,900	7,460	7,020	6,580	5,710
<b>3 col x 1M</b>	6,590	5,940	5,610	5,280	4,950	4,290
<b>2 col x 1M</b>	4,490	4,050	3,820	3,600	3,370	2,920

**Column Widths:**

1 col = 45mm; 2 col = 95mm; 3 col = 145mm; 4 col = 195mm; 5 col = 245mm; 6 col = 295mm

**Height of Ad sizes:**

0.5M = 45.86mm; 1M = 98.78mm; 1.5M = 151.7mm; 2M = 204.61mm; 3M = 310.47mm; 4M = 416.31mm

**Pricing includes VAT.**

**2023**

**ROP BERLINER - LOADINGS**

	<b>AED</b>
<b>Main Front Page Position Loading (bottom centre - 3 col x 1.5M)</b>	22,050
<b>Main Front Page Position Loading (bottom right)</b>	14,700
<b>Other Sections: Front Page Position Loading</b>	8,400

**GNP Loading**

<b>Size</b>	<b>%</b>
2 col x 1M to 3 col x 1M	75%
2 col x 2M / 4col x 1M to 3 col x 3M / 6 col x 1.5M	50%
Half Pg +	25%

**Position Loadings \***

<b>Position</b>	<b>%</b>
Page 2, 3, 5, 7, Back Page	100%
Page 4, 6, 8, 9, 11, 13, Centrespread & Inside Back Pg	70%
Page 10, 12, 15, Business / Sports Pg 2, 3	60%
Any other right hand page	30%
Any other pre-specified page	40%
Any pre-specified Section	30%

\* In addition, GNP loading will apply to positions specified on Glazed newsprint pages.

<b>Vacancy/Recruitment Advertisements in ROP Loading</b>	<b>50%</b>
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**NOTES ON FRONT/BACK PAGE BOOKINGS:**

- 1) Main Front Page - only 3 col x 1.5M or 6 col x 1.5M size allowed.
- 2) Business Front Page - only Half Pg (Hor) or Quarter Pg (Reg/Hor) or 3 col x 1.5M or 6 col x 1.5M size allowed.
- 3) Sports Front Page - only Half Pg (Hor) or Quarter Pg (Hor) or 6 col x 1.5M size allowed.
- 4) All bookings will be firm bookings.
- 5) Cancellations will be allowed only for bonafide reasons, but not later than 15 days prior to release date.
- 6) Bookings will be for pre-specified clients only.

**Pricing includes VAT.**

# 2023

## **GULF NEWS SPECIAL SHAPES**

**(Refer attached doc for shapes)**

<b>Special Shape Ref No.</b>	<b>AED Incl. Colour</b>
S019	Full Page + 12%
S020	Full Page + 12%
S021	Full Page + 16%
S022	Full Page + 16%
S023	Full Page + 15%
S024	Full Page + 15%
S025	Full Page + 18%
S026	Full Page + 18%
S032	DPS + 18%
S031	DPS + 18%
S054	DPS + 18%
S055	DPS + 20%
S009	DPS + 24%
S018	DPS + 32%
S001	Full Page + 12%
S002	Full Page + 16%
S071	Full Page + 10%
S072	Full Page + 14%
S036	DPS + 24%
S041	DPS + 24%
S070	DPS + 24%
S045	DPS + 28%

**In addition, Loadings as applicable.**

**Pricing includes VAT.**

**2023**

**TABLOID**  
**(incl Colour)**

Col No.	1	2	3	4	5	6
Expenditure in Gulf News package	Up to AED 52,500	52,501 to 157,500	157,501 to 262,500	262,501 to 525,000	525,001 to 1,050,000	1,050,001 Plus
<b>DPS</b>	21,540	19,710	19,070	18,530	18,210	17,780
<b>Full Pg</b>	10,770	9,860	9,540	9,270	9,110	8,890
<b>Half Pg (Hor/Ver)</b>	7,550	6,910	6,690	6,500	6,380	6,230
<b>Vertical Panel (2 cols) Solus</b>	6,730	6,160	5,960	5,790	5,690	5,560
<b>Quarter Pg (Hor)</b>	4,540	4,160	4,020	3,910	3,840	3,750
<b>Front Pg Banner: height 43 mm</b>	5,050	4,630	4,470	4,350	4,270	4,170
<b>Front Pg Banner: height 28.2 mm</b>	4,010	3,670	3,550	3,450	3,390	3,310
<b>1/2 Vertical Panel (2 cols)</b>	3,520	3,230	3,120	3,030	2,980	2,910

**POSITION LOADINGS**

Back Page	100%
Page 2 & 3	80%
Page 5, 7, 9, 11, 13	50%
Page 4, 6, 8, Centrespread, Inside Back Page	40%
Specified	30%

**Pricing includes VAT.**

# 2023

## **GULF NEWS FRONT PAGE SKYBOX PANEL**

Col No.	1	2	3	4
<b>Size/Insertions (AED Incl. Colour)</b>	<b>1 - 10</b>	<b>11 - 25</b>	<b>26 - 51</b>	<b>52+</b>
GN Main Front Page Skybox Panel (6 col x 15 mm)	6,348	6,064	5,403	4,374

## **GULF NEWS BUSINESS SKYBOX PANEL**

Col No.	1	2	3	4	5	6
<b>Size/Insertions (AED Incl. Colour)</b>	<b>1 - 10</b>	<b>11 - 25</b>	<b>26 - 51</b>	<b>52 - 99</b>	<b>100 - 249</b>	<b>250+</b>
GN Business Opening Page Skybox Panel (6 col x 10 mm)	2,499	2,114	1,750	1,547	1,421	1,225

## **GULF NEWS BUSINESS FLOATING PANEL**

Col No.	1	2	3	4
<b>Size/Insertions (AED Incl. Colour)</b>	<b>1 - 20</b>	<b>21 - 40</b>	<b>41 - 60</b>	<b>61+</b>
GN Business Inside Page Floating Panel (45 mm x 45 mm)	2,205	2,023	1,838	1,691

## **TABLOID / WEEKEND TABLOID PANEL**

Col No.	1	2	3	4	5	6
<b>Size/Insertions (AED Incl. Colour)</b>	<b>1 - 10</b>	<b>11 - 20</b>	<b>21 - 30</b>	<b>31 - 50</b>	<b>51 - 100</b>	<b>101+</b>
Front Page Panel (60 mm x 60 mm)	2,100	1,890	1,680	1,530	1,420	1,320

**Pricing includes VAT.**

## PANELS SERIES DISCOUNT AGREEMENT - 2023

<b>Advertiser Name</b>										
<b>Tel</b>		<b>Fax</b>								
<b>P.O. Box</b>				<b>Emirate</b>						

PERIOD: FROM 01.\_\_\_\_. 2023 to 31.\_\_\_\_.\_\_\_\_\_ (Maximum 12 months)

No. of Insertions: \_\_\_\_\_ (Column No. \_\_\_\_\_)

<b>Publication</b>				
<b>Position</b>				
<b>Panel Name</b>				
<b>Panel size</b>	<b>Width (mm)</b>		<b>Height (mm)</b>	

COLUMN	1	2	3	4	5	6
<b>No. of Insertions</b>						
<b>Rate per Insertion (AED incl Colour)</b>						

1. **Pricing includes VAT.**
2. Discounts are applicable on the above advertisements only.
3. **A Debit Note will be issued at the end of the contract period, in case the number of bookings falls below the committed level of bookings.**
4. Rates & Discount structures are subject to change from January 2024.
5. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
6. The Agreement must be signed before the first insertion.
7. An Agency, signing on behalf of the advertiser, is responsible for maintaining the commitments stated, inclusive of advertisements released by the advertiser directly or through other agencies.
8. Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
9. The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

	For Advertiser/Agency <i>(strike off as appropriate)</i>	For Al Nisr Publishing LLC
<b>Name of authorised signatory</b>		
<b>Designation</b>		
<b>Email of signatory</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority):</b>		
<b>Seal/Stamp</b>		

**Contact for payment:**

<b>Name</b>		<b>Designation</b>		<b>Tel</b>	
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**Details of entry in system (For Al Nisr only):**

<b>By</b>		<b>Date</b>		<b>No.</b>	
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## VALUEAD AGREEMENT - 2023

<b>Advertiser Name</b>							
<b>Tel</b>		<b>Fax</b>					
<b>P.O. Box</b>			<b>Emirate</b>				

<b>Expenditure Commitment in GN Package (AED)</b>	<b>Up to AED 52,500</b>	<b>52,501 to 157,500</b>	<b>157,501 to 262,500</b>	<b>262,501 to 525,000</b>	<b>525,001 to 1,050,000</b>	<b>1,050,001 Plus</b>
<b>Col No.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>

Expenditure Commitment: AED ..... to AED.....

Column No.: \_\_\_\_

Valuead Period: From 01.\_\_\_\_. 2023 to 31.12. 2023

	For Advertiser/Agency <i>(strike off as appropriate)</i>	For Al Nisr Publishing LLC
<b>Name of authorised signatory</b>		
<b>Designation</b>		
<b>Email of signatory</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority):</b>		
<b>Seal/Stamp</b>		

**Contact for payment:**

<b>Name</b>	<b>Designation</b>	<b>Tel</b>	
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### TERMS & CONDITIONS OF THE VALUEAD AGREEMENT

1. **Pricing includes VAT.**
2. The Agreement commences on the 1st day of the starting month and ends on the last day of the closing month (irrespective of the first and last insertion dates within the starting / closing month).
3. The date of release of the 1st insertion must be within the starting month.
4. The Agreement must be signed before the first insertion (not retroactively).
5. Expenditure Commitment means value of advertising committed by the advertiser in the Gulf News package during the Agreement period.
6. If the advertiser has a Gulf News Classifieds Exclusive Agreement during the Valuead period:
  - a. The advertiser must advertise exclusively in the publications of Al Nisr Group.
  - b. In the case of advertising in web sites, the advertiser undertakes not to advertise in the web sites of UAE-based publishing houses or its subsidiary/associate companies (other than that of Al Nisr Publishing LLC and its subsidiary/associate companies).
7. Expenditure Commitment must be fulfilled to be eligible for the applicable discount rate as indicated above.
8. **Debit/Credit will be issued at the end of the Agreement period depending on actual performance and the corresponding effective rate. The credit note cannot be encashed but can only be adjusted against expenditure in products/services of Al Nisr Publishing LLC and its subsidiary/associate companies.**
9. An agency signing on behalf of the advertiser is responsible for maintaining the commitments, inclusive of advertising released by the advertiser, directly or through other agencies.
10. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
11. Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
12. The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.
13. The Agreement is applicable only for the UAE.

**Details of entry in system (For Al Nisr only):**

<b>By</b>		<b>Date</b>		<b>No.</b>	
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