

**Al Nisr Distribution LLC**  
**Direct Marketing Rates For 2023**

TYPE OF DIRECT MARKETING ACTIVITY	Rate Per Unit (AED)		
	Up	40,001	60,001
	to	to	plus
	40,000	60,000	
	units	units	units

**I. LOOSE INSERTS WITH GULF NEWS**

Single Sheet upto A3	0.74	0.67	0.63
Single Sheet upto A2	0.87	0.78	0.74
Up to 4 Pages (Max. Size A3)	1.08	0.97	0.92
Up to 4 Pages (Max. Size A2)	1.16	1.04	0.99
Up to 8 pages (Max Size A3)	1.29	1.16	1.09
Up to 12 pages (Max Size A3)	1.41	1.27	1.20
Up to 16 Pages (Max. Size A3)	1.60	1.44	1.36
Up to 24 Pages (Max. Size A3)	1.73	1.55	1.40
Up to 32 pages (Max Size A3)	1.93	1.73	1.64
Up to 48 pages (Max Size A3)	2.19	1.97	1.86
Up to 60 pages (Max Size A3)	2.44	2.20	2.08
Up to 80 pages (Max Size A3)	2.67	2.41	2.27
Up to 100 pages (Max Size A3)	2.80	2.52	2.38
Up to 120 pages (Max Size A3)	2.93	2.64	2.50

**II. OTHER OPPORTUNITIES WITH GULF NEWS**

Bookmark with Magazine	1.71	1.54	1.45
Glueing of Device - Gulf News / Magazine	2.04	1.84	1.74
Belly Band	1.74	1.56	1.48
Belly Band for Magazine	1.28	1.15	1.08
Front Page Sticky Note 7.6 cm (w) x 7.6 cm (h)	1.37	0.74	0.67
Front Page Sticky Note 13.1 cm (w) x 7.2 cm (h)	1.44	0.86	0.78
Front Page Sticky Note 15.0 cm (w) x 8.0 cm (h)	1.47	0.97	0.89
Printed Polybagging for Magazine	2.13	1.91	1.81
Polybagging (Printed) for Gulf News	1.90	1.70	1.50
Envelope	2.98	2.68	2.53
Envelope with Magazine	2.13	1.91	1.81

**III. DOOR TO DOOR DROPS (All Households in the UAE)**

Flyers / Booklets	0.67	0.60	0.57
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**IV. SAMPLING**

Up to 50 gms. Wt.	1.50	1.35	1.27
51 to 100 gms. Wt.	1.77	1.59	1.50
101 to 250 gms. Wt.	2.33	2.09	1.98
251 to 500 gms. Wt.	3.48	3.13	2.96

**Terms & Conditions:**

**Pricing includes VAT.**

Minimum Distribution Qty : 5,000.

A cancellation charge amounting to 50% of the value of the booking will be levied unless the cancellation is received more than 15 days prior to the scheduled distribution date.

No delays or failure of performance shall constitute default or give rise to any claim for damages or compensation if and to the extent caused by Force Majeure and includes any other physical or mechanical calamity beyond the control of Al Nisr Distribution LLC.

A surcharge of 25% would be applicable for any special operation not listed in the Rate card.

Material must be sent to us 2 working days prior to the operation.

Any Insert bigger than the Gulf News Tabloid size will have to be folded to this size.

An additional 10 fils per insert will be charged for every Door Drop distribution.

Door Drop distribution is a flat rate regardless of the number of pages.

Printed Polybag Rates include manufacturing costs (applicable for 4 colors only) & distribution of booklets (upto 48 pgs). A surcharge will be applicable for additional colours.

2 Weeks lead time required for Polybagging; Sticky notes inclusive of production & distribution.

Any revision in the terms will be mutually agreed to by both the parties in writing.

Up to 1% casualty rate is possible; No PPD applicable.

Envelope can have booklet, insert or sample inside.

Polybagging can be with booklet, insert or sample inside.

Al Nisr Distribution LLC reserve the right to refuse or cancel or alter any distribution without providing any prior notification or reason to do so. While every care is taken in compiling the jobs, neither Al Nisr Distribution LLC nor its agents accept responsibility for any inaccuracies or omissions or for any consequences arising from

The customer agrees to indemnify Al Nisr Distribution LLC against any damages, losses or claims by third parties arising from any job. All jobs must comply with all government and other statutory regulations and stipulations and is solely the responsibility of the customers or their representatives and or advertising

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 Distribution LLC reserves the right to charge the casual rate and levy a surcharge in the event of payments not being received within the

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