

## Friday Agreement - 2023

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

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

NO. OF INSERTIONS: \_\_\_\_\_

Size	Gross Rate (AED)	Negotiated Rate (AED)
Gatefold	70,718	
Double Page Spread	28,350	
Full Page	16,144	
Half Page	10,631	
1/3 <sup>rd</sup> Strip Page	8,426	
1/4 <sup>th</sup> Strip Page	6,930	
Recipe Page (4 panels in a page)	7,009	
Strip Panel (194mm x 60mm)	4,500	
Strip Panel (194mm x 30mm)	3,375	

1. **Pricing includes VAT.**
2. Discounts are applicable on advertisements in Friday 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. The expenditure in Friday will be included in the commitment fulfilment for Gulf News Value-ad contract.
5. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
6. Payment Discounts: Not applicable.
7. The Agreement must be signed before the first insertion.
8. An Agency, signing on behalf of the advertiser, is responsible for maintaining the commitments stated above, inclusive of advertisements released by the advertiser directly or through other agencies.
9. Pricing and other terms & conditions are subject to change from January 2024.
10. Any revision in the terms of the Agreement will be mutually agreed to by both the parties in writing.
11. 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>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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**2023**

**FRIDAY**

*All Rates inclusive of Colour*

**General Display**

<b>Size</b>	<b>AED</b>
Gatefold	70,718
Double Page Spread	28,350
Full Page	16,144
Half Page	10,631
1/3 Page	8,426
Quarter Page	6,930
Recipe Page (4 panels in a page)	7,009
Strip Panel (194mm x 60mm)	4,500
Strip Panel (194mm x 30mm)	3,375

**General Display Position Loadings**

Outside Back Cover	100%
Inside Front Cover	90%
Inside Back Cover	85%
Page Facing Contents Page	75%
Specified Page / Section	60%
Right Hand Page	45%
Advertorial / Photo shoot surcharge	50% of FP

**Pricing includes VAT.**

**2023**

**DIGITAL - FRIDAY**

**NEW AD FORMATS**

<b>Ad Formats Across Devices</b>	<b>AED</b>
Social Media	Price upon request
Rich Media formats (overlay, expandables)	Price upon request
In-read video ads	Price upon request
Native ads - infeed	Price upon request
Sponsored Content/week	Price upon request

**TENANCY**

<b>Ad Formats</b>	<b>AED</b>			
<b>Apps</b>				
Email blasts ( per 1000 emails )	540			
<b>Display</b>				
<b>Position (Right Hand &amp; Top of Page Premium)</b>	<b>7 days</b>	<b>14 days</b>	<b>21 days</b>	<b>30 days</b>
Home Page	9,360	14,040	20,590	26,210
Channel Index Page + all pages in same channel	13,110	20,590	29,950	38,370

**Pricing includes VAT.**