

UAEBARQ برق الإمارات

The Largest UAE news outlet on Social Media.

The leading UAE news outlet on social media.

covering breaking new, trends in media, marketing, advertising and technology.

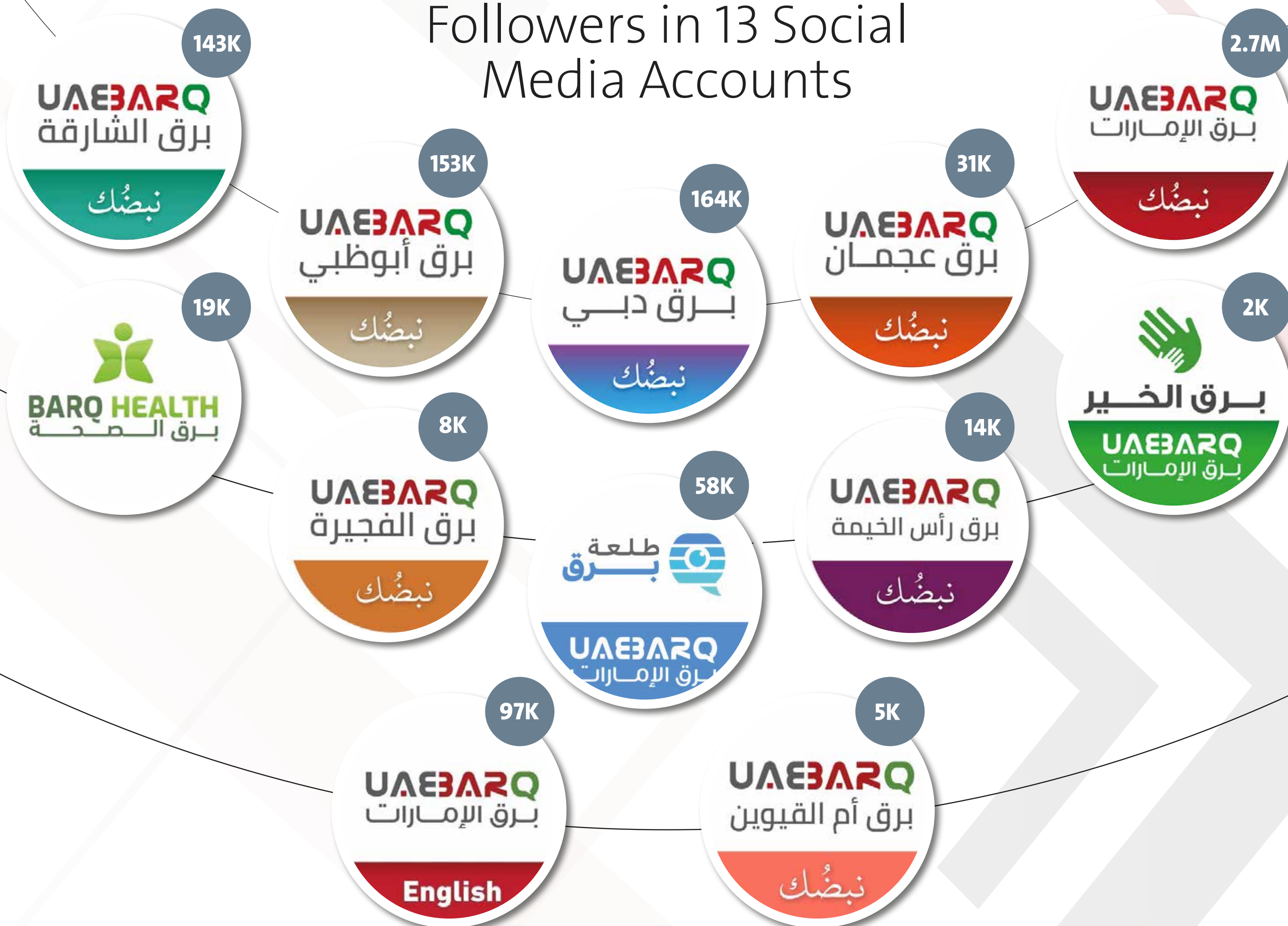
we features, we create valuable content - value is what people are looking for, we are active 24 hours.

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8M

Followers in 13 Social Media Accounts

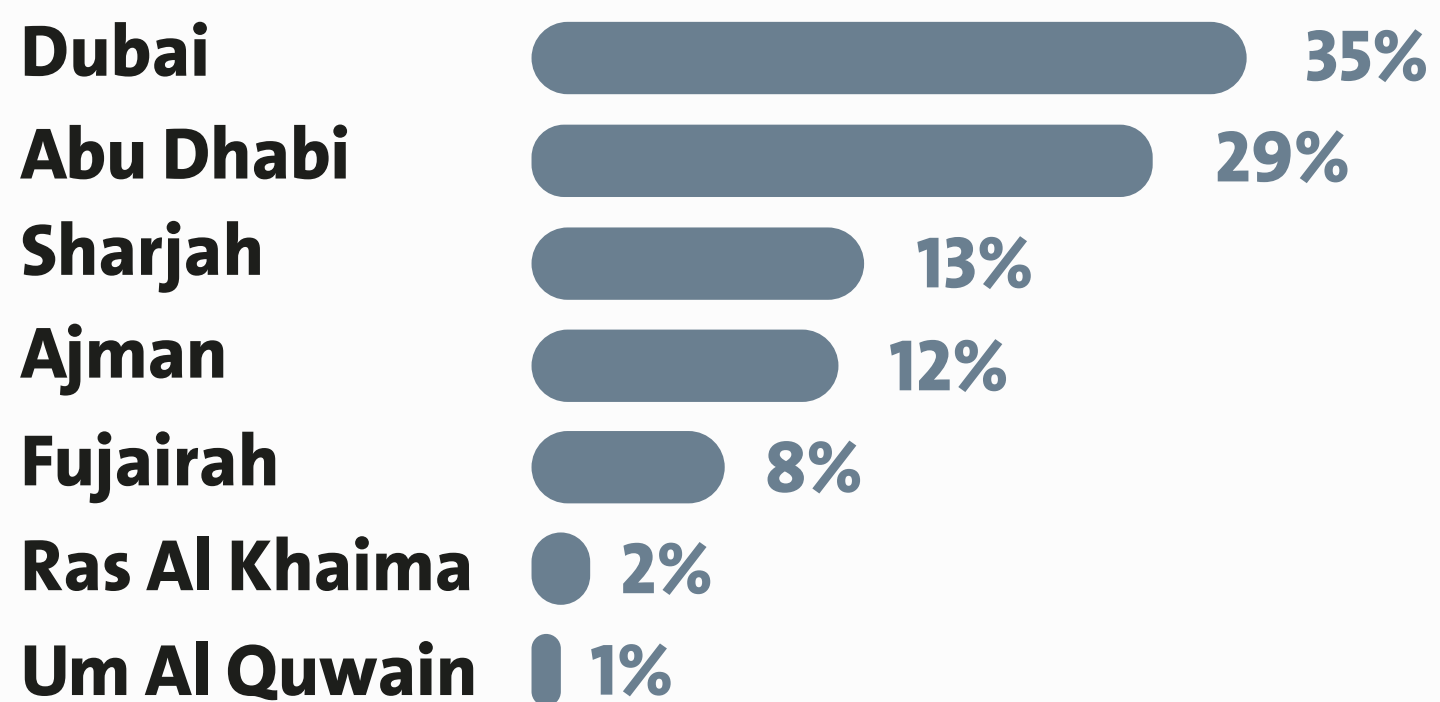


2.7 MILION
FOLLOWERS
ON INSTAGRAM

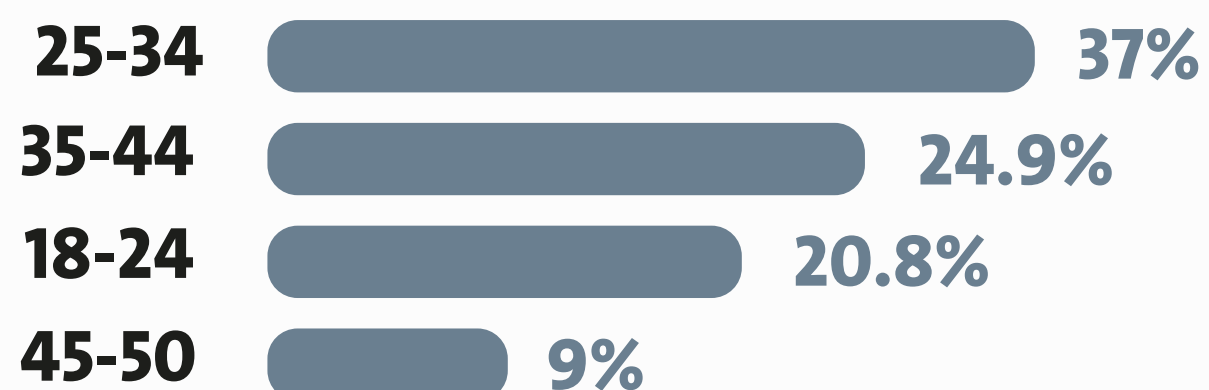


@uae_barq

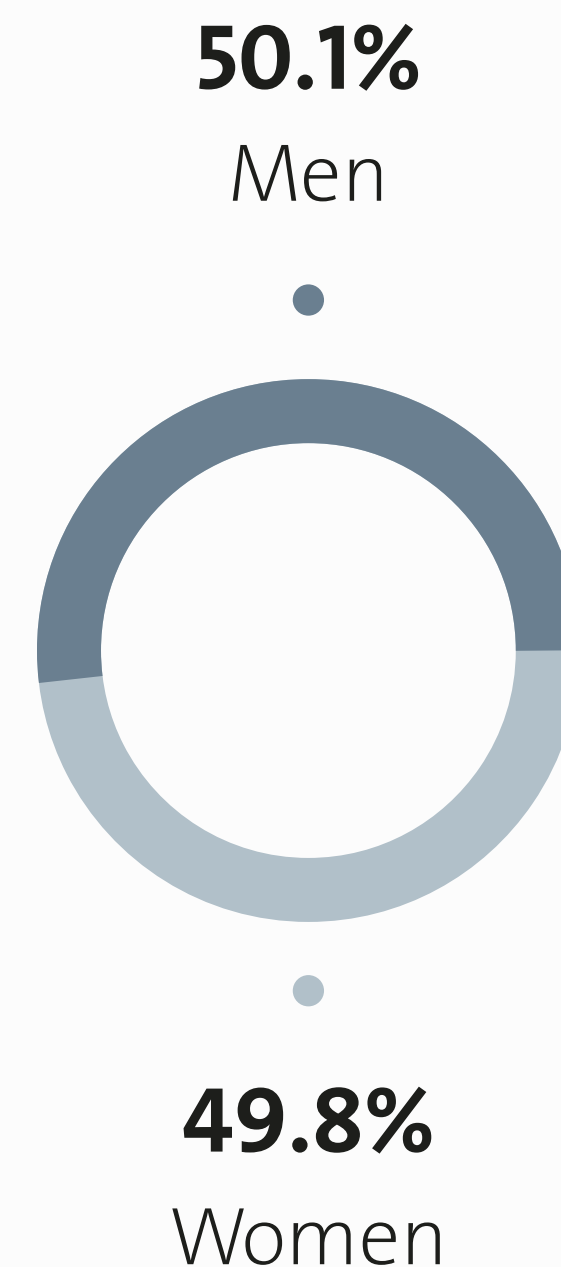
The most populous city which UAE BARQ public live through Instagram:



Age groups of UAE BARQ are represented through Instagram:



Followers Categories:





Inventory on instagram



Instagram Post
1080*1080



**Instagram post
with UAE BARQ
Template**
1080* 1080



Logo sponsorship
Square size



News Banner
1080*300



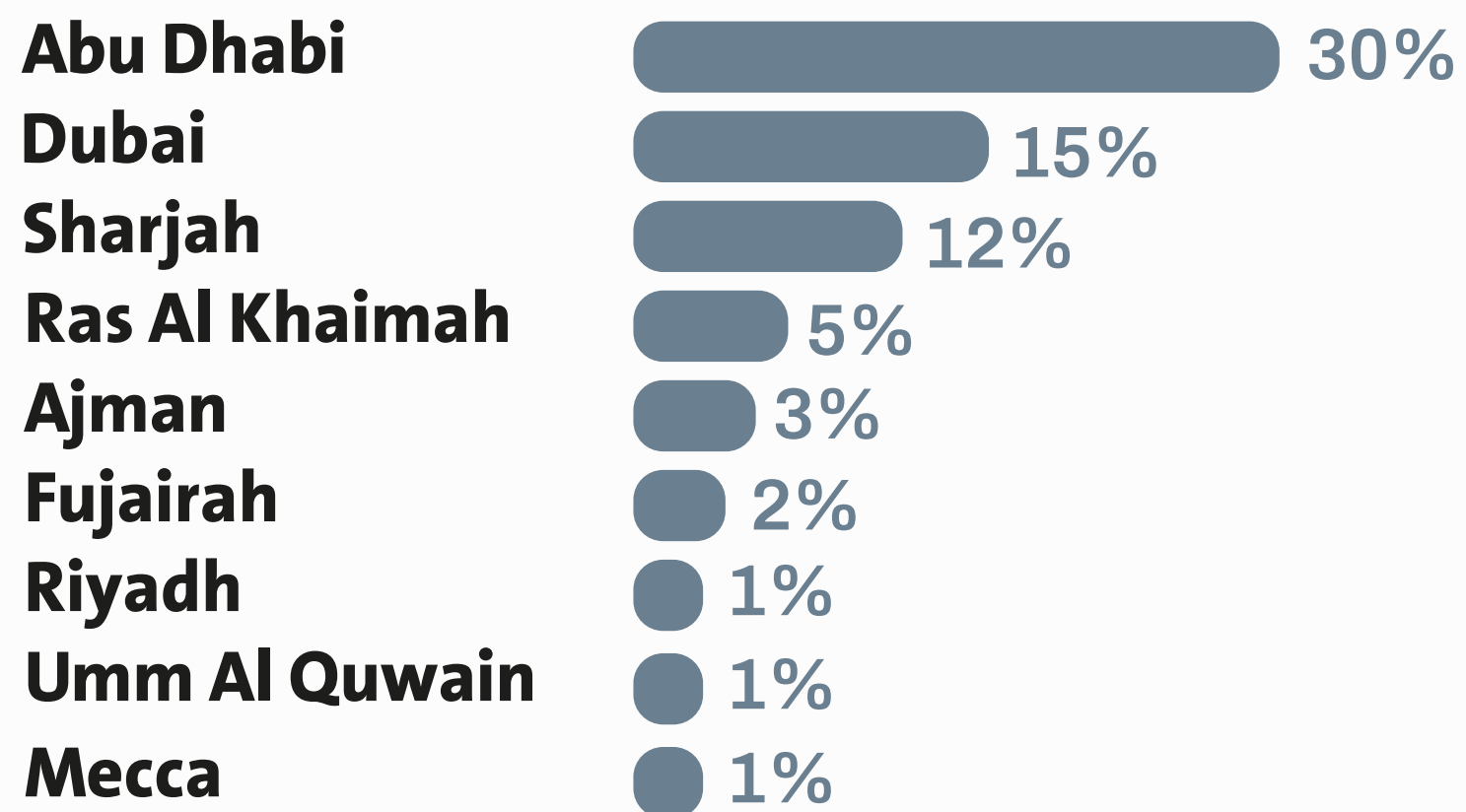
Instagram Reel
1080*1920

2.7 MILION FOLLOWERS ON "X"

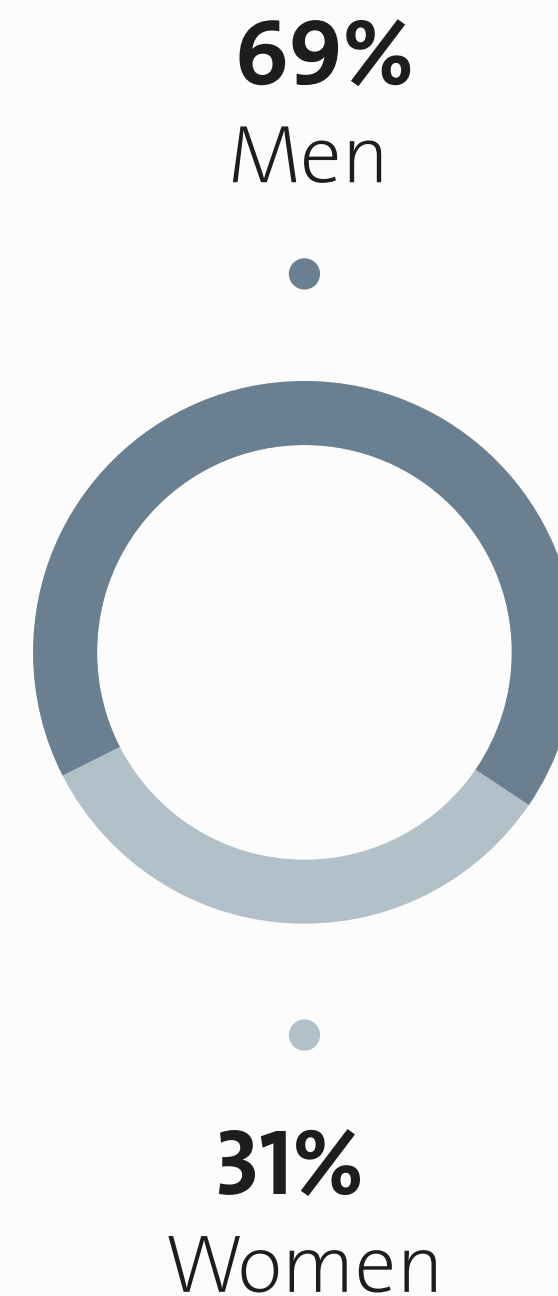


@UAE_BARQ

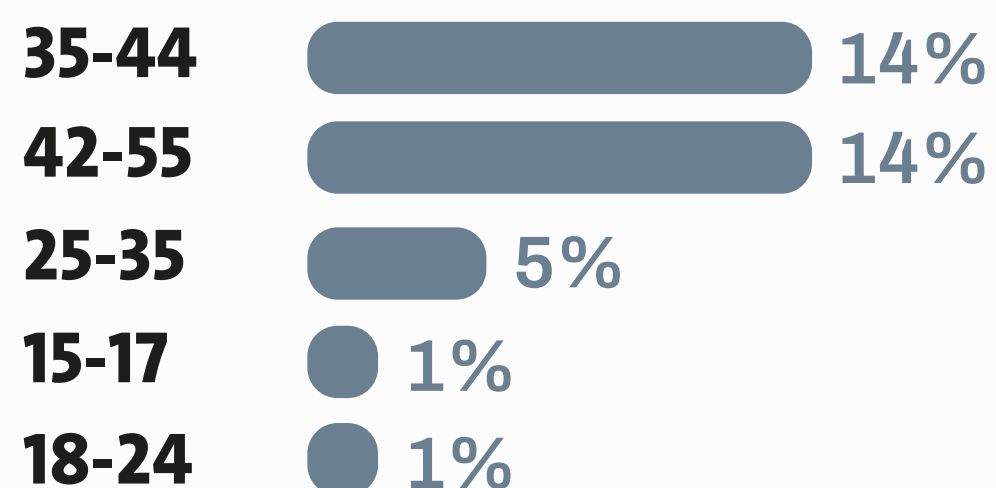
The most populous city which UAE BARQ public live through "X":

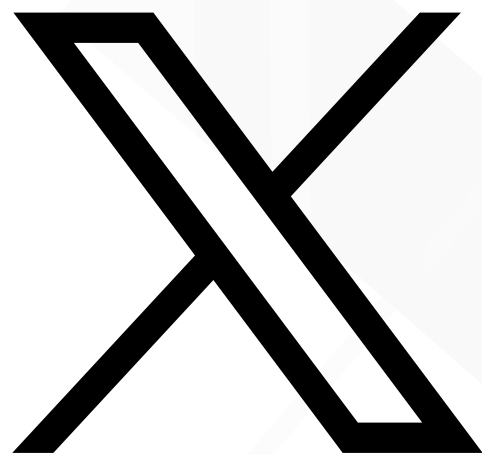


Followers Categories:



Age groups of UAE BARQ are represented through "X":

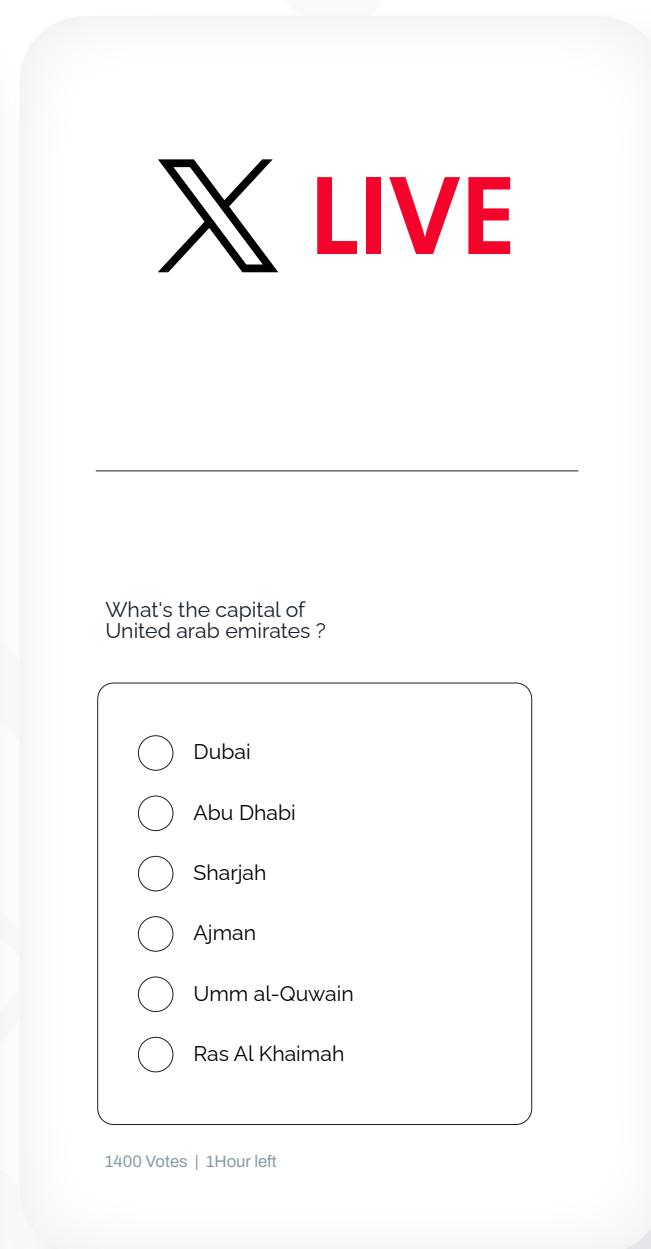




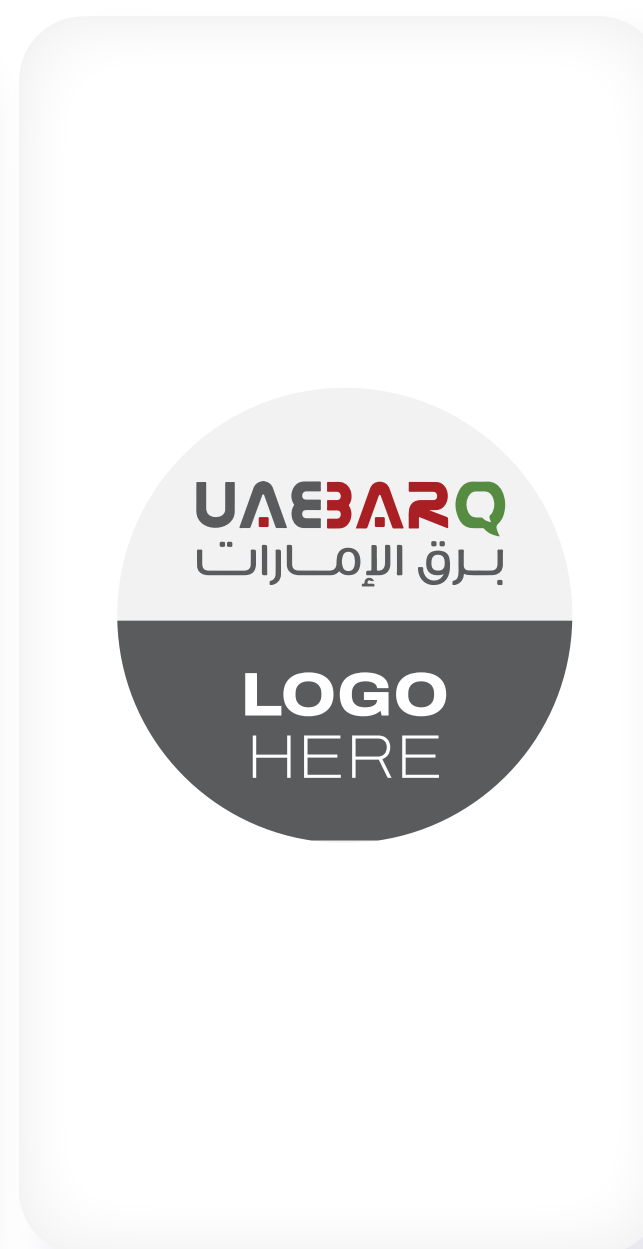
Inventory on "X"



X
Retweet
Pinned Tweet



-Live Broadcast
-Surveys



Logo sponsorship



News Banner

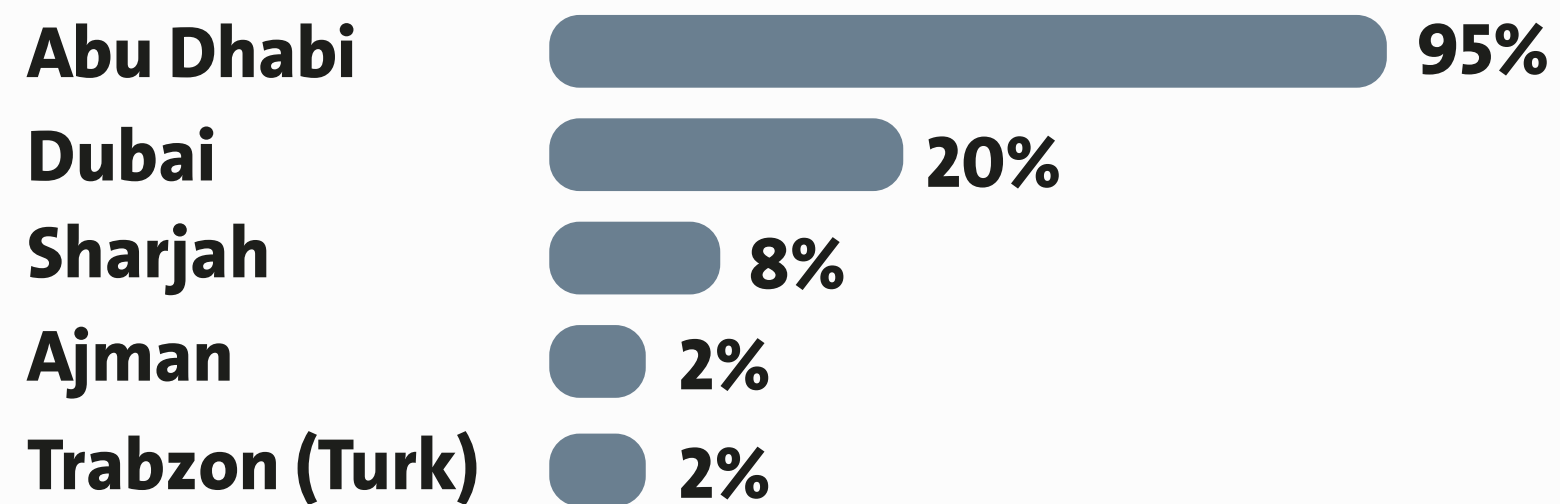
67K

SUBSCRIBERS ON SNAPCHAT

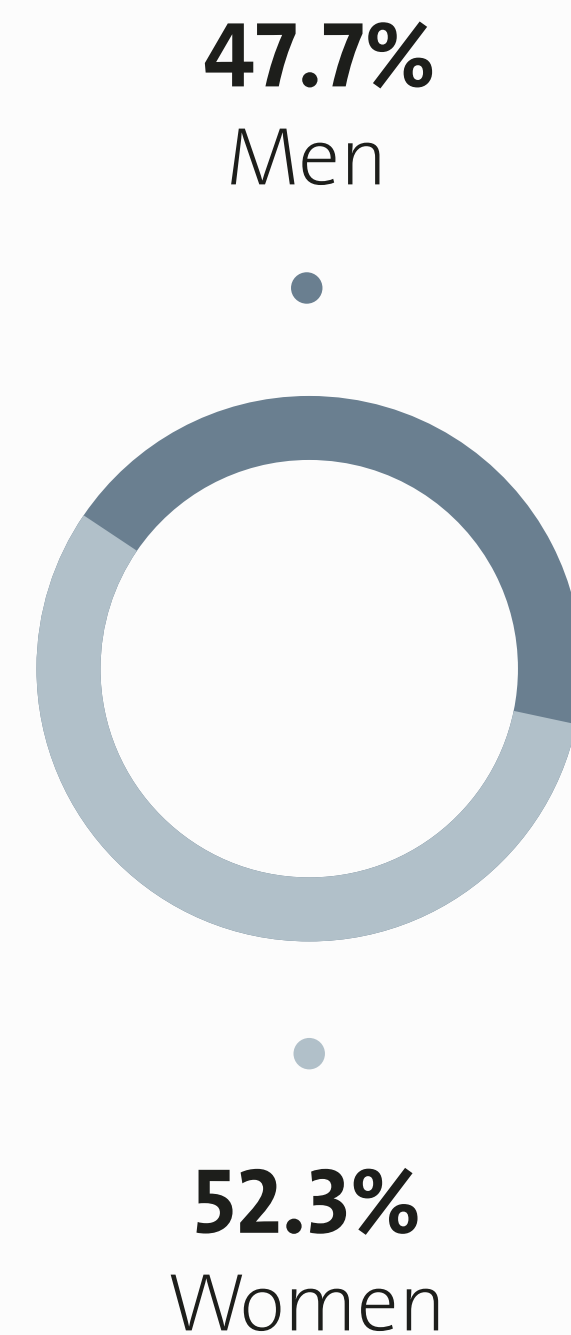


barq_snap

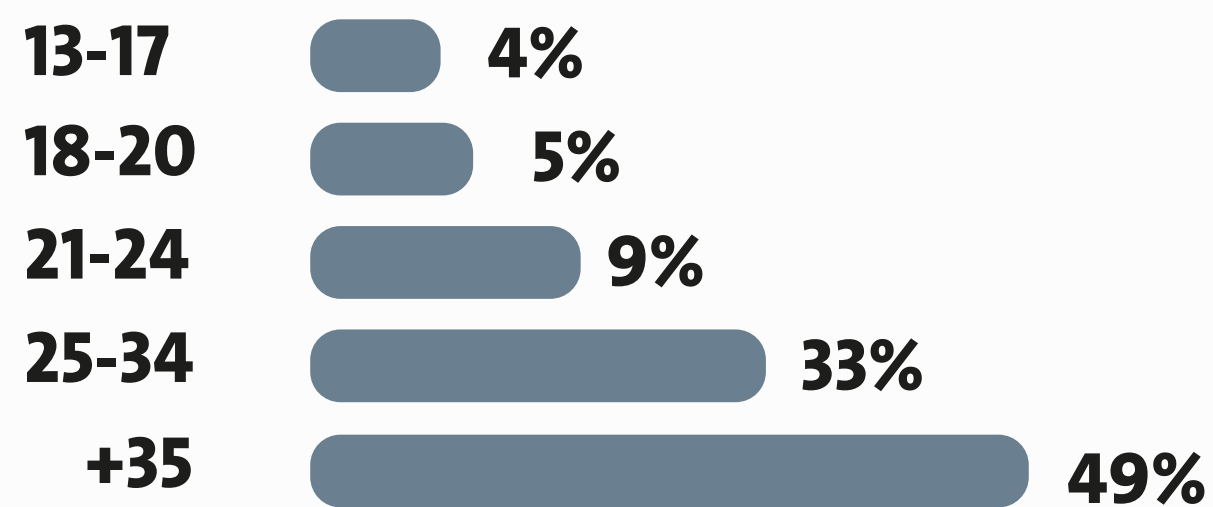
The most populous city which UAE BARQ public live through Snapchat:



Followers Categories:



Age groups of UAE BARQ are represented through Snapchat:



25000

SUBSCRIBERS ON WHATSAPP



Communities

Inventory In Whatsapp



WhatsApp Ad



Ad with UAE BARQ Template



uae_barq

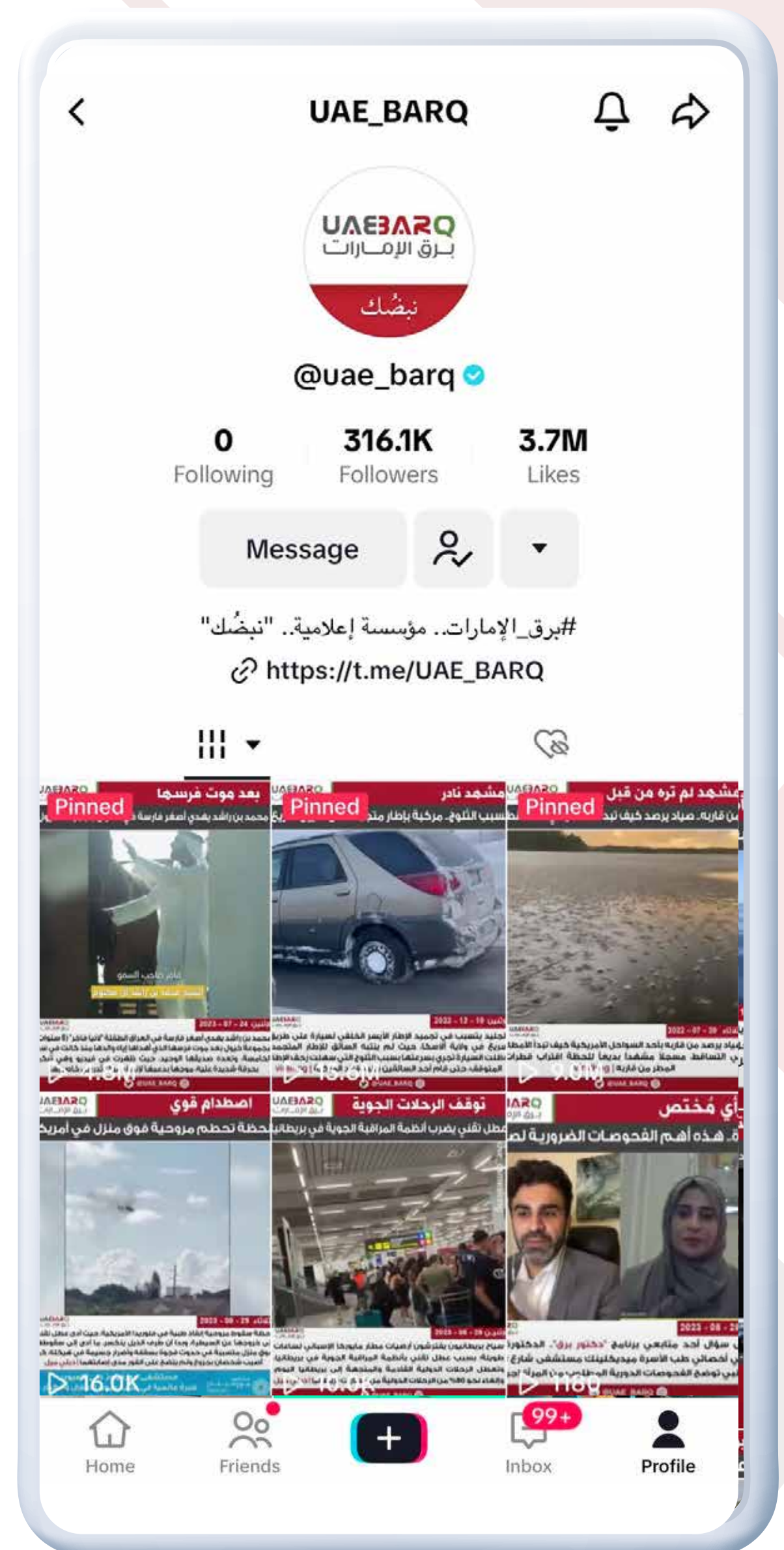
+300K

FOLLOWERS ON TIKTOK

AD PRICE

1,000 AED

+ 5% VAT



Ad Type	Descriptions	Cost in AED
• Ad Post	An advertisement that is a picture or video (video duration not exceeding 60 seconds sent by the client)	1500
• Post in BARQ template	An Ad Post but with UAE BARQ news template design	3750
• Coverage via InstaStory	It includes sending a journalist to the event site to cover and highlight the aspects of the event as well as interviewing some of the characters present through a maximum of 5 shots each shot duration is 15 second	7500
• InstaStory ad	An advertisement that can be either a picture or video 15 sec. Live streaming	2000
• Pinned post	Pinned post for 24 hours	3750
• Live Streaming via Instagram and Twitter	Live streaming via Instagram including one Instagram post.	15000
• Bio change	Changing (Bio) in Instagram for a full day + Post to notify followers about the Bio content	5000
• Logo Takeover	UAE BARQ logo is changed (split with client's logo) on Instagram for a full day with story share	6000
• News Banner Takeover	It is the bottom news strip that accompanies the news listed through the UAE BARQ accounts on Twitter, Instagram, and Snapchat. The design of the banner will be placed on 7 news posts in the same day, this service requires advance booking, and the banner can be either Fixed, or moving as a video.	5000
• Instagram Highlights	Instagram Highlights are essentially the Instagram stories you choose to feature on your profile permanently. If you add a story to a Highlight, it will be visible even after 24 hours, so it's a great way to keep your most successful stories running	3 Story + Highlight for One Week : 13,000

X "X" ADS
PRICES (AED)

Ad Type	Descriptions	Cost in AED
• Ad "X"	An advertisement that is a picture or video (video duration not exceeding 60 seconds sent by the client)	1125
• Post in BARQ template	An Ad Post but with UAE BARQ news template design	3750
• Pinned "X" post	Pin "X" post for 24 hours in UAE BARQ profile page	3750
• Coverage via "X"	It includes sending a journalist to the event site to cover its aspects, highlighting and broadcasting live for a maximum of 30 minutes	3000

 **SNAPCHAT ADS**
PRICES (AED)

Ad Type	Descriptions	Cost in AED
• Ad Post	An advertisement that is a picture or video (video duration not exceeding 60 seconds sent by the client)	625
• Coverage via Snapchat	Includes sending a journalist to the event site to cover its aspects, highlights and broadcast live for a maximum of 30 minutes	3750



WHATSAPP ADS PRICES (AED)

Ad Type	Descriptions	Cost in AED
<ul style="list-style-type: none"> • Attach ad link with news 	The link will be attached to a selected news on WhatsApp, allowing followers to click on it and take them to the client's website which they wish to promote or advertise.	1250
<ul style="list-style-type: none"> • Ad post 	image or video advertisement added following a news post (as a video) Note: Ad shall not exceed 30 seconds	3750
<ul style="list-style-type: none"> • News Banner 	News template footer takeover with an animated or static banner for the promoted content to be broadcasted to BARQ Whatsapp users.	Fixed Banner 400 Animated Banner 600
<ul style="list-style-type: none"> • Post in BARQ template 	An Ad Post but with UAE BARQ news template design (for government sector only)	3750



After greetings,

UAE BARQ is delighted to present the following offer in order to promote your esteemed organization through the visit of **Mr. Khaled Al Matrooshi, Mohammed Al Khatib** (the media representatives of UAE BARQ).

Episode features:

- Duration of the episode: 2 - 3 minutes
- We provide the presenter, photography and video edit.
- The video will be published - after your approval - once via the UAE BARQ account on Instagram (@UAE_BARQ), and "Talaat Barq" account on both Twitter and Instagram (@Talaat_BARQ).

Terms and conditions:

- 1 - Price offer validity: 7 days
- 2 - Payment: A check for the total amount, to be delivered with the contract. Checks are issued in the name of UAE BARQ Electronic Guider or via bank transfer.
- 3- Video duration will be between 2 and 3 minutes.
- 4- A video montage will be made and sent to you within 2 to 4 working days.



Mr. Khaled Al Matrooshi



Mohammed Al Khatib

Episode Price

15,000 AED

+ 5% VAT



دكتور برق
Dr. BARQ

The media is an essential partner to educate community members about various topics, including health. Hence, UAE BARQ has created new weekly health highlights called “Doctor Barq”, which will be presented by **Dr. Adil Sajwani**, a UAE national Family Medicine Specialist with more than 14 years of experience in the fields of mental health and treatment of chronic diseases such as: Blood pressure, diabetes and others. Dr. "Adel" had worked previously in primary health care clinics in many public and private clinics in the UAE.



Where will the highlights be aired?

A Live stream on UAE BARQ Instagram account.

When will it be aired?

Every Monday at 9 pm.

How long will each episode take?

Between 45 to 60 minutes.

Episode Price

10,000 AED

Advertising on the website:

1400
AED

DESKTOP
BOTTOM FULL WIDTH
W 970 X H 90 PX

1400
AED

DESKTOP
MPU
W 300 X H 250 PX

1400
AED

MOBILE
Bottom full width
W 320 X H 50 PX

Articals

1500
AED

1400
AED

MOBILE
MPU
W 300 X H 250 PX

Unique visitors : 250k

page per visit 2.54m

visits 500K

avg.v duration 1:30 m

Average impressions : 578k

All prices above are for posting for 1 week



TERMS AND CONDITIONS

- All advertisement materials except coverage related items to be provided by the client with appropriate descriptive text.
- All advertisement materials and/or news to be approved by the management and are subject to the terms and conditions of advertising at UAE BARQ platforms.
- All prices above do not include VAT, which will be charged 5%
- The content of the ads is the responsibility of the advertiser and he must obtain approvals and permits from the concerned authorities to be able to publish its content on social media platforms, Therefore, UAE BARQ is not responsible for any ads that is published without taking the necessary approvals or permits, or violating the law.

**THANK YOU
FOR YOUR
TIME!**

Abdelrahman Abu Sa'ada
Advertising Consultant

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+971565859777

UAE Barq Sharjah , UAE

UAE BARQ
برق لإمارات