

# Al-Ahram (Daily Issue)

## Advertising Rates 2019 (in U.S.\$)

<http://advertising.ahram.org.eg>

الإعلان في الجريدة  
الاصحاح  
2019

	B/W	Spot colour (red)	4 colours
<b>Front page</b> (20 cms. x 2 cols. exclusive)	-	-	<b>4225</b>
<b>Back page</b> cm/col.	-	-	<b>74</b>
Back page upper section	-	-	<b>7245</b>
Back page upper section if published inside	<b>4825</b>	<b>5305</b>	<b>6225</b>
<b>Third page</b> cm./col.	<b>56</b>	<b>65</b>	<b>70</b>
<b>Inside pages</b> Inside page cm. / col.	<b>40</b>	<b>45</b>	<b>50</b>
Center double page spread	-	-	<b>42917</b>
Full inside page (25 cms. x 8 cols.)	<b>16220</b>	<b>17902</b>	<b>20196</b>
(25 cms. x 4 cols.)	<b>7950</b>	<b>8775</b>	<b>9900</b>
	<b>3975</b>	<b>4388</b>	<b>4950</b>
<b>Cinema pages</b> cm./col.	<b>18</b>	-	<b>23</b>
cm./col. (Evening outings)	<b>7</b>	-	-

The above rates are subject to change according to exchange rate fluctuations.

### Important Notes for Daily & Friday Issues

- The unit of calculation is the cm. / col. and fractions will be rounded off to the next cm.
- 10% to be added to the above rates for advertisements required to be published in any specific page.
- 10% to be added to the above rates for advertisements required to be published in a special position (right or left hand side).
- 10% to be added to the above rates for advertisements required to be published in both Al-Ahram & any of the following Publications:
- **Arab Edition** (distributed in Arab & Gulf countries).
- **Al-Ahram Al-Massa'i** (the pioneer evening newspaper).
- **Al-Ahram Weekly** (issued every Thursday in English).
- **Al-Ahram Hebdo** (issued every Wednesday in French).
- Supplements in Al-Ahram & published as supplements in any of Al-Ahram publications are offered 35% discount on the rates of that publication.



Newspapers Ads  
Rate Card

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# Al-Ahram (Friday Issue)

## Advertising Rates 2019 (in U.S.\$)

<http://advertising.ahram.org.eg>

الإعلان بعد التحرير  
11  
0.19

<b>Front page</b> (10 cms. x 8 cols. exclusive)	B/W	Spot colour (red)	4 colours
	-	-	<b>11410</b>
<b>Back page</b> cm/col.	-	-	<b>94</b>
Back page upper section	-	-	<b>9510</b>
Back page upper section if published inside	<b>6202</b>	<b>6835</b>	<b>7796</b>
<b>Third page</b> cm./col.	<b>68</b>	<b>74</b>	<b>84</b>
<b>Inside pages</b> Inside page cm. / col.	<b>48</b>	<b>52</b>	<b>60</b>
Center double page spread	-	-	<b>51695</b>
Full inside page (25 cms. x 8 cols.)	<b>19584</b>	<b>21267</b>	<b>24327</b>
(25 cms. x 4 cols.)	<b>9600</b>	<b>10425</b>	<b>11925</b>
	<b>4800</b>	<b>5213</b>	<b>5962</b>
<b>(Automotive Insert)</b>			
Front page: Upper panel	-	-	<b>857</b>
cm./col.	-	-	<b>65</b>
Back page: cm/col	-	-	<b>56</b>
Inside pages: cm./col.	<b>44</b>	<b>50</b>	<b>55</b>
<b>(Friday Supplement)</b>			
Front Page cm./col.			<b>55</b>
Back Page cm./col.			<b>53</b>
Front Page 20 cms x 3 cols. -			<b>3263</b>
Inside Page: (4 colours - cm/col.)			<b>50</b>

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- 10% to be added to the above rates for advertisements required to be published in any specific page.
- 10% to be added to the above rates for advertisements required to be published in a special position (right or left hand side).

### Technical Data

- **Page Size** : 8 columns, heighted 51 cms.  
1 col. = 3.8 cms.      2 cols. = 8 cms.      3 cols. = 12.3 cms.      4 cols. = 16.5 cms.  
5 cols. = 20.8 cms.      6 cols. = 25 cms.      7 cols. = 29.3 cms.      8 cols. = 33.5 cms.  
Center double page spread. 17 cols (74 cms) x 51 cms. height
- **Screen size** :  
Halftone ranges from 65 to 75 lines per square inch.  
Four colours range from 85 to 120 lines per square inch.
- **Printing Method**:  
Offset
- **Required materials**:  
Artwork, film or CD.
- **Deadline for submitting material**:  
3 days prior to publishing date.



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