

# Advertising Rates 2015 (Commercial)

Effective from 01-01-2015



# الوطن

صوت المواطن العربي

# AL WATAN

Voice of the Arab Citizen



Ear Panel Front Page ( Full Color )	Ear Panel Back Page ( Full Color )
QR 25,000 / Month	QR 15,000 / Month
6 Cm x 2 Cols	5 Cm x 2 Cols

### Technical Data

DPS	51 cm (H) x 67 cm (W)
Full Page	51 cm (H) x 32 cm (W)
Half Page	25 cm (H) x 32 cm (W)
Quarter	25 cm (H) x 15.5 cm (W)
20 x 3	20 cm (H) x 11.5 cm (W)
1/8	17 cm (H) x 11.5 cm (W) 12 cm (H) x 15.5 cm (W)
15 x 3	15 cm (H) x 11.5 cm (W)
15 x 2	15 cm (H) x 7.5 cm (W)
10 x 2	10 cm (H) x 7.5 cm (W)
5 x 2	5 cm (H) x 7.5 cm (W)

### Column Size

1 Column	4 cm
2 Column	7.5 cm
3 Column	11.5 cm
4 Column	15.5 cm
5 Column	19.5 cm
6 Column	23.5 cm
7 Column	27.5 cm
8 Column	32 cm

Special Position	%10 Extra
Spot Colour	%15 Extra
Full Colour	%50 Extra

### Material Specification:

Acceptable file formats : eps, jpg, pdf, ai (CMYK) (Flattern or create outline fonts)

Collecting Materials :  
CD or E-mail

### Material Deadline :

48 Hours for B&W  
72 Hours for Colour

### General Conditions:

Advertisers and their agencies shall assume full responsibility for advertisement copy and contents.

The publisher reserves the right to decline any advertisement not deemed suitable for print.

Size	BW	Colour
<b>FRONT PAGE</b>		
Half Page (20 x 8)	41,400	62,100
Quarter Page (20 x 4)	20,700	31,050
1/8 Page (10 x 4)	10,350	15,525
Cm / Cols	278	417

<b>PAGE 3 &amp; 2</b>		
Full Page (51 x 8)	35,400	53,100
Half Page (25 x 8)	17,700	26,550
Quarter Page (25 x 4)	8,850	13,275
20 cm x 3 cols	6,500	9,750
1/8 Page (17x 3) or (12 x 4)	4,425	6,638
Cm / Cols	114	171

<b>INSIDE PAGE</b>		
Full Page (51 x 8)	25,000	37,500
Half Page (25 x 8)	12,500	18,750
Quarter Page (25 x 4)	6,250	9,375
20 cm x 3 cols	4,600	6,900
1/8 Page (17x 3) or (12 x 4)	3,125	4,688
15 cm x 3 cols	3,000	4,500
15 cm x 2 cols	2,600	3,900
10 cm x 2 cols	1,700	2,550
5 cm x 2 cols	850	1275
Cm / Cols	84	126

<b>BACK PAGE</b>		
Full Page (51 x 8)	51,000	76,500
Half Page (25 x 8)	25,500	38,250
Quarter Page (25 x 4)	12,750	19,125
20 cm x 3 cols	8,000	12,000
1/8 Page (17x 3) or (12 x 4)	6,375	9,563
15 cm x 3 cols	6,000	9,000
Cm / Cols	136	204

<b>FRONT PAGE (BUSINESS &amp; SPORTS)</b>		
Half Page (25 x 8)	14,000	21,000
Quarter Page (25 x 4)	7,000	10,500
1/8 Page (17x 3) or (12 x 4)	3,500	5,250
Cm / Cols	90	135