

BANNERS AND RICH MEDIA

Channels

Ad Formats	Run Of Site	Homepage	Business / Tech	UAE / World	Lifestyle / Entertainment Food / Travel	Sport
Desktop						
CPM Rates (USD)						
Standard Formats (300x250, 240x400, 160x600, 120x600, 970x90, 728x90)	19.95	25.20	28.35	25.20	19.95	21.00
Large Formats (970x250, 300x600, etc.)	23.10	29.40	32.55	29.40	23.10	24.15
Native ad formats	16.80	18.90	19.95	18.90	16.80	17.85
Rich Media formats (overlay, expandables, etc.)	31.50	38.85	47.25	38.85	31.50	32.55
Out stream video format (in-read)	22.05	N/A	24.15	24.15	22.05	23.10
Mobile						
CPM Rates (USD)						
(300x250, 320x50, etc.)	19.95	25.20	28.35	25.20	19.95	21.00
Native ad formats	16.80	18.90	19.95	18.90	16.80	17.85
Rich Media formats (overlay, expandables, etc.)	22.05	24.15	27.30	25.20	22.05	23.10
Out stream video format (in-read)	22.05	N/A	24.15	24.15	22.05	23.10
Google AMP (Accelerated Mobile Pages)						
CPM Rates (USD)						
(300x250, 320x50)	19.95	N/A	N/A	N/A	N/A	N/A
Out stream video format (in-read)	23.10	N/A	N/A	N/A	N/A	N/A

SPONSORSHIP AND TAKEOVERS

Channel Takeovers

1 Day Takeover (24 hours)		
	Fixed Rates (USD)	
All Devices	UAE	GCC
Homepage	19,278.00	20,349.00
Business	7,497.00	8,032.50
UAE / World	17,136.00	18,207.00
Lifestyle / Entertainment	2,356.20	2,891.70
Sports	1,285.20	1,820.70
Other sections	1,285.20	1,820.70

** Also available on weekly and monthly duration.*

Static Sponsor Logo

1 Week		
	Fixed Rates (USD)	
All Devices	UAE	GCC
Business	2,142.00	2,677.50
UAE / World	3,213.00	4,284.00
Lifestyle / Entertainment	1,606.50	2,142.00
Sports	1,071.00	1,606.50
Other sections	1,071.00	1,606.50

** Also available on a monthly duration.*

Ear Panels

1 Week	
	Fixed Rate (USD)
Desktop	UAE / GCC
Homepage	2,520.00

Other Digital Products

	CPM Rates (USD)
Emailers	105.00
Podcast	15.75

Terms & Conditions

- ★ All rates mentioned are gross rates in USD
- ★ Pricing includes VAT
- ★ Payment Terms: Prepayment
- ★ No pre-payment discount applicable
- ★ Minimum booking: 100,000 impressions
- ★ All bookings & positions are subject to availability
- ★ Material guidelines available on our online media kit
- ★ This rate card is subject to change without prior notice