

ADVERTISEMENT TARIFF EFFECTIVE FROM 01.01.2020 - UAE EDITION

SPECIFICATIONS		COLUMN WIDTH	
Size of type Page	: 52 Cm x 32.6 Cm	1 Col. : 3.9 Cm	5 Col. : 20.3 Cm
Column Length	: 50.6 cm	2 Col. : 8 Cm	6 Col. : 24.4 Cm
No. of Columns to Page	: 8	3 Col. : 12.1 Cm	7 Col. : 28.5 Cm
Screen: Black & White	: 100 lpi	4 Col. : 16.2 Cm	8 Col. : 32.6 Cm
Colour	: 100 lpi		

MATERIAL: EPS/PDF/TIFF Format (High Resolution)

	Loadings	Colour	B/W
INSIDE PAGES - per cc (AED)		33	29
Inside Pages			
FULL PAGE [50X8] - INSIDE		13212	11744
1/2 PAGE [25X8] - INSIDE		6606	5872
20X8 SIZE- INSIDE		5285	4698
1/4 PAGE [25X4] - INSIDE		3303	2936
Front Page - Glossy			
1/2 PAGE - Front Page	75%	11561	10276
20X8 SIZE- Front Page		9248	8221
1/4 PAGE - Front Page		5780	5138
Page 2 - Glossy			
FULL PAGE - Page 2	30%	17176	15267
1/2 PAGE - Page 2		8588	7634
20X8 SIZE- Page 2		6870	6107
1/4 PAGE - Page 2		4294	3817
Page 3 - Std NP			
FULL PAGE - Page 3	30%	17176	15267
1/2 PAGE - Page 3		8588	7634
20X8 SIZE- Page 3		6870	6107
1/4 PAGE - Page 3		4294	3817
Inside back Page - Glossy			
FULL PAGE - Inside back Page	15%	15194	13506
1/2 PAGE - Inside back Page		7597	6753
20X8 SIZE- Inside back Page		6078	5402
1/4 PAGE - Inside back Page		3798	3376
Back Page - Glossy			
FULL PAGE - Back Page	50%	19818	17616
1/2 PAGE - Back Page		9909	8808
20X8 SIZE- Back Page		7927	7046
1/4 PAGE - Back Page		4955	4404

* 5% VAT Extra

Rates of All other Indian Editions provided upon request