

## Advertising Rates 2009-2010 (\$)

FREQUENCY	1-4	5-8	9 & +
DPS GATE FOLD	22000	20000	18000
OBC	14000	13000	12000
IFC SPREAD	15000	14400	13600
IFC	8200	7900	7500
IBC	7500	7000	6700
DOUBLE PAGE	13000	12000	11500
PAGE	6800	6500	6100
HALF PAGE	3600	3400	3200

\* Extra 15 % For special position ( First 10 Pages )

\* Extra 10 % For special position ( First 20 Pages )

Special operation :Rates will be offered according to each type of operation

## Circulation Breakdown [2008]

Country	Circulation
Saudi Arabia	16730
United Arab Emirates	4815
Kuwait	2127
Bahrain	1116
Qatar	1093
Oman	487
Jordan	1412
Syria	1029
Egypt	2863
Other Arab Countries	3113
Europe & Others Countries	1845
Average Monthly Circulation	36630

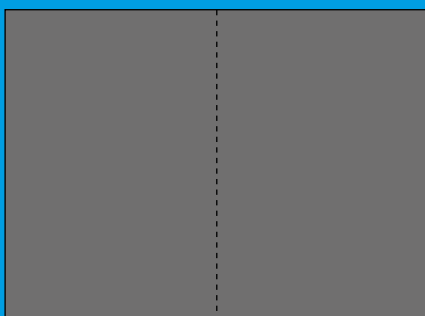
## TECHNICAL REQUIREMENTS

Frequency: **monthly**

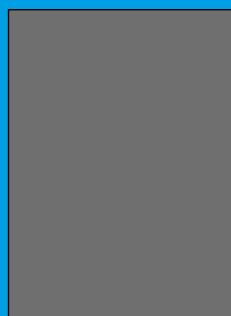
Printing: **Offset, positive, emulsion side down, 175 Lpi screen**

### Prepress Department currently supports:

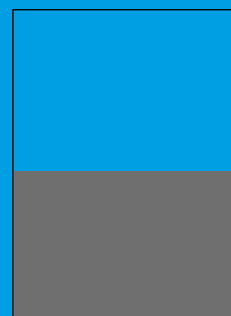
- Adobe InDesign CS2, Acrobat 7.0, Adobe Photoshop CS3, Adobe Illustrator CS3, Macromedia FreeHand MX, QuarkXPress 6.0.
- Supply all fonts used in your file, place bitmap pictures at 100% scale. All files must be either in CMYK, grayscale [scanned at 300dpi].  
Do not use LZW compression, JPEG file formats or JPEG previews for EPS files.
- All type in finished EPS graphic files [such as logos, fonts, etc.] must be converted to shapes.
- Provide current full-size colour proofs of their files. It is recommended to supply both composite and separated versions.
- We do not guarantee a colour match with colour proofs made on an uncalibrated device. Although many consumer colour printers create pleasing colour, most of these devices are not capable of providing an accurate calibrated colour proof.  
Use Pantone, TrueMatch or AGFA process swatch books for an accurate representation of process.



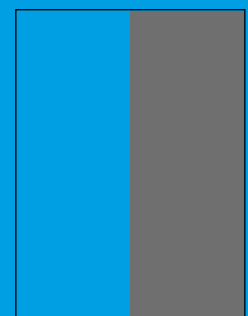
**Double Page Spread**  
Trim size 43 cm x 28 cm  
Bleed size 43.5 cm x 28.5 cm



**Full Page**  
Trim size 21.5cm x 28cm  
Bleed size 22cm x 28.5cm



**Half Page Across**  
Trim size 21.5cm x 14cm  
Bleed size 22cm x 14.5cm



**Half Page Upright**  
Trim size 10.75cm x 28cm  
Bleed size 11.25cm x 28.5cm

\*Special sizes, wraps and inserts are available upon request.