# Online Media Rate Card 2013

Khaleej Times ONLINE
Leading News Portal
www.khaleejtimes.com

| | | All Rates IN USD( Gross ) | | | |
|---|---|---|---|---|---|
| Name | Dimensions (W x H Pixels) | Home page | Targeted Pages | ROS + Home Page | ROS |
| Leaderboard | 728 x 90 | 34 | 30 | 25 | 22 |
| Half Page | 300 x600 | 40 | 35 | 29 | 25 |
| MPU( Medium Rectangle) | 300x250 | 34 | 33 | 25 | 23 |
| Space banner | 220 x550 | 37 | 35 | 27 | 25 |
| Wide Skyscraper | 160x600 | 37 | 35 | 27 | 25 |
| Top banners home page ( 2 units) | 200 x 90 pixels | 40 | N/A | N/A | N/A |
| Top banners home page ( 2 units) expandable only user initiated | 200 x 90 pixels expands to 200 x 300 | 45 | N/A | N/A | N/A |
| Inside article banner (MPU) | 300 x 250 | 35 | 36 | 28 | 26 |
| Overlay (Eye blaster) | 400 x 260 | 100 | 80 | N/A | 70 |
| Interstitial | Full Screen - 728 x500 | N/A | 100 | 80 | 80 |
| Page Peel | Minimized area - 90x90 pixels. Final Image Dimensions: 700(w)x400(h) pixels. JPG/GIF. There is no FLASH. | 85 | 75 | 70 | 65 |
| Branded Background | 100 px x 100 px | per day $8000 | per day $6000 | per day $7000 | per day $5000 |
| Video MPU | 300x250 (no expansion) | 45 | 40 | 35 | 32 |
| Expandable leader board or MPU with out video | 300x250 to 600x250<br>728x90 to 728x315 | 45 | 40 | 38 | 35 |
| Exapndable Half page or space banner with out video | 160x600 to 600x600<br>300x600 to 600x600<br>220x 550 to 600 x600 | 45 | 40 | 38 | 35 |
| Expandable leader board or MPU with video/rich media | 300x250 to 600x250<br>728x90 to 728x315 | 60 | 45 | 40 | 38 |
| Exapndable Half page or space banner with video/rich media | 220x 550 to 600 x600<br>160x600 to 600x600<br>300x600 to 600x600 | 60 | 45 | 40 | 38 |
| | | | | | |

## Channel sponsorship,Surveys and Microsites

| | | | | | |
|---|---|---|---|---|---|
| Survey | Ask for details | Dedicated survey hosted with in khaleejtimes.com | 2 months | $22,000 | |
| channel sponsorship | Targeted content /section/page | | 1 month | $7000 | |
| Microsite with Guidelines | Dedicated microsite housed within kt Site | | 5 pages | $20,000 | |

## Home page take over

| | Positions | Per day Executions | |
|---|---|---|---|
| Home Page- Road block | All ad units ,top banners , all impressions ,One day | $8,000 | |
| Home page take over - sidekick | One day , All impressions, | $ 10,000 | |
| home page take over -pusdown page- side kick- slider adds and other executions | One day , All impressions, | $12,000 | |

## Rising stars

| Home Page take over | | CPM | CPM | CPM | CPM |
|---|---|---|---|---|---|
| Billboard | Ask for details | $ 80.00 | $ 80.00 | $ 80.00 | $ 80.00 |
| FlimStrip | Ask for details | $ 80.00 | $ 80.00 | $ 80.00 | $ 80.00 |
| Portrait | Ask for details | $ 80.00 | $ 80.00 | $ 80.00 | $ 80.00 |
| Pushdown | Ask for details | $ 80.00 | $ 80.00 | $ 80.00 | $ 80.00 |
| Sidekick | Ask for details | $ 100.00 | $ 100.00 | $ 100.00 | $ 100.00 |
| Slider | Ask for details | $ 80.00 | $ 80.00 | $ 80.00 | $ 80.00 |

## Mobile Apps Advertising

| | | | | | |
|---|---|---|---|---|---|
| Full banner Image | 300x 50 | $22 CPM | | | |
| Full banner Rich media | 300 x50 | $25 CPM | | | |
| | | | | | |

## Email Blasts

| Name | Media type | Position | Cost | upto 15 ,000 | more then 15,000 |
|---|---|---|---|---|---|
| Dedicated email shots | HTML based, includes GIF / JPEG; PHP based forms for data-capture; we can convert EPS / PDF print adverts into the required format | Permission marketing direct to user's email account | $250 CPM | $150 | $120 |

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15% agency commision will be applicable for standard agencies
1 USD = AED 3.67( subject to change with out prior notice )
Minimum impressions booking is 100,000