

TARIFF

SUPPLEMENTS

BROADSHEET FORMAT

BASIC RATE PER SINGLE COL. CM: DHS. 136

POPULAR SIZES		DIMENSIONS		TECHNICAL DETAILS	
	COL CM	B&W	COLOUR	S.Column Width	
20x2	20 x 9.56	Dhs. 5,440	Dhs. 9,440	2 Columns	4.62 cms
¼ Page	26 x 14.5	Dhs. 10,200	Dhs. 17,200	3 Columns	9.56 cms
½ Page	26 x 29.32	Dhs. 21,216	Dhs. 30,216	4 Columns	14.50 cms
Full Page	53 x 29.32	Dhs. 43,248	Dhs. 53,248	5 Columns	19.44 cms
				6 Columns	24.38 cms
					29.32 cms
(ONLY FOR SINGLE PROCESS COLOUR)				COLUMN LENGTH	53.0 cms
All Sizes		Dhs. 3,000		Number of columns	6 col.

MAGAZINE FORMAT

***COL CMS RATES ARE NOT APPLICABLE**

***Annual Contract Rates are Applicable**

POPULAR SIZES	DIMENSIONS	COLOUR	*SPOT COLOUR	
	H & W cms.		All sizes	Dhs. 3,000 per single colour
D.Page Spread	25 x 38	Dhs. 37,000		
Full Page	25 x 18	Dhs. 20,000	MECHANICAL DATA	
1/2 Page (H/V)	12.5 x 18	Dhs. 13,500	Bleed Area	(H) 27.6 x (W) 20.6 cms
1/3 Page	25 x 6	Dhs. 9,500	Trimmed Area	(H) 27.0 x (W) 20.0 cms
1/4 Page		Dhs. 7,500	Print Area	(H) 25.0 x (W) 18.0 cms

Special Positions:

Outside Back Cover 50% Extra • Inside Front Cover 25% Extra
 Inside Back Cover 25% Extra • Centre Spread 15% Extra

TABLOID FORMAT

***COL CMS RATES ARE NOT APPLICABLE**

***SPOT COLOUR**

POPULAR SIZES	DIMENSIONS	COLOUR	Black & White	*SPOT COLOUR	
				All sizes	Dhs. 3,000 per single colour
Full Page	(H) 32.4 x (W) 25.9	Dhs.24,500	Dhs. 16,700	MECHANICAL DATA	
1/2 Page (Solus)	(H) 21.5 x (W) 19.3	Dhs.17,500	Dhs. 9,800	Bleed Area	(H) 34.8 x (W) 28.3 cms
1/2 Page (V)	(H) 32.4 x (W) 12.7	Dhs.15,000	Dhs. 8,300	Trim Area	(H) 34.0 x (W) 27.5 cms
1/2 Page (H)	(H) 16.0 x (W) 25.9	Dhs. 15,000	Dhs. 8,300	Print Area	(H) 32.4 x (W) 25.9 cms
D-Page Spread	(H) 32.4 x (W) 53.4	Dhs. 36,000	Dhs. 22,800		

MATERIAL

Digital material is required in all popular software like Adobe Illustrator CS, Adobe Photoshop CS, InDesign, Freehand MX. Preferably fonts converted into paths/curve with CMYK photographs of pixel data. Media must be on CD/DVD along with a hi-res proof.

CONDITIONS OF ACCEPTANCE

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