

2012

XPRESS

All Rates inclusive of Colour

Column No.	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1	2 to 5	6 to 11	12 to 25	26 to 40	41 +
DPS	6,858	6,172	5,829	5,486	5,143	4,458
Full Page	4,000	3,600	3,400	3,200	3,000	2,600
1/2 Page (Hor/Ver)	2,643	2,380	2,249	2,115	1,983	1,720
1/3 Page (Hor)	2,000	1,800	1,700	1,600	1,500	1,300
1/4 Page (Hor)	1,329	1,198	1,132	1,063	998	866
1/5 Page (Ver)	1,200	1,080	1,020	960	900	780
1/8 Page (Hor)	1,000	900	852	800	752	652
H shape DPS	2,858	2,572	2,429	2,286	2,143	1,858
U shape DPS	2,858	2,572	2,429	2,286	2,143	1,858
Mid Strip DPS	2,572	2,315	2,186	2,058	1,929	1,672
Footer DPS	1,715	1,543	1,458	1,372	1,286	1,115
U shape Single Page	1,715	1,543	1,458	1,372	1,286	1,115
L shape Single Page	1,715	1,543	1,458	1,372	1,286	1,115
Uneven 'A' (3/4 Page)	4,000	3,600	3,400	3,200	3,000	2,600
Uneven 'B' (1/2 Page)	3,429	3,086	2,915	2,743	2,572	2,229
Vertical 'A' - 2 column (full)	2,643	2,380	2,249	2,115	1,983	1,720
Vertical 'B' - 2 column (half)	1,329	1,198	1,132	1,063	998	866
Triangle 'A' - 4 column	2,572	2,315	2,186	2,058	1,929	1,672
Triangle 'B' - 3 column	1,429	1,286	1,215	1,143	1,072	929
Triangle 'C' - 2 column	858	772	729	686	643	558

Position	Position Loading
Outside Back Cover	100%
Inside Back Cover / Pg 3 / 5	80%
Specified Page	50%
Specified Section	40%

Silent Advertisements

Column No.	1	2	3	4
Position/Insertions (USD Incl. Colour)	1 to 10	11 to 25	26 to 50	51 +
Front Page	572	500	429	358
Inside Pages	358	286	243	186



AL NISR PUBLISHING LLC
Paid Up Capital UAE Dhs. 15 Million

XPRESS SERIES DISCOUNT AGREEMENT - 2012

Advertiser Name						
Tel		Fax		Email		
Address						

PERIOD: FROM 01.____. 2012 to 31.____.____ (Maximum 12 months)

NO. OF INSERTIONS: _____ (Column No. _____)

Column No.	1	2	3	4	5	6
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Triangle 'C' - 2 column	858	772	729	686	643	558

- 1) Discounts are applicable on advertisements in XPRESS only.
- 2) A Debit Note will be issued at the end of the contract period, in case the number of bookings falls below the committed level of bookings.
- 3) Rates & Discount structures are subject to change from January 2013.
- 4) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 5) The Agreement must be signed before the first insertion.
- 6) An Agency, signing on behalf of the advertiser, is responsible for maintaining the commitments stated above, inclusive of advertisements released by the advertiser directly or through other agencies.
- 7) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

	For Advertiser/Agency <i>(strike off as appropriate)</i>	For XPRESS
Name of authorised signatory		
Designation		
Signature		
Date		
Agency Name (If Signing Authority):		
Seal/Stamp		

Contact for payment:

Name	Designation	Tel
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Details of entry in system (For Al Nisr only):

By	Date	No.
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AL NISR PUBLISHING LLC
Paid Up Capital UAE Dhs. 15 Million

XPRESS SILENT ADVERTISEMENTS DISCOUNT AGREEMENT - 2012

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Tel		Fax		Email		
Address						

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NO. OF INSERTIONS: _____ (Column No. _____)

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Designation		
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2012

XPRESS CAPS

Full Display Rates (min 5cms; max 60cms)

USD per col-cm	13.00
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No. of Insertions	4 to 16	17 to 29	30 to 49	50+
Discounts on Full Display Rates	20%	30%	40%	50%

Semi Display Rates (min 3cms)

USD per col-cm	5.00
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No. of Insertions	4 to 16	17 to 29	30 to 49	50+
Discounts on Semi Display Rates	20%	30%	40%	50%

Semi Display Upsell Loadings	USD
BW / Colour Logo, WOW	4.50
Colour Wash	5.00

Linage Rates (min 3 lines)

USD per line	2.00
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No. of Insertions	4 to 16	17 to 29	30 to 49	50+
Discounts on Linage Rates	20%	30%	40%	50%

Linage Upsell Loadings	USD
BW Border	1.50
Colour Border, Tick mark, Pointing finger	2.00
Colour Wash	3.00



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XPRESS CAPS SERIES DISCOUNT AGREEMENT - 2012

Advertiser Name											
Tel				Fax				Email			
Address											

PERIOD: FROM 01.____. 2012 to 31.____.____ (Maximum 12 months)

NO. OF INSERTIONS: _____

Full Display Rates (min 5cms; max 60cms)

USD per col-cm	13.00
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Semi Display Rates (min 3cms)

USD per col-cm	5.00
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Linage Rates (min 3 lines)

USD per line	2.00
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Designation		
Signature		
Date		
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Contact for payment:

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