

Al Nisr Distribution LLC
Direct Marketing Rates For 2012

TYPE OF DIRECT MARKETING ACTIVITY	CATEGORY	Rate Per Unit (USD)		
		Up to 40,000 units	40,001 to 60,000 units	60,001 plus

I. LOOSE INSERTS WITH GULF NEWS

Single Sheet upto A3	Inserts	0.18	0.17	0.16
Single Sheet upto A2	Inserts	0.21	0.19	0.18
Up to 4 Pages (Max. Size A3)	Inserts	0.26	0.24	0.22
Up to 4 Pages (Max. Size A2)	Inserts	0.29	0.26	0.24
Up to 8 pages (Max Size A3)	Inserts	0.31	0.28	0.27
Up to 12 pages (Max Size A3)	Inserts	0.35	0.31	0.30
Up to 16 Pages (Max. Size A3)	Inserts	0.39	0.35	0.34
Up to 32 pages (Max Size A3)	Inserts	0.47	0.43	0.40
Up to 48 pages (Max Size A3)	Inserts	0.57	0.51	0.48
Up to 60 pages (Max Size A3)	Inserts	0.63	0.57	0.54
Up to 80 pages (Max Size A3)	Inserts	0.69	0.62	0.59
Up to 100 pages (Max Size A3)	Inserts	0.76	0.68	0.65

II. OTHER OPPORTUNITIES WITH GULF NEWS

Bookmark with Magazine	Others	0.46	0.42	0.39
Glueing of Device	Others	0.55	0.50	0.47
Direct Mailing (excl postage)	Others	0.31	0.28	0.27
Belly Band	Belly Band	0.45	0.40	0.38
Belly Band With Gatefold	Belly Band	0.55	0.50	0.47
Belly Band for Magazine	Belly Band	0.35	0.31	0.29
Front Page Sticky Note	Stickers	0.37	0.22	0.17
Front Page Panel Insert	Stickers	0.63	0.57	0.53
Polybagging for Magazine	Polybagging	0.58	0.52	0.49
Polybagging (Printed) for Magazine	Polybagging	0.61	0.55	0.52
Polybagging with Header for Magazine	Polybagging	0.63	0.57	0.53
Polybagging for Gulf News	Polybagging	0.69	0.62	0.59
Polybagging (Printed) for Gulf News	Polybagging	0.74	0.67	0.63
Polybagging with Header for Gulf News	Polybagging	0.77	0.69	0.66
Envelope	Envelope	0.81	0.73	0.69
Envelope with Magazine	Envelope	0.58	0.52	0.49
Envelope with booklet	Envelope	1.13	1.02	0.96
Half Envelope	Envelope	0.81	0.73	0.69
Box Envelope	Envelope	0.81	0.73	0.69

III. DOOR TO DOOR DROPS (All Households in the UAE)

Flyers (Max Size A3)	Door Drops	0.17	0.15	0.15
Flyers (Max Size A2)	Door Drops	0.20	0.18	0.17

IV. SAMPLING

Up to 50 gms. Wt.	Sampling	0.41	0.37	0.34
51 to 100 gms. Wt.	Sampling	0.48	0.43	0.41
101 to 250 gms. Wt.	Sampling	0.63	0.57	0.54
251 to 500 gms. Wt.	Sampling	0.95	0.85	0.80
Contact Drops (additional)	Sampling	0.31	0.28	0.27
Contact Drops With Response (additional)	Sampling	0.63	0.57	0.54

Terms & Conditions:

Minimum Distribution Qty : 5,000.
A cancellation charge amounting to 50% of the value of the booking will be levied unless the cancellation is received more than 15 days prior to the scheduled distribution date.
No delays or failure of performance shall constitute default or give rise to any claim for damages or compensation if and to the extent caused by Force Majeure and includes any other physical or mechanical calamity beyond the control of Al Nisr Distribution LLC.
Al Nisr Distribution LLC reserve the right to refuse or cancel any distribution without providing any prior notification or reason to do so.
A surcharge of 25% would be applicable for any special operation not listed in the Rate card.
Material must be sent to us 2 working days prior to the operation.
Any Insert bigger than the Gulf News Tabloid size will have to be folded to this size.
An additional USD 0.10 per insert will be charged for every Door Drop distribution.
Printed Polybag Rates include manufacturing costs & are applicable for 4 colors only. A surcharge will be applicable for additional colours.
Up to 5% casualty rate is possible; No PPD applicable.
2 Weeks lead time required for Polybagging; Sticky notes inclusive of production.

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TYPE OF DIRECT MARKETING ACTIVITY	CATEGORY	Rate Per Unit (USD)			
		100,000	100,001	300,001	500,001
		plus	to	to	plus
			300,000	500,000	
		units	units	units	units
I. DOOR TO DOOR DROPS (All Households in the UAE)					
Door Drops Blanket Distribution	Door Drops	0.11	0.09	0.06	0.04