

**ADVERTISING RATES****2012****GENERAL ADVERTISING RATES in USD (inclusive of colour)**

COLUMN	1	2	3	4	5	6
Size/Insertions (USD Incl. Colour)	1 to 3	4 to 10	11 to 20	21 to 33	34 to 47	48 & above
DPS	3,143	2,892	2,766	2,609	2,452	2,106
Full Page	1,786	1,643	1,572	1,483	1,395	1,198
1/2 Page	1,000	920	880	832	780	672
1/3 Page (vertical)	815	752	718	678	638	546
1/4 Page (vertical)	595	549	526	495	466	400

**POSITION LOADINGS**

Back Cover	175%
Inside Front Cover	150%
Inside Back Cover	125%
Right Hand Page	75%
Specified	75%



## SERIES DISCOUNT AGREEMENT - 2012

<b>Advertiser Name</b>									
<b>Tel.</b>		<b>Fax</b>		<b>Email</b>					
<b>Address</b>				<b>Country</b>					

PERIOD: FROM 01.\_\_\_\_.2012 TO 31.\_\_\_\_.\_\_\_\_ (Maximum 12 months)

No. of Insertions: \_\_\_\_\_ (Column No. \_\_\_\_\_ )

COLUMN	1	2	3	4	5	6
<b>Annual Contract Insertion/Rate (USD Incl. Colour)</b>	<b>1 to 3</b>	<b>4 to 10</b>	<b>11 to 20</b>	<b>21 to 33</b>	<b>34 to 47</b>	<b>48 &amp; above</b>
DPS	3,143	2,892	2,766	2,609	2,452	2,106
Full Page	1,786	1,643	1,572	1,483	1,395	1,198
1/2 Page	1,000	920	880	832	780	672
1/3 Page (vertical)	815	752	718	678	638	546
1/4 Page (vertical)	595	549	526	495	466	400

- 1) Discounts are applicable on advertisements in Scene 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 Scene
<b>Name of authorized signatory</b>		
<b>Designation</b>		
<b>Signature</b>		
<b>Date</b>		
<b>Agency Name (If Signing Authority)</b>		
<b>Seal / Stamp</b>		

**Contact for payment:**

<b>Name</b>		<b>Designation</b>		<b>Tel.</b>	
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**Details of entry in system (For GN MEDIA)**

<b>By</b>		<b>Date</b>		<b>No.</b>	
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# ADVERTISING AGREEMENT - 2012

## CATEGORY: FILMS

<b>Advertiser Name</b>											
<b>Tel.</b>				<b>Fax</b>			<b>Email</b>				
<b>Address</b>				<b>Country</b>							

PERIOD: FROM 01.\_\_\_\_.2012 TO 31.\_\_\_\_.\_\_\_\_ (min. 3 calendar months and max. 12 months)

EXPENDITURE COMMITMENT: USD \_\_\_\_\_ P.M. / P.A.

<u>EXPENDITURE (USD)</u>	<u>DISCOUNT</u>
42,858 and above	50%
28,572 to 42,857	45%
21,429 to 28,571	40%
14,286 to 21,428	30%
7,143 to 14,285	25%
No expenditure commitment	20%

<i>Full Display Rates</i>	<i>USD</i>	<i>Full Display Rates</i>	<i>USD</i>
DPS	3,143	One-third Page (Vertical)	815
Full Page	1,786	One-fourth Page (Vertical)	595
Half Page	1,000		

- 1) The above rates are inclusive of colour. Position loadings are extra.
- 2) The above discounts are applicable only for the advertising of Films in Scene.
- 3) Expenditure will be taken into account after discount.
- 4) **A Debit Note will be issued at the end of the agreement period, in case the expenditure falls below the contractual level.**
- 5) While the advertiser's expenditure in the other publications of Al Nisr Publishing LLC will be taken into account, the discount will only be applicable in the Scene pages.
- 6) Rates & discount structures are subject to change from January 2012.
- 7) Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
- 8) The Agreement must be signed before the first insertion.
- 9) An Agency, signing on behalf of the advertiser, is responsible for maintaining the commitments stated, inclusive of advertisements released by the advertiser directly or through other agencies.
- 10) The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

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

**Contact for payment:**

<b>Name</b>		<b>Designation</b>		<b>Tel.</b>	
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**Details of entry in system (For GN MEDIA)**

<b>By</b>		<b>Date</b>		<b>No.</b>	
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