



Advertising Rates

Color	Front Page	Page 2	Page 3	Inside Page	First Business Page	Back Page
Full Page		3400	4800	3000	3400	6000
Half Page	5000	1700	2400	1500	1700	3000
Quarter Page	2500	850	1200	750	850	1500
B/W						
Full Page		2000	2800	1800	2000	3600
Half Page	3200	1000	1400	900	1000	1800
Quarter Page	1600	500	700	450	500	900

Display Advertising

Page	Rate Per Centimeter/Col	
	B/W	Color
Front Page	16	25
Page 2	5	8.5
Page 3	7	12
Inside Page	4.5	7.5
First Business Page	5	8.5
Back Page	9	15

Classifieds

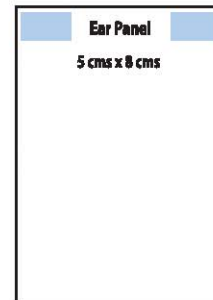
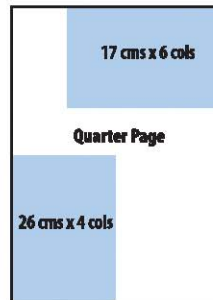
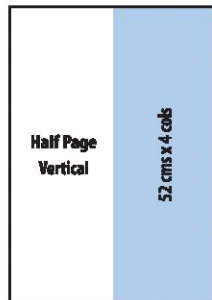
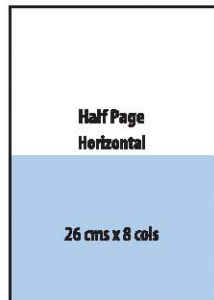
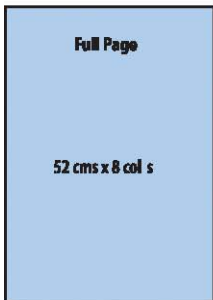
Size	Net Rate
5 x 1	KD 12.5
5 x 2	KD 25
10 x 1	KD 25
10 x 2	KD 50

Classified Section is in Black & White

Special Positions & Color Loading

Ear Panels	250 KD per insertion
1 Spot Color:	25% Extra
2 Spot Colors:	50% Extra
Special Position:	10% Extra
Advertorial:	50% Extra
Inserts / Flyers:	Yearly contracts
	KD 1800 Full Run
	KD 1200 Subscribers

A4



1 Col = 4 cms
2 Cols = 8.5 cms
3 Cols = 13 cms
4 Cols = 17.5 cms
5 Cols = 22 cms
6 Cols = 26.5 cms
7 Cols = 31 cms
8 Cols = 35.5 cms

GENERAL REQUIREMENTS

- DPS ads must be set up as single pages
- Laser proofs and color keys are not acceptable proofs

Quark Xpress, Adobe, Nashir Al Sahafi - Mac/PC

- All high resolution files in CMYK (min 300 dpi)
- All TIFF, AI, PSD, EPS files must be placed in your document
- All Adobe files (Photoshop, Indesign, Illustrator) must be saved with all placed art or images, Illustrator text must be outline created.
- QuarkXpress data and hyphenation files must be included if using QuarkXpress 3.0 or earlier
- All screen and printer fonts used in the document (plus all EPS files) must be supplied
- Ads with drop shadows should be layered in offset text boxes
- Include a printout of the directory list of all files, fonts EPS etc.

General Requirements for PDF files

- Optimized PDF with thumbnail preview
- Output resolution set to 300 dpi
- No compression or resampling
- Embed all fonts
- All embedded art or images should be high resolution in CMYK (minimum 300 dpi)

Mechanical Specifications

- Web offset printing
- 100 line screen

Positioning

- Guaranteed position premium 10% on earned space rates
- Premium positions are non-cancellable

BOOKINGS, CANCELLATIONS, DEADLINES & PAYMENTS

Booking Deadlines:

- B/W : 2 Days prior to publishing date
- Color : 3 Days prior to publishing date

Cancellations / Postponements

- B/W : 3 Days prior to publishing date
- Color : One Week prior to publishing date

Material Deadlines:

- B/W : 11.30 am for the next day's issue (Ready material)
- Color : 3 Days prior to the day of issue (Ready color separations)

Terms of Payment:

- Cash in Advance for direct advertisements

BANK TRANSFER DETAILS

Dar Al Seyassah
 Account Number: 07025978
 Swift Code : gulbkwkw Branch code: 29
 Gulf Bank
 Shuwaikh Branch
 KUWAIT

HOW TO REACH US

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