

Advertising Rates

Full 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
Black & White						
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

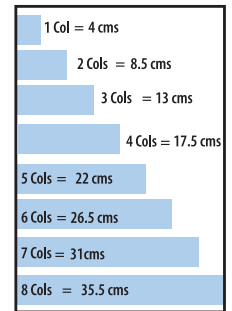
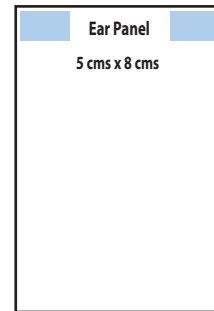
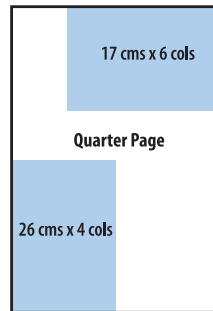
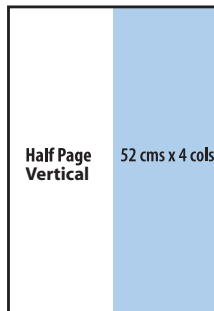
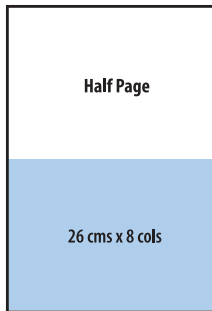
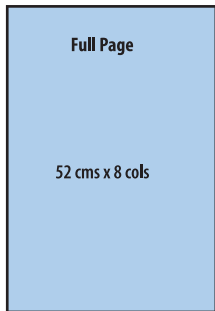
Classifieds

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 (Single):	25% Extra
2 Colors:	50% Extra
Special Position:	10% Extra
Advertorial:	50% Extra
Inserts / Flyers:	Yearly contracts
A4	KD 1800 Full Run
	KD 1200 Subscribers



General Requirements

Type of Files

- All files should be CMYK format (300 dpi and above)

By emails (5 mb and below)

- PDF files (embedded fonts)
- Illustrator and InDesign files (text outlined, single file)
- Jpg or jpeg (300 dpi)
- Word file (.doc) or text file (.txt) for text and press release

FTP (5 mb and above file size)

- For bigger file size kindly request for ftp by email to:

advt@arabtimesonline.com

Content by CD (with printout proof)

- All tiff, eps, jpg files (300 dpi, CMYK)
- Illustrator and Indesign (outlined fonts and linked images saved on CD)
- PSD, QXD, Nasher Sahafi (fonts, linked images saved on CD)
- Laser Proof, film negative, hard copy recreation and color keys are not acceptable proofs.

Rate Calculation

- cms x cols x rate = final price

Bank Transfer Details

Dar Al Seyassah

Account Number: 07025978
Swift Code : gulbkww Branch code: 29
Gulf Bank
Shuwaikh Branch
KUWAIT

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)

Positioning

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

Terms of Payment:

- Cash in advance for direct advertisements

How To Reach Us

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