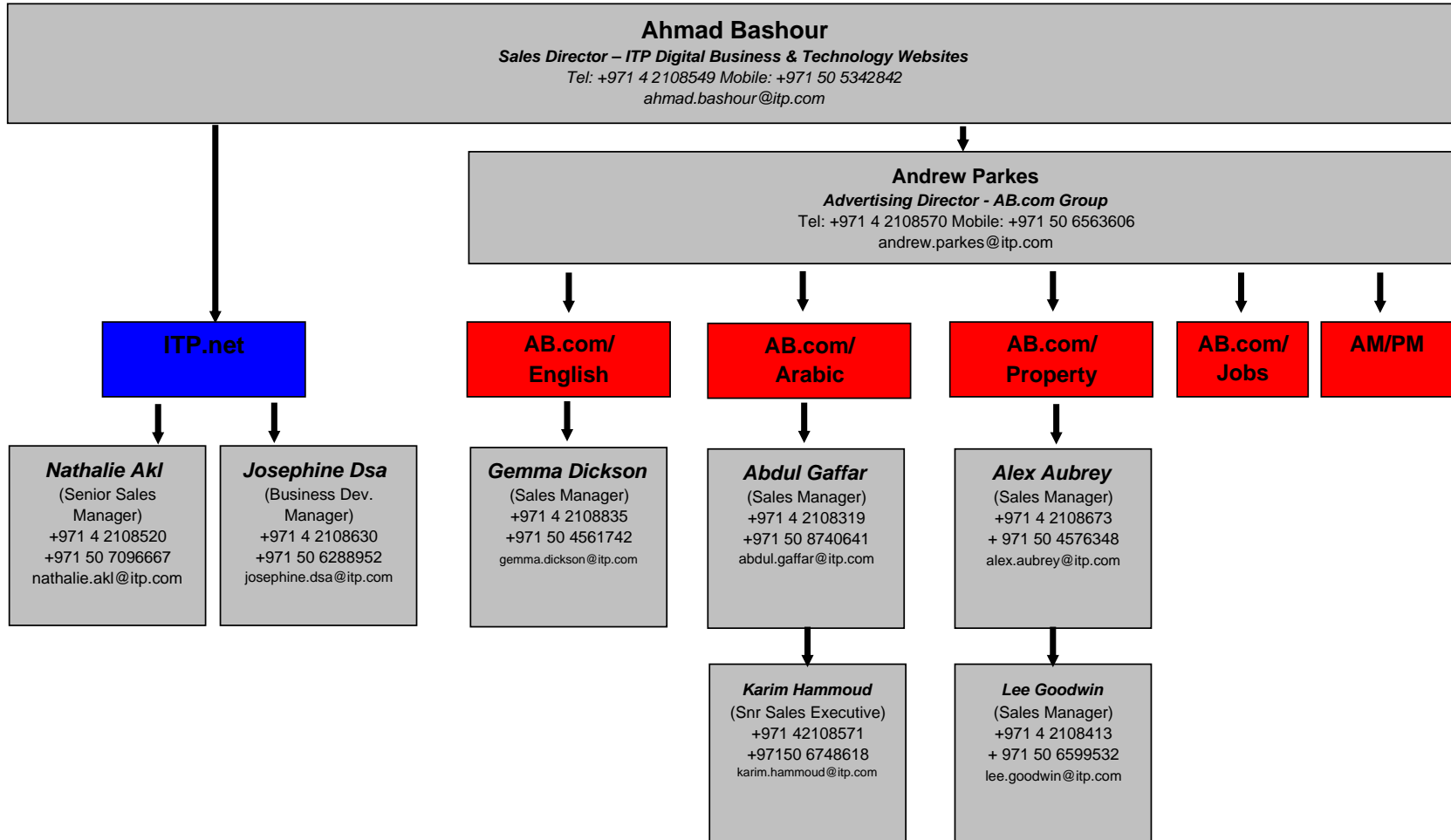


## ITP DIGITAL **BUSINESS** & **TECHNOLOGY** WEBSITES



ArabianBusiness.com - English, Arabic, Jobs, Property

Name	Dimensions	File Size	Position	Rate Card (AED)	Rate Card (USD)	Availability
<b>Top Banner</b>	468px X 60px	30 KB	Top of each page, next to the masthead	AED 239	USD 65	Only available AB.com (English & Arabic)
<b>Expanding Top Banner (with/without video)</b>	468px X 180px	40 KB	Expands downwards	AED 275	USD 75	Only available AB.com (English & Arabic)
<b>Leaderboard</b>	728px x 90px	50 KB	Above the Masthead	AED 312	USD 85	All Business Websites
<b>Expanding Leaderboard (with/without video)</b>	728px X 210px	50 KB	Expands downwards	AED 330	USD 90	All Business Websites
<b>MPU (multi page unit)</b>	300px x 250px	50 KB	Within central column of ALL pages	AED 312	USD 85	All Business Websites
<b>Expanding MPU (with/ without video)</b>	300px X 400px	50 KB	Expands downwards	AED 330	USD 90	All Business Websites
<b>White Space Banner</b>	220px x 550px	50 KB	Right hand side of the screen	AED 367	USD 100	All Business Websites
<b>Expanding White Space Banner (with/ without video)</b>	320px x 550px	50 KB	Expands to the left side	AED 386	USD 105	All Business Websites
<b>Half Page</b>	300px x 600px	50 KB	Right hand side of the screen	AED 422	USD 115	AB.com Property only
<b>Overlay (Eyeblander)</b>	Any (limited by viewable portion of the web page) 900px(w) x 500px(h) - this is the maximum. Include a close button functionality	50 KB	Any except over the Masthead or other advertising formats (appears over the page content)	AED 367	USD 100	All Business Websites
<b>Interstitial</b>	Full Screen - 750px x 450px	100 KB	Appears between any page impression & visible for 60 seconds	AED 551	USD 150	All Business Websites
<b>Page Peel</b>	Minimised area - 90px x 90 px. Final Image Dimensions: 700(w)x400(h) pixels, JPG/GIF. There is no FLASH.	100 KB	Top Right of Masthead	AED 551	USD 150	All Business Websites
<b>Content Push</b>	Top Banner (468x60) White Space Banner (220x550 pixels) Content Push (Video Streaming, 632 x 356 pixels)	As above except Content Push, 50 KB	Below the Masthead	AED 551	USD 150	All Business Websites
<b>Home Page Roadblock (AB.com English)</b>	468x60, 220x550, 728x90, 300x250	As above	Home Page	AED 44,064	USD 12,000	Only available AB.com (English)
<b>Home Page Roadblock (AB.com Arabic)</b>	468x60, 220x550, 728x90, 300x250	As above	Home Page	AED 31,212	USD 8,500	Only available AB.com (Arabic)
<b>RSS Banner</b>	468px x 60 px	30 KB	Within RSS Feed	AED 37	USD 10	All Business Websites
<b>Smart Links</b>	Keyword can be of any length; banner size is 200px x 200 px max	N/A	A keyword link within the text of the news, feature or review and will popup up a layer containing the clients logo / banner / blurb.	AED 18,360	USD 5,000	All Business Websites
<b>Microsites</b>	See Microsite sheet	N/A	Dedicated microsite housed within AB.com	AED 55,080	USD 15,000	All Business Websites
<b>Surveys</b>	See Survey Sheet	N/A	Dedicated survey housed within AB.com	AED 91,800	USD 25,000	All Business Websites

px - pixels, measurement unit for screens/ **KB** - kilobytes, size of file/ **CPM** - cost per thousand, banner rate based on number of views / number of emails sent

**XML Parsing** - Personalise website banners by name when a user is logged into a portal  
**Dynamic Banners** - Website banners that can read from 'live' online sources/ feeds -  
**City Targeting** - ie Dubai, Abu Dhabi etc. Available from June 1 and subject to a 20% premium

\*All rates based on USD 1 = AED 3.672 (any change in the pegged rate will change the value)

Name	Dimensions	File Size	Position	Rate Card (AED)	Rate Card (USD)
<b>Leaderboard</b>	728px x 90px	50 KB	Above the Masthead	AED 367	USD 100
<b>Expanding Leaderboard (with/ without video)</b>	728px X 210px	50 KB	Expands downwards	AED 386	USD 105
<b>MPU (multi page unit)</b>	300px x 250px	50 KB	Within central column of ALL pages	AED 312	USD 85
<b>Expanding MPU (with/ without video)</b>	300px X 400px	50 KB	Expands downwards	AED 330	USD 90
<b>White Space Banner</b>	220px x 550px	50 KB	Right hand side of the screen	AED 367	USD 100
<b>Expanding White Space Banner(with/ without video)</b>	320px x 550px	50 KB	Expands to the left side	AED 386	USD 105
<b>Overlay (Eyeblander)</b>	Any (limited by viewable portion of the web page) 900px(w) x 500px(h) - this is the maximum. Include a close button functionality	50 KB	Any except over the Masthead or other advertising formats (appears over the page content)	AED 367	USD 100
<b>Interstitial</b>	Full Screen - 750px x 450px	100 KB	Appears between any page impression & visable for 60 seconds	AED 551	USD 150
<b>Page Peel</b>	Minimised area - 90px x 90 px. Final Image Dimensions: 700(w)x400(h) pixels, JPG/GIF. There is no FLASH.	100 KB	Top Right of Masthead	AED 551	USD 150
<b>Content Push</b>	Top Banner (468x60) White Space Banner (220x550 pixels) Content Push (Video Streaming, 632 x 356 pixels)	As above except Content Push, 50 KB	Below the Masthead	AED 551	USD 150
<b>Home Page Roadblock</b>	220x550, 728x90 (x2), 300x250 (x2)	As above	Home Page	AED 31,212	USD 8,500
<b>RSS Banner</b>	468 x 60 px	30 KB	Within RSS Feed	AED 37	USD 10
<b>Smart Links</b>	Keyword can be of any length; banner size is 200 x 200 px max	N/A	A keyword link within the text of the news, feature or review and will popup up a layer containing the clients logo / banner / blurb.	AED 18,360	USD 5,000
<b>Microsites</b>	See Microsite sheet	N/A	Dedicated microsite housed within ITP.net	AED 55,080	USD 15,000
<b>Surveys</b>	See Survey Sheet	N/A	Dedicated survey housed within ITP.net	AED 91,800	USD 25,000

px - pixels, measurement unit for screens/ **KB** - kilobytes, size of file/ **CPM** - cost per thousand, banner rate based on number of views / number of emails sent

**XML Parsing** - Personalise website banners by name when a user is logged into a portal  
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**City Targeting** - ie Dubai, Abu Dhabi etc. Available from June 1 and subject to a 20%

\*All rates based on USD 1 = AED 3.672 (any change in the pegged rate will change the value)  
 \* The above rates would be reviewed for Q2 2009 due to the revamp of the portal

# Business & Technology - E-Newsletters Advertising



RATE CARD (AED)								RATE CARD (USD)			
	Circulation	Publishing Day	Frequency	Leaderboard	Space Banner	MPU	Half Page	Leaderboard	Space Banner	MPU	Half Page
				728x90 pixels	220x550 pixels	300x250 pixels	300x600 pixels	728x90 pixels	220x550 pixels	300x250 pixels	300x600 pixels
40 KB								40 KB			
<b>Premium BUSINESS NEWSLETTERS</b>				Rate Card/Insertion (AED)				Rate Card/Insertion (USD)			
ArabianBusiness.com AM	120,795	Sun - Thurs	Daily	AED 16,524	AED 16,524	AED 14,045	AED 16,524	USD 4,500	USD 4,500	USD 3,825	USD 4,500
ArabianBusiness.com PM	116,554	Sun - Thurs	Daily	AED 16,524	AED 16,524	AED 14,045	AED 16,524	USD 4,500	USD 4,500	USD 3,825	USD 4,500
ArabianBusiness.com Weekend	102,733	Friday	Weekly	AED 16,524	AED 16,524	AED 14,045	AED 16,524	USD 4,500	USD 4,500	USD 3,825	USD 4,500
ArabianBusiness.com Top Stories	120,795	Saturday	Weekly	AED 16,524	AED 16,524	AED 14,045	AED 16,524	USD 4,500	USD 4,500	USD 3,825	USD 4,500
ArabianBusiness.com Property	25,644	Tuesday	Weekly	AED 16,524	AED 16,524	AED 14,045	AED 16,524	USD 4,500	USD 4,500	USD 3,825	USD 4,500
ArabianBusiness.com AM (Arabic)	23,658	Sun - Thurs	Daily	AED 12,852	AED 12,852	AED 10,924	AED 12,852	USD 3,500	USD 3,500	USD 2,975	USD 3,500
ArabianBusiness.com PM (Arabic)	23,058	Sun - Thurs	Daily	AED 12,852	AED 12,852	AED 10,924	AED 12,852	USD 3,500	USD 3,500	USD 2,975	USD 3,500
ArabianBusiness.com (Arabic)	23,058	Saturday	Weekly	AED 12,852	AED 12,852	AED 10,924	AED 12,852	USD 3,500	USD 3,500	USD 2,975	USD 3,500
CEO Newsletter	10,666	Sunday	Monthly	AED 12,852	AED 12,852	AED 10,924	AED 12,852	USD 3,500	USD 3,500	USD 2,975	USD 3,500
RATE CARD (AED)								RATE CARD (USD)			
	Circulation	Publishing Day	Frequency	Leaderboard	Space Banner	MPU	Half Page	Leaderboard	Space Banner	MPU	Half Page
				728x90 pixels	220x550 pixels	300x250 pixels	300x600 pixels	728x90 pixels	220x550 pixels	300x250 pixels	300x600 pixels
<b>Premium TECHNOLOGY NEWSLETTERS</b>				Rate Card/Insertion (AED)				Rate Card/Insertion (USD)			
ITP.net	106,256	Sun & Wed	Twice Weekly	AED 16,524	AED 16,524	AED 14,688	AED 16,524	USD 4,500	USD 4,500	USD 4,000	USD 4,500
Other TECHNOLOGY NEWSLETTERS								Other TECHNOLOGY NEWSLETTERS			
	Circulation	Publishing Day	Frequency	Sponsorship	Vertical	Marquee		Sponsorship	Vertical	Marquee	
				728x90 pixels	220x550 pixels	300x250 pixels		728x90 pixels	220x550 pixels	300x250 pixels	
Windows ME	6,165	Tuesday	Weekly	AED 14,688	AED 7,344	AED 9,180		USD 4,000	USD 2,000	USD 2,500	
Windows Arabic	7,443	Tuesday	Fortnightly	AED 14,688	AED 7,344	AED 9,180		USD 4,000	USD 2,000	USD 2,500	
Channel ME	14,759	Sun & Wed	Weekly	AED 14,688	AED 7,344	AED 9,180		USD 4,000	USD 2,000	USD 2,500	
Channel Arabic	3,156	Wednesday	Fortnightly	AED 14,688	AED 7,344	AED 9,180		USD 4,000	USD 2,000	USD 2,500	
Arabian Computer News	22,569	Monday	Weekly	AED 14,688	AED 7,344	AED 9,180		USD 4,000	USD 2,000	USD 2,500	
Network ME	17,304	Wednesday	Weekly	AED 14,688	AED 7,344	AED 9,180		USD 4,000	USD 2,000	USD 2,500	
CommsMEA	4,536	Wednesday	Fortnightly	AED 14,688	AED 7,344	AED 9,180		USD 4,000	USD 2,000	USD 2,500	

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\*All rates based on USD 1 = AED 3.672 (any change in the pegged rate will change the value)

# Email Direct Marketing Campaigns (Email Shots)



Name	Media type	Dimensions	Position	Size	Count	Targeting	Rate Card (AED)	Rate Card (USD)
<b>Dedicated emailshots</b>	HTML based, includes GIF / JPEG; PHP based forms for data-capture; we can convert EPS / PDF print adverts into the required format	640 px wide, max; images should be sent along with the HTML or uploaded on a webserver	Permission marketing direct to user's email account	100 KB	<b>390,000 Subscribers</b>	Selections can be made by: Country; • Industry Type; • Job Function • Gender; • Nationality; • Age. Combinations of all the targeting options are possible.	<b>AED 1285 CPM</b>	<b>USD 350 CPM</b>

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# Surveys



Surveys are online questionnaires which engage the readers to interact with the ad and allow the client to capture information.

**To include the following:**

Maximum of 50 questions per survey (It is recommended that the survey entails a prize to incentivise the 150,000 overlay impressions (250x250px, frequency cap 1 per day)

Link in the Left Hand Navigation bar

Full design & development of the survey

Full design & development of directional media

Hosting of the survey for one month

All surveys will two weeks notice

Survey	Campaign Duration	Rate Card (AED)	Rate Card (USD)
Development + hosting	4 weeks	AED 91,800	USD 25,000
Additional hosting extension	4 weeks	AED 18,360	USD 5,000

Additional Directional Media	Frequency	Rate Card (AED)	SPECIAL Rate (AED)	SPECIAL Rate (USD)
E-Newsletters (AB.com, ITP.net)	4 insertions	AED 66,096	AED 25,704	USD 7,000
Email Direct Marketing Campaign (Email Shots)	50,000	AED 64,260	AED 32,130	USD 8,750

**Example:**

<http://www.arabianbusiness.com/salariesurvey>

\*All rates based on USD 1 = AED 3.672 (any change in the pegged rate will change the value)

# Microsites



Microsites are custom built for a client and are literally mini websites with specific content.

### To include the following:

Bespoke editorial pages built for the advertiser with their colours and images integrated into the fabric of the website

Average of 4 - 6 pages

Ideally will contain a promotion to ensure maximum interaction and a data capture element for data share

100,000 Overlay/WhiteSpace Banner impressions

Hard Link in the Left Hand Navigation bar

Full design & development of the microsite

Full design & development of directional media

Hosting of the microsite for 6 weeks

Microsite	Campaign Duration	Rate Card (AED)	Rate Card (USD)
Development + hosting	4 weeks	AED 55,080	USD 15,000
Additional hosting extension	4 weeks	AED 18,360	USD 5,000

Additional Directional Media	Frequency	Rate Card (AED)	SPECIAL (AED)	SPECIAL (USD)
E-Newsletters (AB.com, ITP.net)	4 insertions	AED 66,096	AED 25,704	USD 7,000
Email Direct Marketing Campaign (Email Shots)	50,000	AED 64,260	AED 32,130	USD 8,750

### Example:

<http://v5.test.arabianbusiness.com/british-embassy>

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