

**AS-SAFIR**

**AS-SAFIR RATE CARD AS OF 1st OCTOBER 2016 TO 31st DECEMBER in US\$**

**The Module in the yellow zone includes 1 Ad in the newspaper + 3 Fixed banners MPU(300 x250 pixels) or leaderbord (728 x 90 pixels) on the newspaper website.**

MODULE	5.5 x 2	5.5 x 4	5.5 x 6	5.5 x 8	11.5 x 2	11.5 x 4	11.5 x 6	11.5 x 8	17.5 x 2	17.5 x 4	17.5 x 6	17.5 x 8									23 x 8
1st Page / colour	750	1950	2650	3300	1950	3310	4700	7150	2650	4750	7800	10500									13200
Top ear panel	850																				
MODULE	5.5 x 2	5.5 x 4	5.5 x 6	5.5 x 8	11.5 x 2	11.5 x 4	11.5 x 6	11.5 x 8	17.5 x 2	17.5 x 4	17.5 x 6	17.5 x 8	17.5 x 3	25 x 4	25 x 6	25 x 8	35 x 6	52.5 x 2	52.5 x 4	52.5 x 6	52.5 x 8
Local Politics / Page 2-3 / colour	429	1408	1837	2266	1447	2344	3241	4138	1915	3280	4645	6010	2598	4450	6400	8350	8740	4645	8740	12835	21550
Local News / BW	220	440	660	880	460	920	1380	1840	700	1400	2100	2800	1050	2000	3000	4000	4200	2100	4200	6300	8400
Economy / BW	220	440	660	880	460	920	1380	1840	700	1400	2100	2800	1050	2000	3000	4000	4200	2100	4200	6300	8400
Sport / BW	154	308	462	616	322	644	966	1288	490	980	1470	1960	735	1400	2100	2800	2940	1470	2940	4410	5880
International	132	264	396	528	276	552	828	1104	420	840	1260	1680	630	1200	1800	2400	2520	1260	2520	3780	5040
Before Before Last/ colour	198	396	594	792	414	828	1242	1656	630	1260	1890	2520	945	1800	2700	3600	3780	1890	3780	5670	7560
Classified (frame) / BW	242	484	726	968	506	1012	1518	2024	770	1540	2310	3080	1155	2200	3300	4400	4620	2310	4620	6930	9240
Classified (frame) / colored	363	726	1089	1452	759	1518	2277	3036	1155	2310	3465	4620	1733	3300	4950	6600	6930	3465	6930	10395	13860
Obituaries (frame)	440	880	1320	1760	920	1840	2760	3680	1400	2800	4200	5600	2100	4000	6000	8000	8400	4200	8400	12600	16800
last Page / colour	429	1408	1837	2266	1447	2344	3241	4138	1915	3280	4645	6010	2598	4450	6400	8350	8740	4645	8740	12835	16930

**Specifications**

* CD must be delivered to PRESSMEDIA min 48 h before issue date	<b>PDF, EPS ou JPEG FORMAT-PHOTOSHOP</b>
	<b>300 DPI -HIGH RESOLUTION</b>

**General conditions**

* Text & Layouts :	Additional 50 % on the normal rate for the first insertion.
* All political, legal or non commercial texts or announcements are subject to a double rate.	
* ALL PRESS RELEASES ARE PAID	
* Page specification	Additional 10 % only if one of the local Political
* One Column Module 7cm x 1col B/W =140\$ pages	
* Priority to big dimensions	

**Remarks**

* The publisher has the right to reject any insertion non consistent with their policy.
* The client is held responsible of the content of his ad.
* Cancellation during the 48 hours prior to the date of the insertion is subject to the payment to the full amount of the insertion.
* Unique position booked in the first page can not be cancelled.
* The editors keep the right to cancel any advertisement at any time without prior warning.
* Ads out of standard dimensions will be submitted to the agreement of the newspapers.
* Banners to be booked within the same period than the Newspapers Ad on the website pages depending on availability: Home, Lebanon political news, Lebanon locals news, Arab and world news, Business, Entertainment and society, Science and technology, Sports, Around the word.
* VAT not included.