

AN-NAHAR

AN-NAHAR RATE CARD AS OF 1st JANUARY TO 30th SEPTEMBER 2020 in US \$

The Module in the yellow zone includes 1 Ad in the newspaper + 3 Fixed banners MPU (300 x 250 pixels) or leaderboard (728 x 90 pixels) on the newspaper website.

Dim: cm /cm	5.5x10.5	5.5x16	5.5x32.5	11.5x10.5	11.5x16	11.5x32.5	17.5x10.5	17.5x16	17.5x21.5	17.5x32.5	23x16	25x21.5	25x32.5	35x21.5	50 x 10.5	50 x 16	50 x 21.5	50 x32.5
MODULE : cm/col	5.5 x 2	5.5 x 3	5.5 x 6	11.5 x 2	11.5 x 3	11.5 x 6	17.5 x 2	17.5 x 3	X	17.5 x 6	23 x 3	X	23 x 6	X	X	X	X	X
1st Page / color	660	1870	3190	1930	3310	6070	2650	4750	X	8950	6600	X	13200	X	X	X	X	X
MODULE: cm / col	5.5 x 2	5.5 x 3	5.5 x 6	11.5 x 2	11.5 x 3	11.5 x 6	17.5 x 2	17.5 x 3	17.5 x 4	17.5 x 6	25 x 3	25 x 4	25 x 6	35 x 4	50 x 2	50 x 3	50 x 4	50 x 6
Page 2 / local politics / color	363	1276	2002	1309	2068	3586	1705	2860	4015	5170	3850	5500	7150	7480	4015	7480	10945	17350
Page 3 / local politics /BW	242	1034	1518	1056	1562	2574	1320	2090	2860	3630	2750	3850	4950	5170	2860	5170	7480	17350
Page 4,5,6 / local politics /BW	220	440	880	460	920	1840	700	1400	2100	2800	2000	3000	4000	4200	2100	4200	6850	8950
Page / International /BW	154	308	616	322	644	1288	490	980	1470	1960	1400	2100	2800	2940	1470	2940	4960	6430
Other Pages	154	308	616	322	644	1288	490	980	1470	1960	1400	2100	2800	2940	1470	2940	4960	6430
Classified / BW	242	484	968	506	1012	2024	770	1540	2310	3080	2200	3300	4400	4620	2310	4620	6930	9240
Obituaries	242	484	968	506	1012	2024	770	1540	2310	3080	2200	3300	4400	4620	2310	4620	6930	9240
Obituaries / Frame	440	X	X	920	1840	3680	1400	2800	4200	5600	4000	6000	8000	8400	X	8400	12600	16800
Sport / Before last page/colour	198	396	792	414	828	1656	630	1260	1890	2520	1800	2700	3600	3780	1890	3780	5670	7560
Last page /color	363	1276	2002	1309	2068	3586	1705	2860	4015	5170	3850	5500	7150	7480	4015	7480	10945	14410

Specifications

* CD must be delivered to PRESSMEDIA min 48 h before issue date	Format: JPEG - Resolution: 300 pixels/inch
	Mode: CMYK for colored ads - Grayscale for B/W ads
	JPEG options: Quality 12 (maximum) - Baseline: Standard

General conditions

* Text & Layouts :	Additional 30 % 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	
* One column module 7cm x 1col B/W = 140 \$ only in pages 4-5-6	
* 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.
- * Advertiser to receive either the LEADERBOARD (728X90 pixels) or MPU banner (300x250 pixels) for 3 days on one of the below main pages, depending on availability: Home, Lebanon News, World news, Business, Health and Beauty, Entertainment and society, Science and technology, Sport, Around the world.
- * VAT not included.
- * To all advertises, additional 3% fees on all bookings in alignment with 2017 Advertising Association decision.
- * To direct client, additional 5% handling fees.
- * 1 col = 5cm, 2col = 10,5cm, 3col = 16cm, 4col = 21,5cm, 6col = 32,5cm