

L'ORIENT-LE JOUR

L'ORIENT- LE JOUR RATE CARD AS OF 1st JANUARY TO 30th SEPTEMBER 2020 in US \$

SATURDAY (16 PAGES / 2 BOOKS)

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.

Top ear panel (5.5cm x 8.5cm)	770																	
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 x 32.5
MODULE : 1st Book	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 / local politics / BW	220	440	880	460	920	1840	700	1400	2100	2800	2000	3000	4000	4200	2100	4200	6850	8950
Page 5 / Economy / BW	220	440	880	460	920	1840	700	1400	2100	2800	2000	3000	4000	4200	2100	4200	6850	8950
Page 6,7 / International / BW	198	396	792	414	828	1656	630	1260	1890	2520	1800	2700	3600	3780	1890	3780	5670	7560
Page 8 / Carnet / color	297	594	1188	621	1242	2484	945	1890	2835	3780	2700	4050	5400	5670	2835	5670	9055	11890
MODULE /2nd Book																		
Page 9 / Opinion / color	297	594	1188	621	1242	2484	945	1890	2835	3780	2700	4050	5400	5670	2835	5670	9055	11890
Page 10 / Sport / BW	132	264	528	276	552	1104	420	840	1260	1680	1200	1800	2400	2520	1260	2520	3780	5040
Page 11 / Campus	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Page 12 / Therme	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Page 13 / Détente	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Page 14 / TV	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Page 15 / Culture / BW	132	264	528	276	552	1104	420	840	1260	1680	1200	1800	2400	2520	1260	2520	3780	5040
Page 16 / Last page / color	363	1276	2002	1309	2068	3586	1705	2860	4015	5170	3850	5500	7150	7480	4015	7480	10945	14410
Obituaries	440	X	X	920	1840	3680	1400	2800	4200	5600	4000	6000	8000	8400	X	8400	12600	16800
Classified / BW	242	484	968	506	1012	2024	770	1540	2310	3080	2200	3300	4400	4620	2310	4620	6930	9240

Specifications

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

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 colored = 168 \$ page carnet	
* 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, Culture, Économie, Loisirs, M-O Monde, Sports, Ici et Ailleurs, Dossiers, Santé, Editorials.
- * VAT not included.
- * To all advertisers, 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