

MEGACOM Advertising Rates (Effective January 1 , 2014)

MAIN CITIES (RIYADH - JEDDAH - DAMMAM / KHOBAR)

RIYADH

Megacom Type	Scroller Standard	Backlit Classic	* Backlit Booster
No of Faces	60	60	60
Two-Week Rates (SR)	520,000	700,000	780,000



JEDDAH

Megacom Type	Scroller Standard	Backlit Classic	* Backlit Booster
No of Faces	60	60	60
Two-Week Rates (SR)	500,000	620,000	680,000



DAMMAM / KHOBAR

Megacom Type	Backlit Classic
No of Faces	40 Faces
Two-Week Rates (SR)	140,000



Handling Fees: SR 80 per poster installed

All above rates are net

*** Backlit Booster - Available Circuits: 4 Circuits Riyadh & 4 Circuits Jeddah**

MEGACOM Advertising Rates (Effective January 1 , 2014)

Rate / city

City		No of faces	Two-week Rates (SR.)
Riyadh	Backlit	60	700,000
	Scrollers	60	520,000
	Backlit Booster	60	780,000
Jeddah	Backlit	60	620,000
	Scrollers	60	500,000
	Backlit Booster	60	680,000
Dammam/Khobar	Backlit	40	140,000
Qatif	Backlit	40	120,000
Makkah	Frontlit	40	100,000
Madinah	Backlit	40	100,000
Qassim Bureida	Frontlit	20	50,000
Qassim Oneiza	Backlit	20	50,000
Khamis Musheit	Backlit	20	50,000
Gizan	Backlit	20	50,000
Najran	Backlit	20	50,000
Arar	Frontlit	20	50,000
Jubail	Backlit	20	50,000
Al Khafji	Backlit	20	50,000

Handling Fees: SR 80 per poster installed

All above rates are net

MEGACOM Advertising Rates (Effective January 1 , 2014)

Combo Rates -Riyadh

	Backlit(C*) + Scrollers	Two-Week Rates(SR)
COSMOPOLITAN	30 + 30	580,000
CRAFT	60 + 30	930,000
MATRIX	30 + 60	820,000
TARGET	60 + 60	1,160,000
CURVE	90 + 60	1,510,000
AIM	60 + 90	1,400,000
LAUNCH	90 + 90	1,740,000

Combo Rates - Jeddah

	Backlit(C*) + Scrollers	Two-Week Rates(SR)
COSMOPOLITAN	30 + 30	540,000
CRAFT	60 + 30	840,000
MATRIX	30 + 60	780,000
TARGET	60 + 60	1,080,000
CURVE	90 + 60	1,380,000
AIM	60 + 90	1,320,000
LAUNCH	90 + 90	1,620,000

Handling Fees : SR 80 per poster installed

Backlit(C*)= Backlit Classic

All Above Rates are Net



MEGACOM Advertising Rates (Effective January 1 , 2014)

CITY SPARKS - 280 FACES NETWORK

City	Panel Type	No Of Faces
Qatif	Backlit	40
Qassim(Bureida/Oneiza)	Backlit	40
Mekkah	Frontlit	40
Madinah	Backlit	40
Khamis Musheit	Backlit	20
Jizan	Backlit	20
Najran	Backlit	20
Arar	Frontlit	20
Jubail	Backlit	20
Khafji	Backlit	20

Total Faces: 280

Rates / 2 weeks: SR 620,000

All above rates are net

Megacom Production(Backlit/Scrollers)

- Printing	: SR 500/poster
- Handling Fees	: SR 80 per poster installed

Technical Data

- Panel Size	: 400 cms x 300 cms
- Display Area	: 396 cms x 300 cms

Material Specifications

- Disks to be supplied	: CD Rom
- Softwares to be used	: Adobe Photoshop
- Resolution	: 300 Dots per Inch
- Artwork Size	: 39.2 cms (w) x 29.8 cms (h)
- Material Deadline	: Three weeks prior to display date

MUPI Advertising Rates (Effective January 1 , 2014)

Rate / city		
City	No of faces	Two-week Rates (SR.)
Riyadh	40	80,000
Jeddah	40	75,000
Dammam / Khobar	40	65,000
Makkah	40	50,000
Madinah	40	50,000
Qassim - Oneiza	40	50,000
Qassim - Bureida	40	50,000
Qassim (Al Rass, Riyadh Al Khabra, Bekaria)	20	20,000
Taif	20	20,000
Abha	20	20,000
Khamis Musheit	20	20,000
Gizan	20	20,000
Najran	20	20,000
Jubail	20	20,000
Tabuk	20	20,000
Ihsa'a	20	20,000
Hail	20	20,000
Al Kharj	20	20,000
Ibqiq	20	20,000
Al Khafji	20	20,000
Nairia	20	20,000
Ohud Rufaidah	20	20,000
Baha	20	20,000
Baljorashi	20	20,000
Umlaj	20	20,000
Yanbou	20	20,000
Jouf	20	20,000
Arar	20	20,000
Muzahmiyah	20	20,000

Handling Fees: SR 60 per poster installed

All above rates are net



MUPI Advertising Rates (Effective January 1 , 2014)

Network Rates - National Campaigns

NETWORK	City / Faces																									Total faces	Two-week Rates (SR.)		
	Riyadh	Jeddah	Dammam / Khobar	Qassim	Makkah	Madinah	Taif	Abha	Khamis	Gizan	Najran	Jubail	Tabuk	Ihsa	Hail	Al Kharj	Ibqiq	Umloj	Al Khafji	Nairia	O.Rufaidah	Baha	Bal Jorashi	Yanbou	Jouf			Arar	Muzahmiah
JUNCTION 1	80	80	80	40	20	20	20	20	20	20	20	20	20	10	10	10	10	10	10	10	10	10	10	10	10	10	600	787,200	
DYNAMIC	120	120	100	40	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	840	1,090,125
FORMAT 4	160	160	120	60	40	40	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	1,000	1,325,400	
ELITE	200	200	160	80	40	40	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	1,140	1,539,150	
CITY SPAN	240	240	180	100	60	60	40	40	40	40	40	40	40	20	20	20	20	20	20	20	20	20	20	20	20	20	1,440	1,892,900	
SMASH	300	300	240	120	80	80	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	1,960	2,468,250	

All above rates are net



AL ARABIA
ARABIAN CONTRACTING SERVICES

MUPI Production

- 200 posters (Basic Quantity)	:	SR. 10,000	(for one design)
- Additional posters	:	SR. 1,500	(for each 100 extra posters)
- Colour Separation	:	SR. 500	(for one set)
- Handling Fees	:	SR. 60	per poster installed

Technical Data

- Final Paper Size	:	120 cms (w) x 180 cms (h)
- Display Area	:	117 cms (w) x 173 cms (h)

Material Specifications

- Disks to be supplied	:	C D Rom
- Softwares to be used	:	Adobe Photoshop
- Resolution	:	300 Dots per Inch
- Artwork Size	:	26.0 cms (w) x 38.5 cms (h)
- Material Deadline	:	Three weeks prior to display date



PORTRAIT Advertising Rates (Effective January 1 , 2014)

City & Area	No of faces	Lighting	Rental Rates (SR.)
			Two-week
Riyadh - Tahlia Street	40	Backlit	SR 280,000



Display Area:	2m(W) x 3m(H)	
Printing Charges (SR.)	Artwork Size	Resolution
	Width x Height	
SR 480 / Poster	1.95m x 2.95m	72 pixels/Inch

City & Area	No of faces	Lighting	Rental Rates (SR.)
			Two-week
Jeddah	40	Backlit	SR 140,000



Display Area:	1.7m(W) x 3m(H)	
Printing Charges (SR.)	Artwork Size	Resolution
	Width x Height	
SR 480 / Poster	1.7m x 3m	72 pixels/Inch

TRIPOLE - Backlit (Effective January 1 , 2014)



City	Panel Type & Size	Rates (SR.)
Riyadh	Backlit (Size: 5m x 8m)	Upon request

Technical Data

- Panel Size : 500 cms (W) x 800 cms (H)

Material Specifications

- Disks to be supplied : C D Rom

- Format : Jpeg

- Resolution : 300 Dots per Inch & above

- Artwork Size : 50 cms (W) x 80 cms (H)



AL ARABIA
ARABIAN CONTRACTING SERVICES

SUPER MEGA TOWER-Backlit (Effective January 1 , 2014)



City	Panel Type & Size	Rates (SR.)
Jeddah	Backlit (Size: 5m x 7.5m)	Rate : Upon request

Technical Data

- Panel Size	:	500 cms (W) x 750 cms (H)
- Display Area	:	452 cms (W) x 674 cms (H)

Material Specification

- Disks to be supplied	:	C D Rom
- Format	:	Jpeg
- Resolution	:	300 Dots per Inch & above
- Artwork Size	:	50 cms (W) x 75 cms (H)



Payment Terms

- Campaign	50% upon confirmation
	50% (Balance) one week prior to the installation date
- Production	Full payment in advance

General Conditions

- Bookings	Four weeks prior to the display date
- Material Deadline	Disk - Two weeks prior to the display date
- Cancellation & Amendments:	MUPI: 12 weeks notice prior to the display date
	All campaigns booked with 400 faces & above are not subject to any shifting or cancellation
	Megacom: 12 weeks notice prior to the display date
	All campaigns booked with 160 faces & above are not subject to any shifting or cancellation
- Al Arabia Shall not be liable for any interruption of power supply however this may be caused	
- Al Arabia reserves the right to decline any campaign	