



پہنچا

# «alanba» Press Advertising Rates

(In Kuwaiti Dinar)

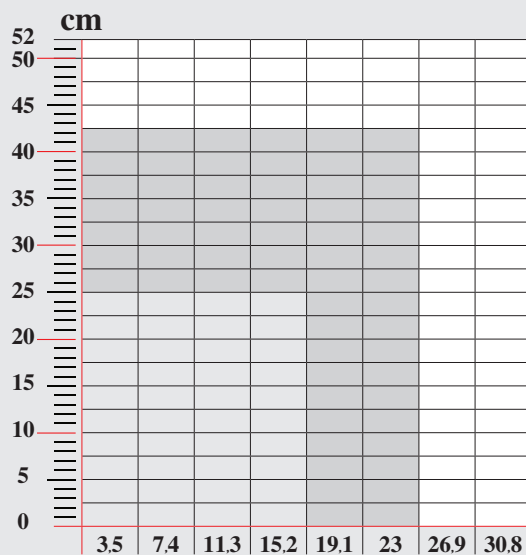
## Commercial Ads

Full Color	Front Page	Second Page	3rd Page	5th Page	7th Page	9th Page	Inside Page	First Economic Page	Economic Page	Opposite B. L Page	Before Last Page	Last Page
Cm/col.	45	15	20	12.5	11.5	10.5	9.5	13	10	11	14	28
1/4 Page	4500	1500	2000	1250	1150	1050	950	1300	1000	1100	1400	2800
1/2 Page	9000	3000	4000	2500	2300	2100	1900	2600	2000	2200	2800	5600
Full Page	-	6000	8000	5000	4600	4200	3800	-	4000	4400	5600	11200

Black & White	Front Page	Second Page	3rd Page	5th Page	7th Page	9th Page	Inside Page	First Economic Page	Economic Page	Opposite B. L Page	Before Last Page	Last Page
Cm/col.	32	12	15	9.5	8	7.5	6.5	9	7	7.5	11	19
1/4 Page	3200	1200	1500	950	800	750	650	900	700	750	1100	1900
1/2 Page	6400	2400	3000	1900	1600	1500	1300	1800	1400	1500	2200	3800
Full Page	-	4800	6000	3800	3200	3000	2600	-	2800	3000	4400	7600

Earpanels		
(Front page) - color	6 cm x 3 Col.	800
(Last page) - color	5.5 cm x 3 Col.	400



### Terms & Conditions (Commercial Ads):

- Minimum size available on front Page 20 cm/col.
- 15% levy is charged on selecting the page & 10% levy is charged on Positioning.
- 50% levy is charged for top position (under the header) on front and last pages. 25% for other pages.
- 25% extra is charged on the price of the B&W for adding only one additional color.
- The Price for 2 additional colors is counted as a full color.
- All bookings and cancellations of ads should be made by documented correspondences and cancellation of ads should be made one day maximum before printing day.
- Delivery of materials for the (first print) should be made one day before printing day, (second print) should be at 3:00 p.m. sharp on the same day and the last print at 5:00 p.m. maximum.
- alanba newspaper won't collect material from other newspapers, but in case the agency insists on using material from other newspapers, alanba won't be responsible for any mistakes that might occur in the ad.
- alanba reserves the right to decline any advertisement not deemed suitable for print.
- Advertisers and their agencies shall assume full responsibility for advertisement copy and content whereas alanba won't be responsible for any of them.



# «alanba» Press Advertising Rates

(In Kuwaiti Dinar)

## Commercial Classified

(Black & White)

Space (cm/column)	Daily	15 Days	Monthly	6 Months	Yearly
4x1	10	60	120	450	800
4x2	20	120	230	850	1500
8x2	40	240	440	1600	2800

## Medical Classified

(Black & White)

Space (cm/column)	5x2	5x3	5x4/10x2	5x8/10x4	10x8
Monthly Cost	300	450	600	1200	2400

## Medical Classified

(Color)

Space (cm/column)	5x2	5x3	5x4/10x2	5x8/10x4	10x8
Monthly Cost	400	600	800	1600	3200

### Terms & Conditions (Medical & Commercial Classified):

- Ads are published daily and cannot be stopped before the expiry of the contract.
- Ads are without discount and are not included in the progressive discount rates.

### Specification & Details (Commercial Ads - Medical & Commercial Classified):

- Column: Height: 52 cm and Width: 3.5 cm - Total Width: 30.8 cm - Space between Columns: 0.4 cm
- No. of Columns: 8 columns
- DPS: Double page spread (2 full page ads in the middle of the newspaper), Height 52 cm and Width 63.8 cm.
- Type of Printing: alanba Newspaper is printed on Web offset
  - Page type area: Broadsheet
  - Bleed area: 52 x 30.8 cm
- Pantone color ad should be supplied as CMYK color separated film positives.
- The black color should be supplied as C=0, M=0, Y=0, K=100.
- Ads should be saved on CDs with format (PDF - TIFF - JPEG file 300 DPI) with a proof.



# «alanba» Press Advertising Rates

(In Kuwaiti Dinar)

## Flyers & Brochures

Size (A4 / A3)	Subscribers 38.250	Total Circulation 80.640
Flyer Single Sheet (2-4 pages)	2000	2750
Brochure (6-8 pages)	2500	3250
Brochure (12-16 pages)	3000	3600
Brochure (20-24 pages)	3500	4200

### Terms & Conditions (Loose Inserts) :

- The above listed rates represent the cost of distribution and do not include printing cost or other services.
- The loose insert distribution is subject to a prior approval from alanba newspaper Marketing & Sales management.
- alanba newspaper is not responsible financially and juridically for distributing any kind of loose inserts.
- The loose inserts should be delivered to alanba premises two working days prior to the distribution date, otherwise the total cost will be charged although the flyer/brochure is not distributed.
- All bookings of loose inserts should be made by documented correspondences.
- Cancellation for booked distribution is not accepted for any reason and circumstances, otherwise 50% of the total cost will be charged.
- Other flyers/brochures having different subjects, activities and for non-competitors may be distributed with the same issue.
- Terms and conditions are subject to negotiation with alanba Marketing & Sales management.



## How to advertise with us?

- Send advertisement: [booking@alanba.com.kw](mailto:booking@alanba.com.kw)
- Send press release: [marketing@alanba.com.kw](mailto:marketing@alanba.com.kw)
- Contact us: T: (965) 22272750/1/2 - F: (965) 22272753.
- Checkup booking: (Sat – Thu from 9:00 a.m. to 10:00 p.m.) – (Fri from 1:00 p.m. to 9:00 p.m.).
- Confirming the booking, cancellation, Art work delivery and working hours could be changed due to the circumstances and occasions which will be specified at the time, For example (working hours during the holy month of Ramadan and any other holiday).

## Marketing & Sales Department

Bab Al-Kuwait Press Company  
Shuwaikh, airport road, press street  
P.O.box 23915 safat, 13100 Kuwait

t.(965) 22272766 f.(965) 22272747  
[marketing@alanba.com.kw](mailto:marketing@alanba.com.kw)

