



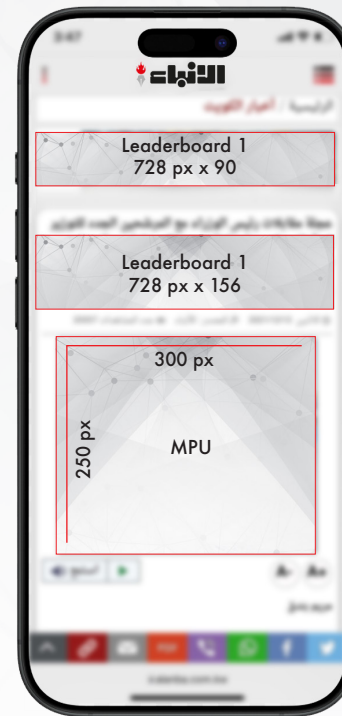
البيان





DISPLAY BANNERS

alanba.com.kw



Position	Price / CPM in K.D	Size
Leaderboard		
Leaderboard 1	2.5	728 x 90 px
Leaderboard 2	2.75	728 x 156 px
MPU		
MPU	3	300 x 250 px

Advert Specifications & Details:

- Acceptable formats : PNG, JPEG, GIF, Java Script Tags(Responsive) and HTML5.
- File size: 100 KB.

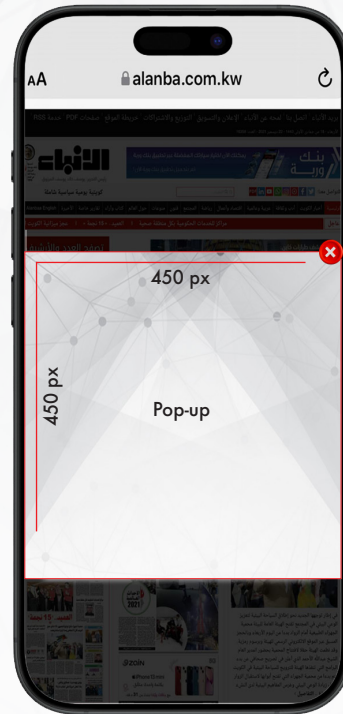
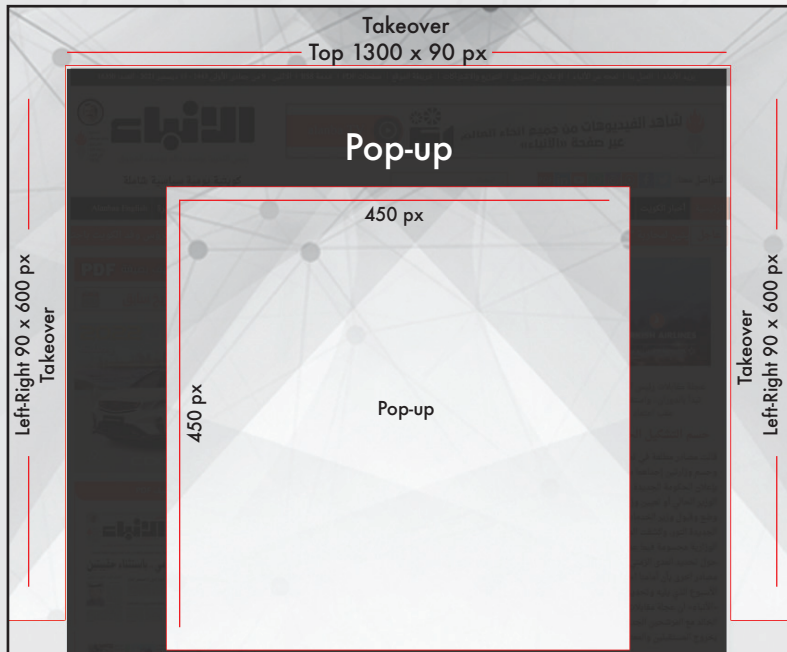
*All mentioned rates are on rotation basis





DISPLAY ADVERTISING - SPECIAL OPERATIONS

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Position	Price in K.D	Size
Pop-up	600 / Day	450 x 450 px

Takeover	(Desktop)	
Day	400	Top 1300 x 90 px Left-Right 90 x 600 px
Week	2,250	
Month	6,000	

Advert Specifications & Details:

- Acceptable formats : PNG, JPEG, GIF, Java Script Tags(Responsive) and HTML5. • File size: 100 KB.

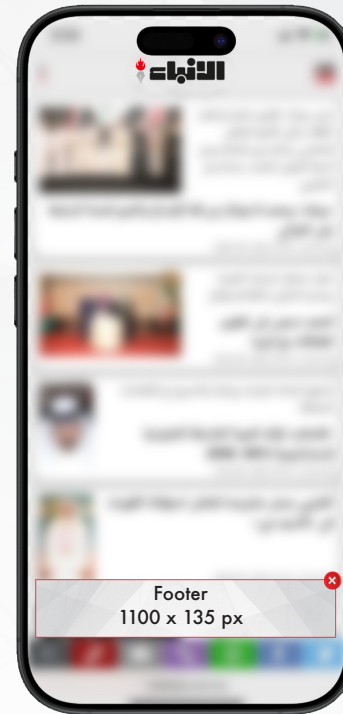
*All mentioned rates are on rotation basis





DISPLAY ADVERTISING - SPECIAL OPERATIONS

alanba.com.kw



Position	Price / CPM in K.D	Size
Footer	3.5	Desktop 1100 x 90 px Smart Phone 1100 x 135 px

Advert Specifications & Details:

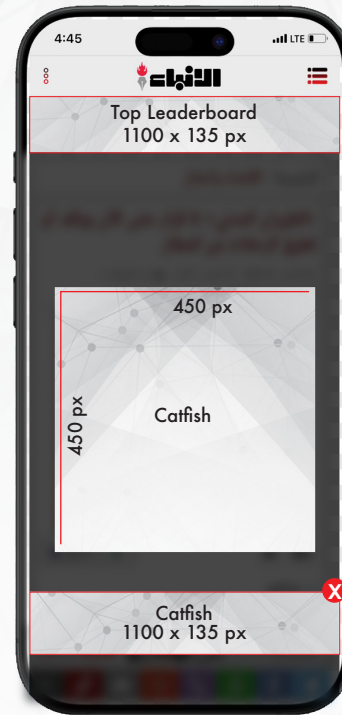
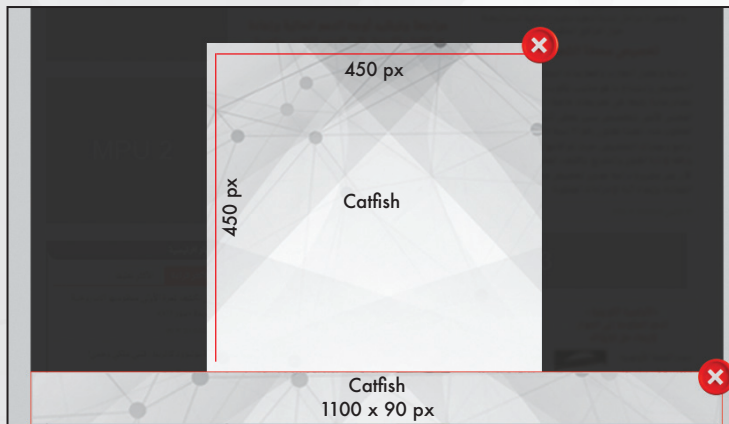
- Acceptable formats: PNG, JPEG, GIF, Java Script Tags (Responsive) and HTML5. • File size: 100 KB.





DISPLAY ADVERTISING - SPECIAL OPERATIONS

alanba.com.kw



Position	Price / CPM in K.D	Size
Top Leaderboard	3.5	Desktop 1100 x 90 px Smart Phone 1100 x 135 px
Skyscrapers	Price in K.D	Size
Day	300	160 x 600 px
Week	1,700	
Month	4,500	
Position	Price in K.D	Size
Catfish (Pop-up + Footer)	700 / Day	Desktop 1100 x 90 px Smart Phone 1100 x 135 px Pop-up 450 x 450 px

Advert Specifications & Details:

- Acceptable formats: PNG, JPEG, GIF, Java Script Tags (Responsive) and HTML5. • File size: 100 KB.

*All mentioned rates are on rotation basis





FEATURE ARTICLE - (CONTENT ADS)

alanba.com.kw



Position	Price in K.D	Size
Feature Article	3 / CPM	Title: 90 Character Image on Homepage 500*284 px
Content Marketing (digital PR)	600	Body: 300 Words / A4 Paper

Advert Specifications & Details:

- Acceptable formats: PNG, JPEG, GIF and HTML5.
- File size: 100 KB.

*All mentioned rates are on rotation basis





STICKY VIDEO
alanba.com.kw



Duration	Price in K.D	Size
20 Sec.	600 / Day	320x231 px

Advert Specifications & Details:

- Video: mp4, file size: 8 MB & video limit: 20 sec.

*All mentioned rates are on rotation basis





DISPLAY ADVERTISING

alanba.com.kw



• Desktop Billboard

Desktop Billboard	Price / CPM in K.D	Size
Image	3.5	1100x250 px
Video embedded	4	

Advert Specifications & Details:

- Acceptable formats image: PNG, JPEG, Java Script Tags (Responsive) and HTML5. • Video: mp4, file size: 4 MB & video limit: 30 sec.

*All mentioned rates are on rotation basis



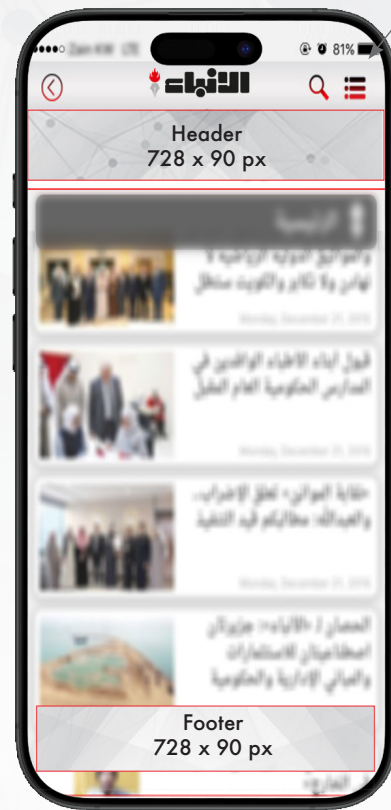
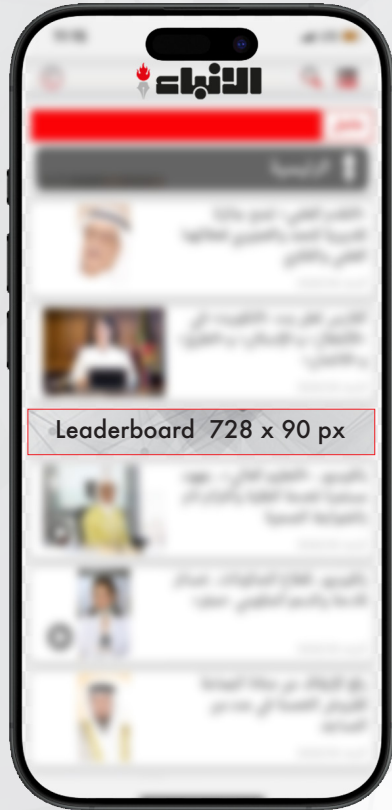


alanba application

Available on the Google play

Available on the App Store

Available on the AppGallery



SMART PHONE

Footer / Header	Price in K.D	Size
Week	300	728 x 90 px
Month	1,000	

Leaderboard	Price in K.D	Size
Week	200	728 x 90 px
Month	750	

MPU	Price in K.D	Size
Week	450	300 x 250 px
Month	1,250	

Advert Specifications & Details:

- Acceptable formats: PNG and JPEG.
- File size: 100 KB.

*All mentioned rates are on rotation basis





WhatsApp - Messaging Application

Save the number +965 50351115



WhatsApp	Price in K.D	Size
Channel	600	1080 x 1440 px Caption: 280 Characters including spaces

E-Brochure (PDF)	Price in K.D	Size
from 1 to 4 pages	600	1080 x 1920 px
from 5 to 8 pages	750	
from 9 to 12 pages	950	
from 13 to 16 pages	1,100	
16+ pages	+100 KD for each additional 4 pages	

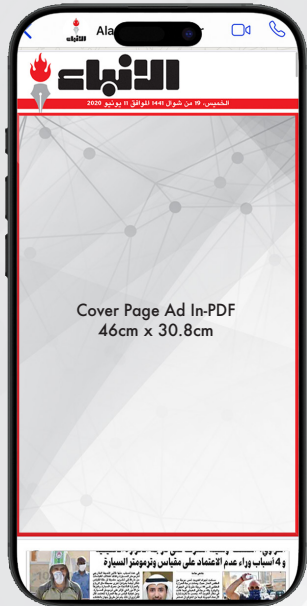
Advert Specifications & Details:

- Acceptable formats: PDF, image, Video: mp4.
- File size: 15 MB max.





In-PDF (Newspaper PDF version)
alanba.com.kw



Cover Page Ad In-PDF
46cm x 30.8cm



Strip Ad 1
15cm x 30.8cm



CALL TO ACTION

In-PDF	Price in K.D	Size
Cover page Ad In-PDF	800	H46cm*W30.8cm

In-PDF Package		Price in K.D
Cover page Ad In-PDF	4 Strip Ads (Divider In-PDF Pages) H15cm*W30.8cm	1,200
H46cm*W30.8cm	8 Strip Ads (Divider In-PDF Pages) H15cm*W30.8cm	2,000

Advert Specifications & Details:

- Acceptable formats : PDF, PNG, JPEG. Min. 300 DPI

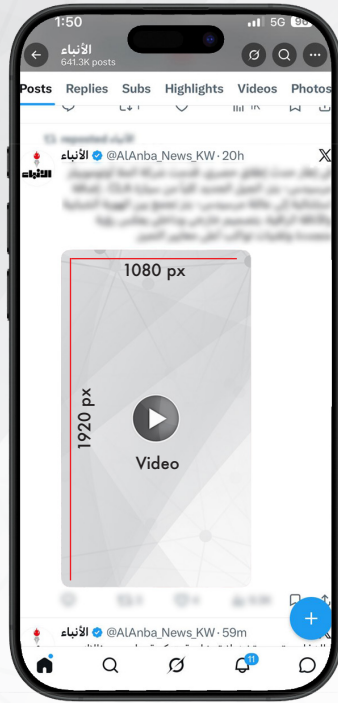




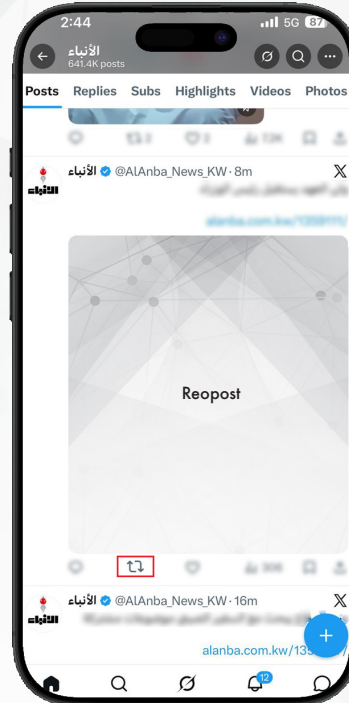
Social Media - X
@alanba_news_kw



● X-image



● X-video



● Repost

X	Price in K.D	Size
Post	600	1080 x 1080 px or 1200 x 675 px. Caption: 280 Characters including spaces
Repost	400	

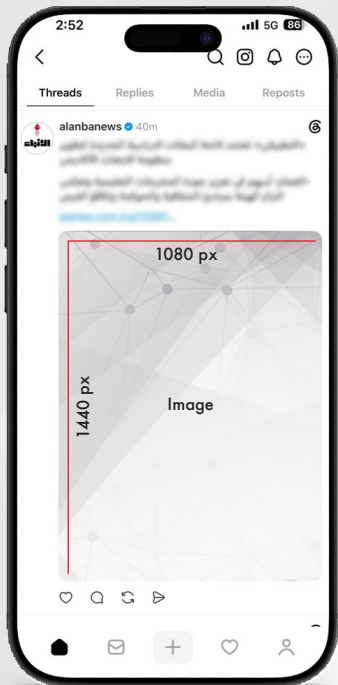
Advert Specifications & Details:

- Acceptable formats: PNG and JPEG.
- Video: mp4 (Video limit: up to 2 mins).

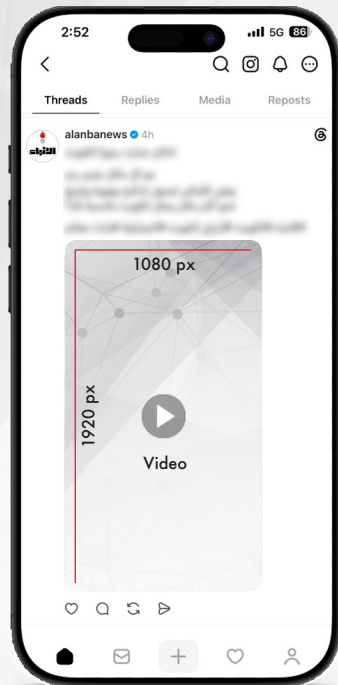




Social Media - Threads
@alanbanews



• Threads-Image



• Threads-Video

Threads	Price in K.D	Size
Thread	600	1080 x 1440 px. Caption: 280 Characters including spaces
Repost	400	

Advert Specifications & Details:

- Acceptable formats: PNG and JPEG.
- Video: mp4 (Video limit: up to 2 mins).

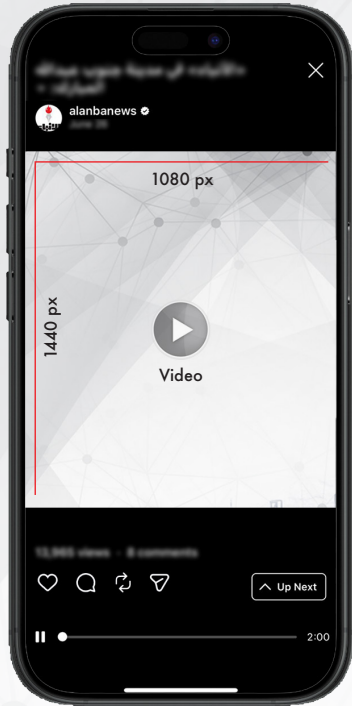




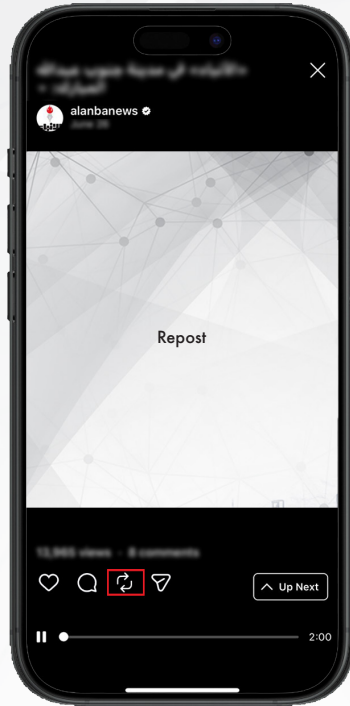
Social Media - Instagram
@alanbanews



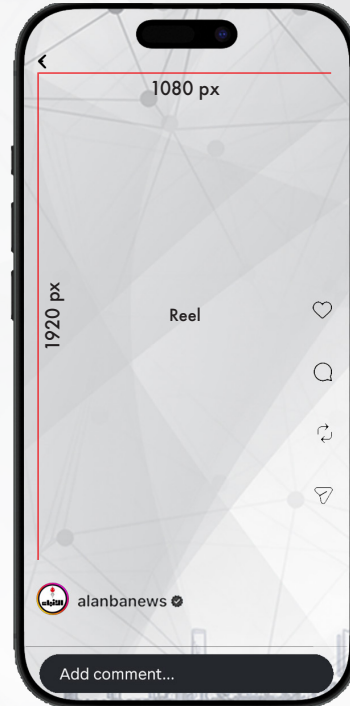
• Insta-story



• Insta- video
○ Repost



• Insta-image
○ Repost



• Reel video
○ Repost

Instagram	Price in K.D	Size
Post or Video or Reel	600	Image:1080 x 1440 px. Video :1080 x 1920 px. Caption:280 Characters
Story	400	1080 x 1920 px.
Repost	400	

Advert Specifications & Details:

- Acceptable formats: PNG and JPEG.
- Video: mp4 (Video limit: up to 2 mins).

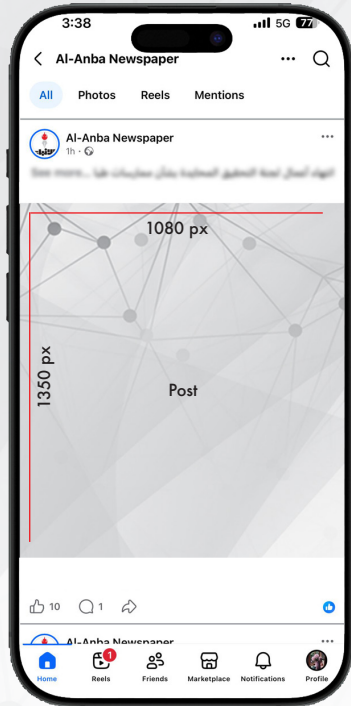




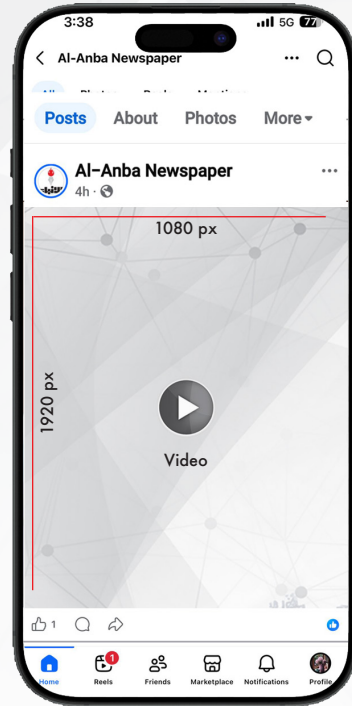
Social Media - Facebook
@alanbaa.newspaper



● FB-story



● FB-image



● FB-video

Facebook	Price in K.D	Size
Post or Video	600	Image: 1080 x 1080 px or 1080 x 1350 px Video: 1080 x 1080 px or 1080 x 1920 px Caption: 280 Characters including spaces
Story	400	1080 x 1920 px.

Advert Specifications & Details:

- Acceptable formats: PNG and JPEG.
- Video: mp4 (Video limit: up to 2 mins).





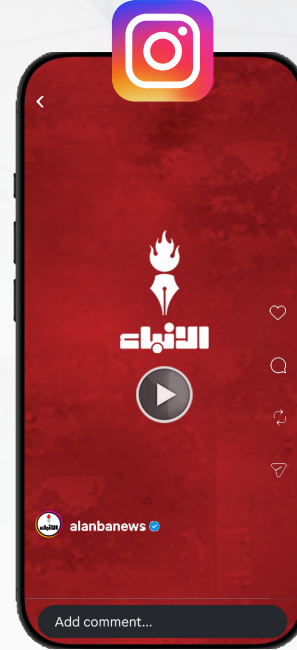
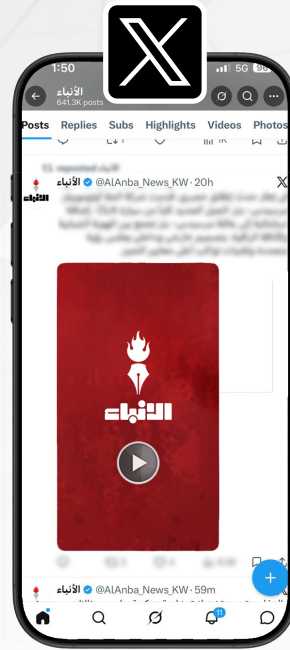
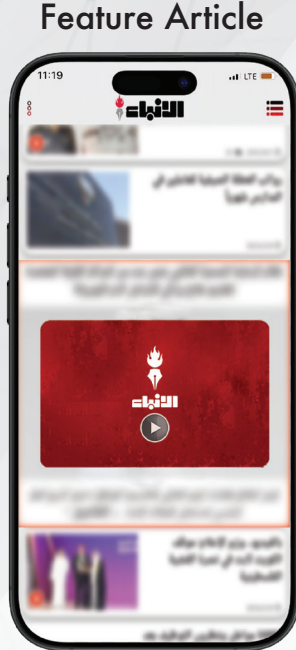
Video Reportage Package

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Feature Article



Feature Article



Website Article



Video Reportage Package with Anchor	Price in K.D
Video production	
Post on:	
- Website	2,850
- Instagram	
- X	
- Feature Article for 3 days on website home page	

- Total video duration is up to 3 mins.

Advert Specifications & Details:

- Mention or tag account plus collaboration.
- Visible Caption: 125 characters.





Advertisement type	Duration	Price in K.D
Full episode Podcast	Half an hour	2,850
Alanba Podcast Advertisement		
At the beginning of the episode Pre-Roll	Up to one minute	1,000
At the middle of the episode Mid-Roll		800
At the end of the episode Post-Roll		500
Alanba Podcast Sponsorship Package		
Accessories: logo , marketing tools from advertiser	Half an hour to one hour	1,500
Three ads: Pre-Roll, Mid-Roll, Post-Roll		
Mentioning advertiser during the episode		

Posting on: Website, Instagram, X , Feature Article for 3 days on website home page

For the full episode Podcast:

- A full episode to present a specific topic for the advertiser.
- It includes an interview with the company representative and promotional advertisements sent by the advertiser to be displayed within the episode.
- Preparing the filming location with marketing accessories provided by the advertiser.
- The filming location can be determined inside Alanba studio or at the advertiser's location.





E-mail Marketing
info@alanba.com.kw



e-mail marketing	Price in K.D	Size
Wave	350	800 x 800 px Subject: 90 Characters including spaces

Advert Specifications & Details:

- Acceptable formats: HTML Code, JPG, JPEG, GIF, PNG and BMP.





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Terms & Conditions

General Terms & Conditions

- Alanba reserves the right to withhold publishing any content should it breach Kuwaiti laws, public morals, or Alanba's policies and interests.
- To avoid delay in the publication schedule, materials should be delivered at least one day in advance, or a minimum of three hours prior for urgent posts. This is subject to digital and social media scheduling considerations.
- Raw materials are not included in video reportage package. Any request to obtain materials without Alanba's log is not part of the standard service and will be subject to separate approval and additional charges, if applicable

Video Reportage Terms & Conditions

- The total video duration shall not exceed 4 minutes.
- Once the video is sent for review and approval, we can do a maximum of 2 sets of edits.





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Digital Marketing & Sales Department t.(+965) 222 72769/68/62/46

digital@alanba.com.kw marketing@alanba.com.kw

Bab Al-Kuwait Press Company, Shuwaikh, airport road, press street,



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