



# «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	19	12	11	10	9	13	10	10	12	28
1/4 Page	4500	1500	1900	1200	1100	1000	900	1300	1000	1000	1200	2800
1/2 Page	9000	3000	3800	2400	2200	2000	1800	2600	2000	2000	2400	5600
Full Page	-	6000	7600	4800	4400	4000	3600	-	4000	4000	4800	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.	30	12	13	9	8	7	6	9	7	7	9	19
1/4 Page	3000	1200	1300	900	800	700	600	900	700	700	900	1900
1/2 Page	6000	2400	2600	1800	1600	1400	1200	1800	1400	1400	1800	3800
Full Page	-	4800	5200	3600	3200	2800	2400	-	2800	2800	3600	7600

Earpanel		
(Front page) - B&W	6 cm x 3 Col.	500
(Last page) - B&W	5.5 cm x 3 Col.	300

Earpanel		
(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.
- 10% levy is charged on selecting the page or positioning.
- 25% levy is charged for top position (under the header).
- 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 minimum.
- 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.

cm	3.5	7.4	11.3	15.2	19.1	23	26.9	30.8
52								
50								
45								
40								
35								
30								
25								
20								
15								
10								
5								
0								

Col.  
Width



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## Medical Classified

(Black & White)

Space (cm/column)	5x2	5x4/10x2	5x8/10x4	10x8
Monthly Cost	250	500	900	1600

## Medical Classified

(Color)

Space (cm/column)	5x2	5x4/10x2	5x8/10x4	10x8
Monthly Cost	350	650	1200	2200

## 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

Classified yearly Contract  
(Ads to be Published once per week )

Space ( cm /column )	Price
4x1	8
4x2	15
8x2	25

### 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
  - Full Printing area: 52 x 30.8 cm
- Pantone color ad should be supplied as CMYK color seperated film positives.
- The black color should be supplied as C=0, M=0, Y=0, K=100.
- Ads should be sent by email with format (JPEG file 300 DPI) .



## «alanba» Press Advertising Rates

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### Flyers & Brochures

Size (A4 / A3)	Subscribers	Total Circulation
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
Brochure (28-32 pages)	4000	5200

#### 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.).
- 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

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[marketing@alanba.com.kw](mailto:marketing@alanba.com.kw)