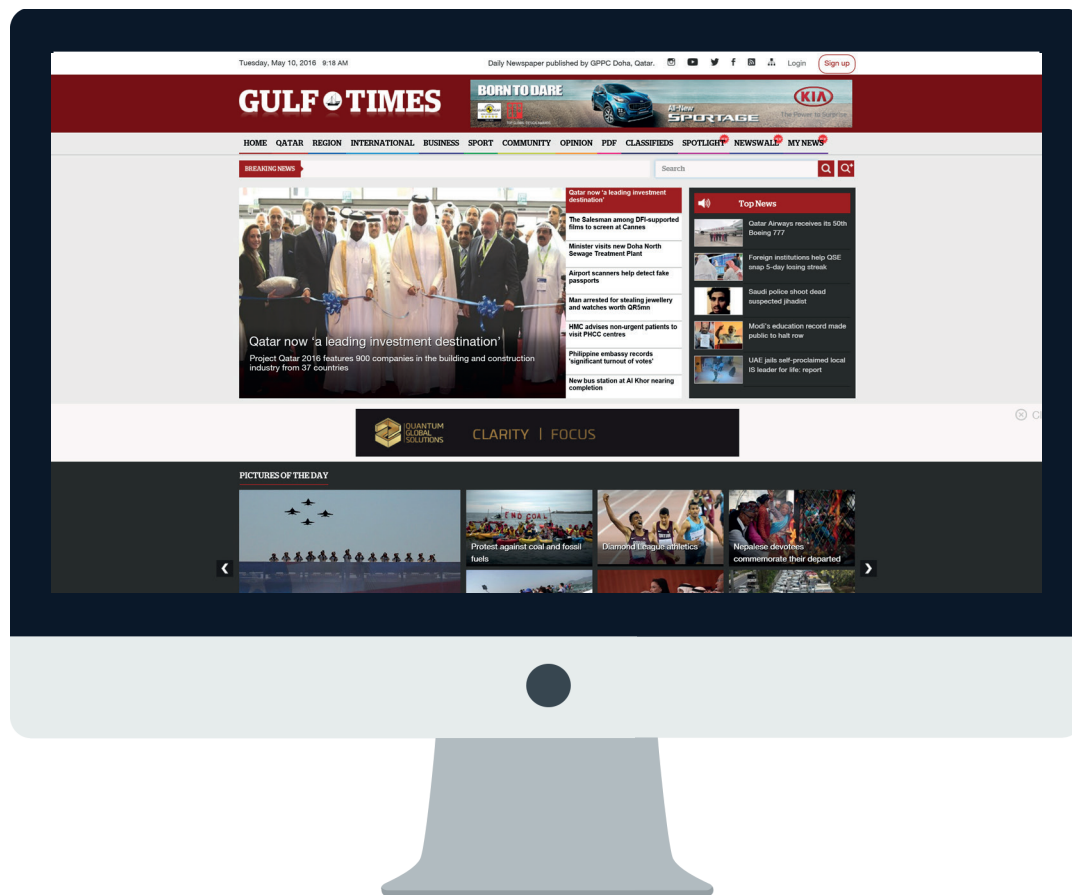




Authorized and exclusive agency
for website advertising

GULF TIMES - BRAND & MINDSET



The Gulf Times has been Qatar's premier English newspaper for almost 40 years. From our humble beginnings as a black and white tabloid to our current format as a fully coloured broadsheet, the Gulf Times continues to expand, keeping up with the ever changing climate and is delighted to offer a new digital format that promises to attract a brand-new audience into the Gulf Times family.

Gulf Times is now a multimedia brand for current, high-quality content on all channels. We can reach a global market and find readers in tune with our content. Our online format can be found at gulf-times.com

The gulf-times.com is Qatar's largest News, Sport and Entertainment portal with innovative design and a high usability for messages, Our pages feature high-end articles and photos in various categories such as business, sports, politics, entertainment and celebrities.

GULF-TIMES.COM PROVIDES:

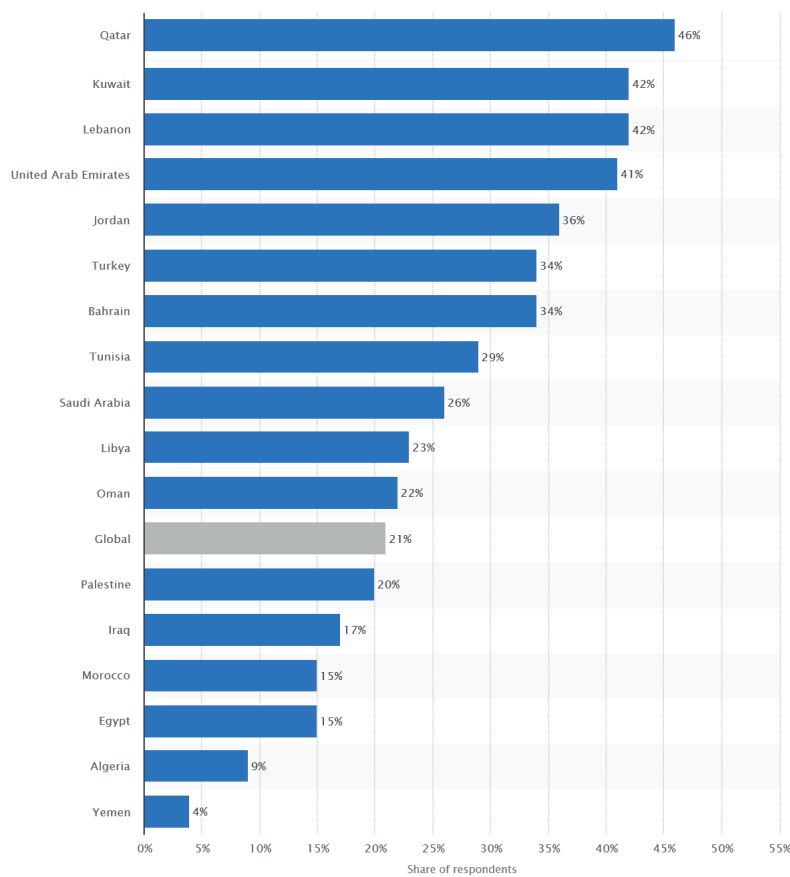
- Around-the-clock access to the most exciting, up-to-the-minute content and versatile entertainment news
- Information from the Gulf region
- Top news and current sports events
- Lifestyle reports and news from the world of celebrities
- Personalized news for registered users

A QUALITY MEDIA FOR YOUR QUALITY PRODUCTS AND VALUED SERVICES

Qatar is one of the most active countries in the world in the use of digital media. Games are downloaded, Whatsapp messages sent and, increasingly, mobile devices are used for shopping. Over 64% of purchase intentions are directly influenced by the use of mobile devices. For advertisers this is a great opportunity to directly influence future customers. Online users can be converted into loyal fans.

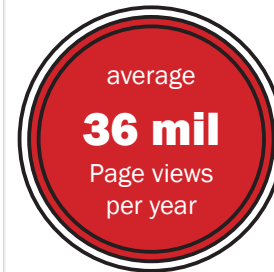
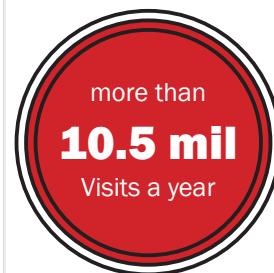
Active mobile social media penetration in Arab countries in July 2014

This statistic shows the active mobile social media penetration in Arab countries in as of July 2014. During that month, 46 percent of the population in Qatar were monthly active mobile social media users, logging on to social media services at least once per month.



GULF TIMES

Digital in Numbers



TARGET GROUP

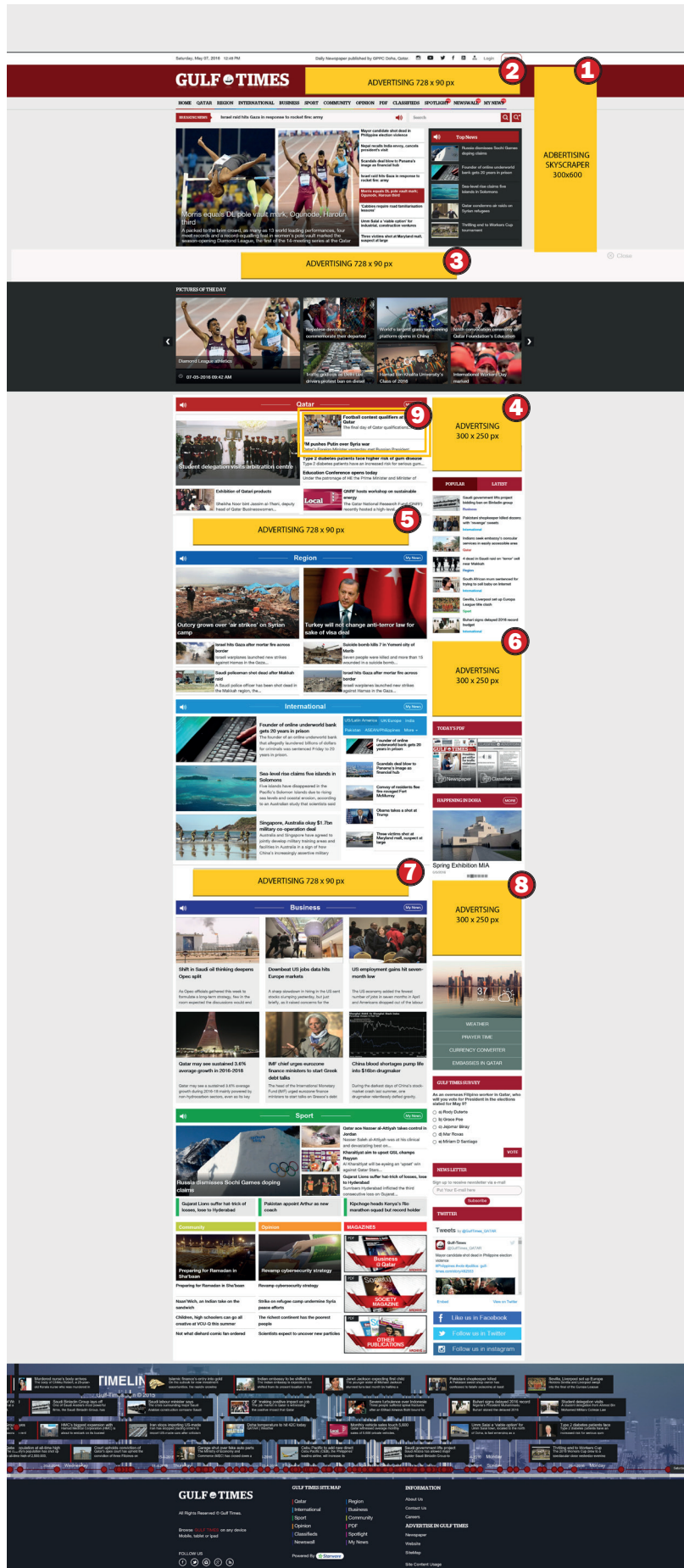
Demographic shows we appeal to those who are interested in politics, culture and sport:

- 62% of the readers are male
- 62% of readers are in the age bracket 20-49 years
- 32% of readers from the economically established middle class

SPECIAL FUNCTIONALITIES/SECTIONS

- Editorial specials
- Sweepstakes / Competitions
- Advertorials
- Social media concepts
- Video integration
- Newsletter-integrations
- Crossmedia concepts

GULF TIMES - STANDARD AD UNITS



ONLINE Homepage

LARGE SKYSCRAPER

1 The 300x600 run-of-site units are a strong presence. With ad placement on an article page, text will flow around your creative, giving the advertisement added impact. The 300x600 is one of the fastest growing sizes by impressions and is indicative of a trend where publishers are offering more visually impactful ad sizes that are preferred by brand advertisers.

LEADERBOARD

2 The 728x90 offers a strong presence on any channel page, either randomly or best suited to your target audience. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

MEDIUM RECTANGLE

4 Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled. Performs well when embedded within text content or at the end of articles. The size is 300 x 250 pixels.

ADVERTORIAL ONLINE

9 The website offers the possibility to deeply integrate marketing campaigns into our "News" area. Right below the top news on the homepage, we will create a teaser for your marked advertorial post, including a link to your own trackable landing page. The post will be placed during your requested period and will be included in the website search function. It will also be saved in our news archives.

The screenshot shows the Gulf Times website homepage with several advertising units highlighted by numbered callouts:

- 1:** A yellow banner at the top with the text "ADVERTISING 728 x 90 px".
- 2:** A yellow banner below the navigation bar with the text "ADVERTISING 728 x 90 px".
- 3:** A yellow banner above a grid of news articles with the text "ADVERTISING 728 x 90 px".
- 4:** A yellow rectangular unit on the right side with the text "ADVERTISING 300 x 250 px".
- 5:** A yellow rectangular unit on the right side with the text "ADVERTISING 300 x 250 px".
- 6:** A yellow rectangular unit on the right side with the text "ADVERTISING 300 x 250 px".
- 7:** A yellow banner at the bottom of the main content area with the text "ADVERTISING 728 x 90 px".

The website content includes a navigation bar with categories like HOME, QATAR, REGION, INTERNATIONAL, BUSINESS, SPORT, COMMUNITY, OPINION, PDF, CLASSIFIEDS, SPOTLIGHT, NEWSWALL, and MY NEWS. The main content area features a grid of news articles with images and headlines, such as "Energy rating for ACS soon" and "New health centre for workers opens". A sidebar on the right contains "POPULAR" and "LATEST" sections with smaller article thumbnails. At the bottom, there is a footer with "GULF TIMES" logo, "GULF TIMES SITE MAP", "INFORMATION", and "ADVERTISE IN GULF TIMES" sections.

ONLINE Section Page

LEADERBOARD

- 1 The 728x90 offers a strong presence on any channel page. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.
- 2
- 3
- 7

MEDIUM RECTANGLE

- 4 Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled. Performs well when embedded within text content or at the end of articles. The size is 300x250 pixels.
- 5
- 6

Monday, May 09, 2016 12:26 PM Daily Newspaper published by GPPC Doha, Qatar. Sign In

GULF TIMES ADVERTISING 728 x 90 px

HOME QATAR REGION INTERNATIONAL BUSINESS SPORT COMMUNITY OPINION PDF CLASSIFIEDS SPOTLIGHT NEWSWALL MY NEWS

1 Crude prices up on Canada fires, Saudi oil minister replacement
May 09 2016 10:10 AM

BUSINESS RELATED STORIES

Ararico, Spahr: said to study plan for joint oil refinery

Oil prices

Oil prices: Iraq ready to cap output, then to maintain share

Saudi oil minister says he is optimistic: crude to rise

Saudi oil prices rise after Saudi Arabia cuts lease fees

Oil prices

ADVERTISING 300 x 250 px

ADVERTISING 300 x 250 px

POPULAR LATEST

Saudi Arabia names al-Falih energy minister to replace Naimi

Qatar University ranked first in Arab region

Chenoweth 'sets record straight' on contracts with ball Sports

Shahba Mousa attends Fox music festival opening

Naimi recalls India energy, cement, president's visit

Minister Emergentiss Moussarem shares health center

Energy rating for ACA soon

ADVERTISING 400 x 300 px VIDEO AD

MORE NEWS

Global hotel industry offers investment opportunities for Qatar

Qatar SWIF: access to global debt markets cushion energy demand

Commodities get relief from dollar's weakness

Commercial Bank named 'SME Bank of the Year'

Buy commodity stocks as rebound is just beginning: Mobius

China's passion for trading lives on in options market

Gaic workshop to focus on protecting firms from dumping

QC, Malaysia delegation look to boost ties

Buffett heads back to factory floor with \$50bn in deals

Qatari Agricultural Product Yards

HAPPENING IN DOHA (MORE)

GULF TIMES SITE MAP

Qatar Region International Business Sport Community Opinion PDF Classifieds Spotlight Newswall My News

INFORMATION

About Us Contact Us Careers

ADVERTISE IN GULF TIMES

Newspaper Website

ONLINE Detail Page

LEADERBOARD

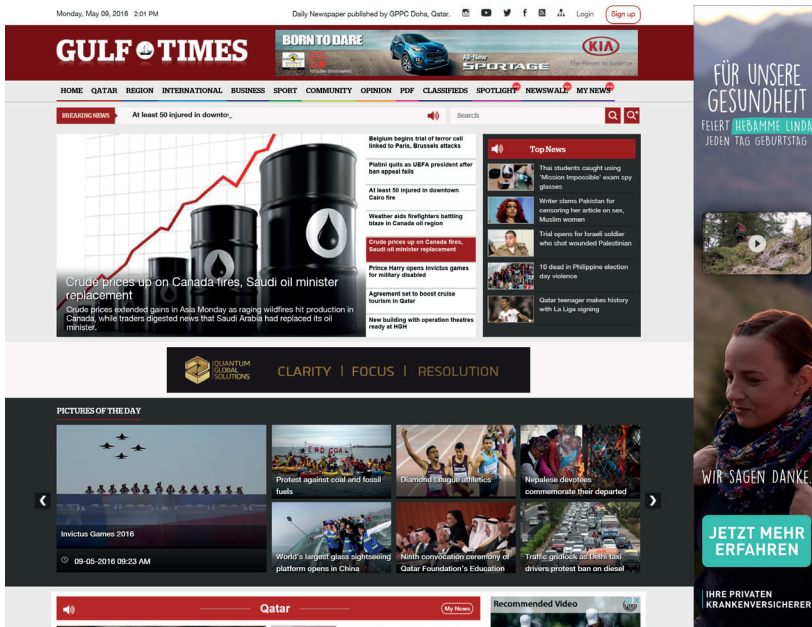
- 1** The 728x90 offers a strong presence on any channel page. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

MEDIUM RECTANGLE

- 2** Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled. Performs well when embedded within text content or at the end of articles. The size is 300x250 pixels.
- 3**
- 4**

VIDEO AD

- 5** The ad first appears as a static opening image. When a user sees the image, we count this as an ad impression. The video will play if the user clicks the image or play button. If the user clicks the display URL or clicks the ad while it's playing, they will be taken to the advertiser's website. We count this as a click in your reports. Users can control the volume and can replay the video if they choose; the video won't automatically replay.

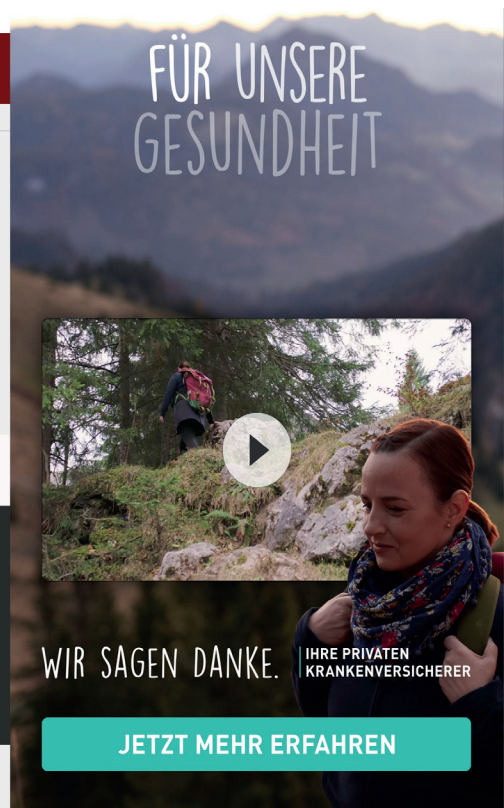
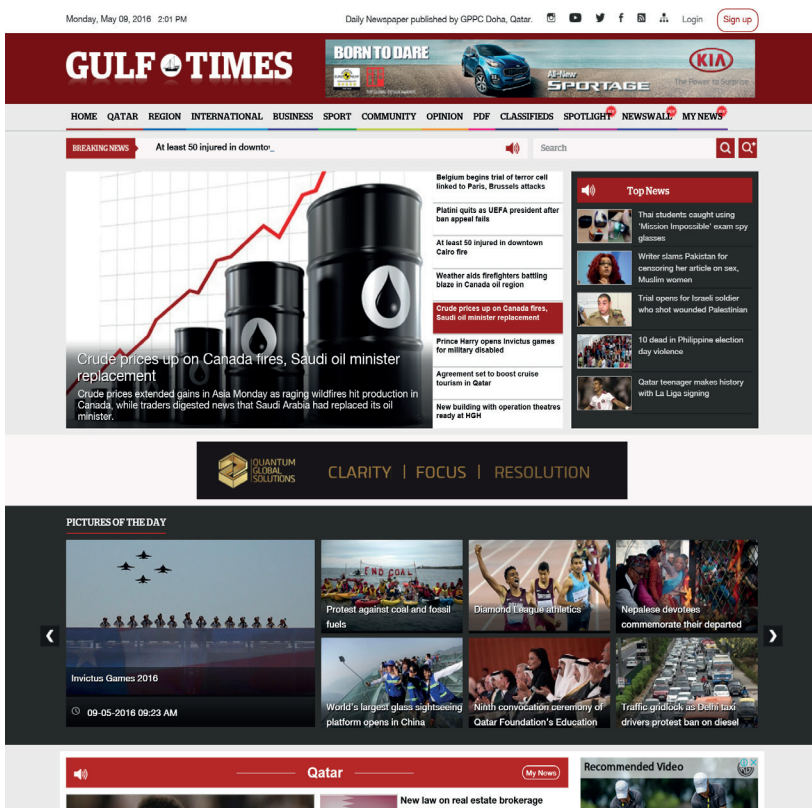


ONLINE

Responsive Ad

RESPONSIVE AD

A responsive ad unit allows the site to control the size of the ads on the webpage, in line with how the site controls the layout of the rest of the page across devices.



KEY FEATURES

Automatic sizing based on the space available.

Our responsive ad code automatically adapts the ad unit size to the page layout. The required size is calculated dynamically based on the width of the ad unit's parent container, this determines the best standard height to go with that width.

Support for ad size changes after screen orientation change.

If the responsive page changes its layout following a device orientation change (e.g., when a tablet or phone goes from portrait to landscape), we'll request and load a new ad of the correct dimensions to fit the new page layout.

The screenshot displays the Gulf Times Facebook page interface. At the top, there is a navigation bar with the page name 'Gulf-Times' and a search icon. Below this is a large banner image featuring the Gulf Times logo and a GMC truck, with a red circle and the number '1' indicating a sponsor banner ad. The page layout includes a left sidebar with user statistics (92,993 likes), a central feed of posts, and a right sidebar with a year selector. The feed contains a sponsored message from Ooredoo (marked with a red circle and '2') and a news post about David Cameron's comment on Trump. The bottom of the page shows social media app links for Twitter and Instagram, and a photo gallery.

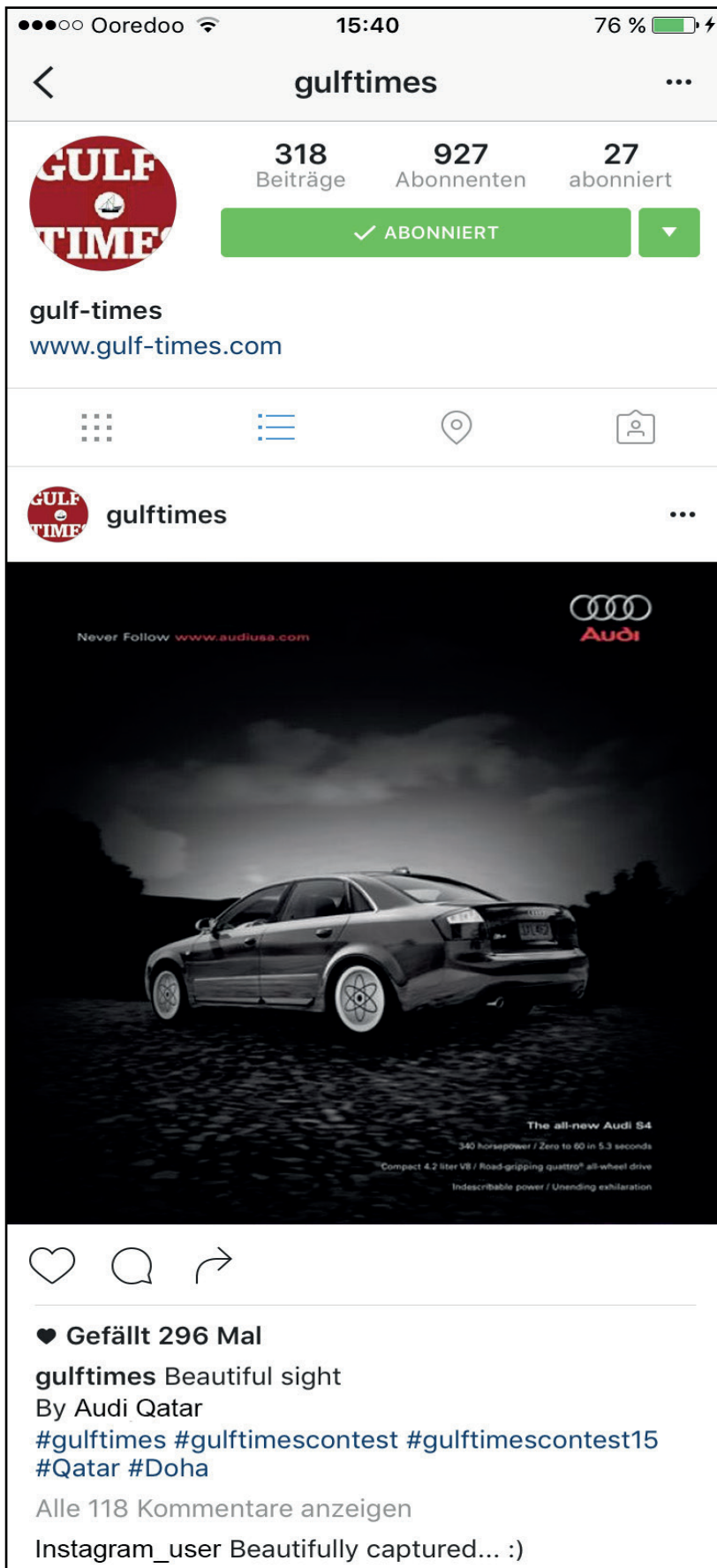
ONLINE Facebook Ad

SPONSOR BANNER AD

- 1 On the header of the page a marketing image of a sponsor is inserted. This image is shown at the most valuable point of Facebook page. This exposed position creates a very high impact.

SPONSOR MESSAGE

- 2 A sponsored message is shown like a regular message in the Facebook Wall in the Gulf Times Facebook Page. The message is marked with the words "paid advertisement". This form of advertising will generate the most reactions, and is the best option for an intensive communication with the target audience.



ONLINE

Instagram Ad

IMAGE AD

Advertising the Gulf Times on the Instagram channel is an additional option for generating attention. The advertisement is posted as a message directly into the channel. On Instagram, photos or short videos can be displayed. This channel may extend a creative display campaign in Social Media.

GULF TIMES - SPECS

ANIMATED

File size must be less than 50kb

For all ad units, maximum of 4 loops and 30 seconds

RICH MEDIA

All rich media is accepted - Doubleclick, Pointroll, Eyeblander, etc.

File size must be less than 100kb.

MATERIALS AD UNITS

Email to digital-ad@gemadvertising.com

Due 3 business days prior to posting

CREATIVE WORK

The creative work and production of the advertisements will be handled by separate costs.

THIRD-PARTY SERVED

All third-party ads accepted.

RATES

gulf-times.com rates are net cost per day, fixed rates or thousand (cpm) impressions.

TERMS OF PAYMENT

30 days after invoice date

Net 2 % discount for payments within 10 days

GULF TIMES - RATE CARD

ALL.PAGES			
DAYRATE			1 DAY

R1	Responsive AD all pages	day rate	16,000 QAR
----	-------------------------	----------	------------

HOME.PAGE			CPM
CPM			PER 1000 ADVIEWS

H2	Leaderboard TOP 1	CPM	320 QAR
H3	Leaderboard TOP 2	CPM	280 QAR
H4	Medium Rectangle 1	CPM	160 QAR
H5	Leaderboard Middle 1	CPM	160 QAR
H6	Medium Rectangle 2	CPM	80 QAR
H7	Leaderboard Middle 2	CPM	80 QAR
H8	Medium Rectangle 3	CPM	48 QAR

SECTION.PAGE			CPM
CPM			PER 1000 ADVIEWS

S1	Leaderboard TOP 1	CPM	260 QAR
S2	Leaderboard TOP 2	CPM	200 QAR
S3	Leaderboard Middle 1	CPM	160 QAR
S4	Medium Rectangle 1	CPM	100 QAR
S5	Medium Rectangle 2	CPM	60 QAR
S6	Medium Rectangle 3	CPM	60 QAR
S7	Leaderboard Button	CPM	48 QAR

DETAIL.PAGE			CPM
CPM			PER 1000 ADVIEWS

D1	Leaderboard TOP 1	CPM	200 QAR
D2	Medium Rectangle 1	CPM	100 QAR
D3	Medium Rectangle 2	CPM	60 QAR
D4	Medium Rectangle 3	CPM	60 QAR
D5	Video Ad	CPM	300 QAR

A1	Advertorial	fixed rate	10,000 QAR
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* One time editorial content

FACEBOOK			
-----------------	--	--	--

FB1	Banner head	Day	5,000 QAR
FB2	Advertorial	Like	2 QAR

INSTAGRAM			
------------------	--	--	--

I1	Advertorial	Like	2 QAR
----	-------------	------	-------

HOME PAGE, SECTION & DETAILED PAGES

HOME PAGE

Saturday, December 03, 2016 10:44 AM Daily Newspaper published by GPPC Doha, Qatar. Login Sign up

GULF TIMES C1 (728 px X 90px) QAR 320 / CPM H2 R1

HOME QATAR REGION INTERNATIONAL BUSINESS SPORT COMMUNITY OPINION PDF CLASSIFIEDS SPOTLIGHT NEWSWALL MY NEWS

BREAKING NEWS Thai police arrest suspect in Pakistan factory fire that killed 255

Top News

- Brazil grieves for football team killed in crash
- PM stresses on boosting trade ties with India
- El Jaish extend lead at the top with win over Al Ahli
- Asipak Park 'community activities' a big draw
- QADC paper outlines Qatari reality
- WISH meeting highlights need for dementia awareness
- UN: South Sudan conflict
- South Korea opposition introduces bill to impeach scandal-tainted Park
- Trump says Philippines fighting drugs 'the right way': Duterte
- Thai police arrest suspect in Pakistan factory fire that killed 255
- Walking out on a high
- Emineh Abdulrahman named Asia Player of the Year

C2 (728 px X 90px) **QAR 280 / CPM** **H3**

Qatar My News

A1 (300 px X 250px) **QAR 10,000**

Advertorial

Foreign Minister meets Kerry in Rome

UAE President congratulated

Latest proposals discussed at surgical research symposium

C3 (728 px X 90px) **QAR 160 / CPM** **H5**

Region My News

Focus Syria opposition puts up fierce resistance in Aleppo district

KNN Journalist found shot dead in Iraqi Kurdistan

Business

Emirates starts A380 service to Doha

PM stresses on boosting trade ties with India

Rebels reverse regime gains in eastern Aleppo

Qatar now a maritime gateway for trade: PM

Erdogan calls on Turks to convert forex into lira or gold

Moonwalker Buzz Aldrin evacuated from South Pole

Over 200,000 Muslims protest against Jakarta governor

B2 (300 px X 250px) **QAR 80 / CPM** **H6**

International My News

South Korea opposition introduces bill to impeach scandal-tainted Park

Brazil grieves for football team killed in crash

Trudeau gov't 'renewing on electoral reform vow'

Former NFL player killed in shooting

Trump team considering new non-nuclear sanctions on Iran

Prince Harry, Rihanna take HIV tests on World Aids Day

C4 (728 px X 90px) **QAR 80 / CPM** **H7**

Business My News

Oil unlikely to surpass \$60 for next five years, says IIF

Indian minister denies plan to split Coal India

Investor who backed Brexit: sees euro breaking up within 5 years

B3 (300 px X 250px) **QAR 48 / CPM** **H8**

Today's PDF

Subscribe in GULF TIMES

Happening in Doha

Fitness training

SECTION PAGES

Saturday, December 03, 2016 12:05 PM Daily Newspaper published by GPPC Doha, Qatar. Login Sign up

GULF TIMES C1 (728 px X 90px) **QAR 260 / CPM** **S1**

HOME QATAR REGION INTERNATIONAL BUSINESS SPORT COMMUNITY OPINION PDF CLASSIFIEDS SPOTLIGHT NEWSWALL MY NEWS

BREAKING NEWS Thai police arrest suspect in Pakistan factory fire that killed 255

C2 (728 px X 90px) **QAR 200 / CPM** **S2**

C3 (728 px X 90px) **QAR 160 / CPM** **S3**

B1 (300 px X 250px) **QAR 100 / CPM** **S4**

Qatar My News

Foreign Minister meets Kerry in Rome

PM stresses on boosting trade ties with India

Emirates Group's A380 collage raises funds for communities

UAE President congratulated

Latest proposals discussed at surgical research symposium

C4 (728 px X 90px) **QAR 48 / CPM** **S7**

Region My News

Focus Syria opposition puts up fierce resistance in Aleppo district

OFFICIAL Journalist found shot dead in Iraqi Kurdistan

Business

Emirates starts A380 service to Doha

PM stresses on boosting trade ties with India

Rebels reverse regime gains in eastern Aleppo

Qatar now a maritime gateway for trade: PM

Erdogan calls on Turks to convert forex into lira or gold

Moonwalker Buzz Aldrin evacuated from South Pole

Over 200,000 Muslims protest against Jakarta governor

B2 (300 px X 250px) **QAR 60 / CPM** **S5**

International My News

South Korea opposition introduces bill to impeach scandal-tainted Park

Brazil grieves for football team killed in crash

Trudeau gov't 'renewing on electoral reform vow'

Former NFL player killed in shooting

Trump team considering new non-nuclear sanctions on Iran

Prince Harry, Rihanna take HIV tests on World Aids Day

B3 (300 px X 250px) **QAR 60 / CPM** **S6**

Today's PDF

Subscribe in GULF TIMES

Happening in Doha

Fitness training

Saturday, December 03, 2016 10:11 AM Daily Newspaper published by GPPC Doha, Qatar. Login Sign up

GULF TIMES C1 (728 px X 90px) **QAR 200 / CPM** **D1**

HOME QATAR REGION INTERNATIONAL BUSINESS SPORT COMMUNITY OPINION PDF CLASSIFIEDS SPOTLIGHT NEWSWALL MY NEWS

Doha experiences severe traffic congestion

B1 (300 px X 250px) **QAR 100 / CPM** **D2**

B2 (300 px X 250px) **QAR 60 / CPM** **D3**

D5 **Video AD** **QAR 300 / CPM** **B3** (300 px X 250px) **QAR 60 / CPM** **D4**

RELATED STORIES

Comments

More News



STANDARD ADVT

Type	Dimension (Pixel)	HOME PAGE		SECTION PAGE		DETAILED PAGE		RUN OF SITE	
		CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY
		QAR	QAR	QAR	QAR	QAR	QAR	QAR	QAR
Large Leaderboard	970 x90	55	11,000	45	9,000	50	10,000	40	8,000
Leaderboard	728 X 90	45	9,000	40	8,000	40	8,000	35	7,000
Large Rectangle	336 X 280	55	11,000	45	9,000	45	9,000	40	8,000
Medium Rectangle	300 X 250	45	9,000	40	8,000	45	9,000	40	8,000
Half Page	300 X 600	55	11,000	45	9,000	50	10,000	45	9,000

File Type Accepted : JPG, GIF, HTML5 | Max File Size : 40KB | Max Animation Length : 15 Sec

HIGH IMPACT RICH MEDIA ADVT

Type	Dimension (Pixel)	HOME PAGE		SECTION PAGE		DETAILED PAGE		RUN OF SITE	
		CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY
		QAR	QAR	QAR	QAR	QAR	QAR	QAR	QAR
Large Leaderboard (Maximum Expansion)	970 x90 970 X 415	65	13,000	50	10,000	60	11,000	50	10,000
Leaderboard (Maximum Expansion)	728 X 90 728 X 315	60	12,000	45	9,000	45	9,000	45	9,000
Medium Rectangle (Maximum Expansion)	336 X 250 500 X 250	60	12,000	45	9,000	50	10,000	50	10,000
Half Page (Maximum Expansion)	300 X 600 500 X 600	65	13,000	50	10,000	60	11,000	50	10,000



Society is a premium lifestyle magazine distributed along with Qatar's most trusted English Newspaper, Gulf Times. **Society.qa** is a bold website brand extension of Society Magazine.

اما مجلة " سوسايتي " فهي مطبوعة متخصصة بالموضة ونمط الحياة العصري وتوزع مع صحيفة جلف تايمز ، رائدة الصحافة الانجليزية في قطر

Qatar's leading Arabic daily, Al Raya covers news of the State of Qatar, the Arab World, as well as World news. www.raya.com is the digital edition of Al Raya newspaper.

اما جريدة الراية، رائدة الصحافة القطرية في دولة قطر فتقدم وجبة متنوعة من اخبار العالم العربي والاخبار العالمية من خلال نسختها الرقمية www.raya.com على شبكة الانترنت .



www.raya.com

Monthly users
108,036*

Monthly Page views
521,626*

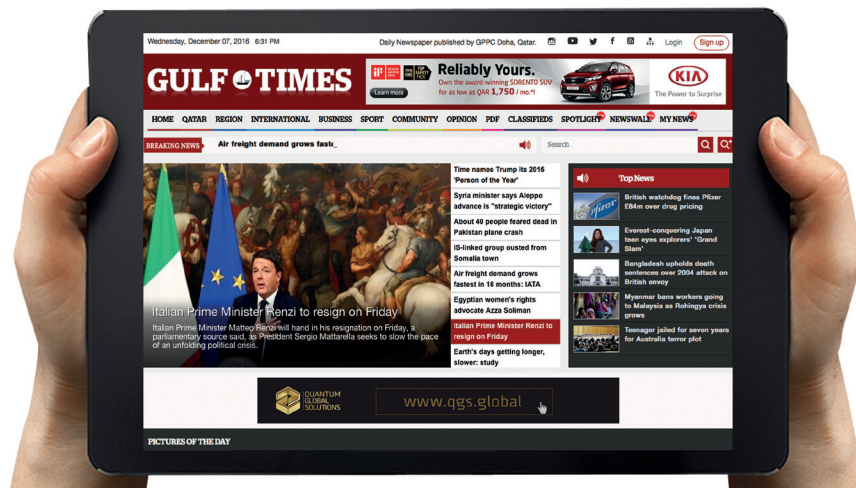
Social Followers:
Facebook :
46,809
Twitter :
52600



*Source: Google Analytics report
01-Oct – 31-Oct 2016

www.gulf-times.com provides breaking news updates and is the digital version of Gulf Times newspaper, Qatar's top-selling English daily newspaper.

يقدم موقع جريدة جلف تايمز www.gulf-times.com الصحيفة الأكثر مبيعا وانتشارا في قطر فرصة جيدة للقارئ لأن يكون ملماً بأحر المستجدات والأخبار العاجلة من خلال النسخة الرقمية من صحيفة جلف تايمز .



www.gulf-times.com

Monthly users
341,465*

Monthly Page views
1,345,506 *

Social Followers:
Facebook :
124,581
Twitter :
16800



*Source: Google Analytics report
01-Oct – 31-Oct 2016

ONLINE RATES

www.raya.com

الراية

HOME PAGE				
Type	Dimension (Pixel)	AD Unit	CPM	Monthly Rate
Top Banner	570 x75	A	QAR 80	QAR 12,000
Leaderboard	728 X 90	C0	QAR 90	QAR 13,500
Leaderboard	728 X 90	C1	QAR 80	QAR 12,000
Medium Rectangle	250 X 250	B1	QAR 90	QAR 13,500
Leaderboard	728 X 90	C2	QAR 75	QAR 11,250
Medium Rectangle	250 X 250	B2	QAR 70	QAR 10,500
Leaderboard	728 X 90	C3	QAR 60	QAR 9,000
ALL INSIDE PAGES				
Top Banner	570 x75	A	QAR 70	QAR 10,500
Leaderboard	728 X 90	C1	QAR 70	QAR 10,500
Medium Rectangle	250 X 250	B1	QAR 70	QAR 10,500
Leaderboard	728 X 90	C2	QAR 65	QAR 9,750
Medium Rectangle	250 X 250	B2	QAR 65	QAR 9,750
Medium Rectangle	300 X 250	B3	QAR 60	QAR 9,000
FACEBOOK				
			Per Post	QAR 400
TWITTER				
			Per Tweet	QAR 400
INSTAGRAM				
			Per Post	QAR 120
VIDEO				
			Per 1000 view	QAR 80



موقع مبوبة الراية

الراية المبوبة

classified.raya.com

أسعار الرعاية



الداخلي	الأراضي والعقارات	الصفحة الرئيسية	الفترة
6000	7000	8000	شهر
11000	13000	15000	شهرين
13500	16500	19500	3 أشهر
لشهر 3500	لشهر 4500	لشهر 5500	أكثر من 3 أشهر
لشهر 2500	لشهر 3500	لشهر 4500	سنة

الرائية 2017

ONLINE RATES



تعد شركة الخليج للنشر والطباعة ذ.م.م رائدة شركات الإعلام والنشر في قطر ، وذلك بفضل إصدارها صحفيتين تصدرتا بشكل يومي وهما الأكثر توزيعا وشهرة في دولة قطر باللغتين العربية والانجليزية (الرأية وجلف تايمز) ، إضافة الى عددا من المجلات والإصدارات والتقارير الخاصة وحلول طباعة بمواصفات عالمية مميزة كما تمتلك تلك الصحف والمجلات المتنوعة مواقع مميزة على شبكة الانترنت والتي من خلالها يستطيع رجال الاعمال من داخل وخارج قطر وكذلك الشركات المتعددة الجنسيات نشر إعلاناتهم على شبكة الانترنت بما يضمن لمنتجاتهم الانتشار والفائدة الاكبر .