

GROSS ADVERTISING RATES

Valid March 1st 2008 to Dec 31st, 2008

Product	Price (all prices are in US\$ and Net payable to AME Info)
Banners	
Standard Full Banner (468x60)	US\$ 60.00 / CPM (Expandable or video, add \$5cpm)
Skyscraper Banner (120x600)	US\$ 60.00 / CPM (Expandable or video, add \$5cpm)
Leader Board banner (728x90)	US\$ 70.00 / CPM (Expandable or video, add \$5cpm)
Space Banner (220x550)	US\$ 85.00 / CPM (Video, add \$5cpm)
Transition Page (full screen)	US\$ 300.00 / CPM
ROS page exclusive (all banners)	US\$ 325.00 / CPM (new product)
Keyword banners / all positions	US\$ 300.00 / CPM
Home page Cover Ad (468x180 / exclusive)	US\$ 6,000.00 / day
One market (GCC only, non UAE)	US\$ 3,000.00 / day (minimum purchase 3 days)
Home page Exclusive (468+Sky+Cover+Space)	US\$ 16,000.00 / day
One market (GCC only, non UAE)	US\$ 8,000.00 / day (minimum purchase: 2 days)
Weekly e-Newsletter	
Top position (350x150)	US\$ 6,500.00 / week per language
Featured Icon (120x120)	US\$ 3,500.00 / week per language
Weekly Industry e-Newsletters	
Top position (350x150)	US\$ 3,750.00 / week per language
Featured Icon (120x120)	US\$ 2,500.00 / week per language
E-mail Marketing	
E-Mail shots (eDM)	
Per dispatch sent emails:	
Less than 10,000 emails	US\$ 400.00 CPM
Between 10,000 – 39,999	US\$ 375.00 CPM
More than 40,000	US\$ 350.00 CPM
Watchlist advert top position (468x180)	US\$ 6,500.00 / week

* Exchange rate between US\$ and UAE Dirham is 3.67
 * Standard AME Info guidelines and terms and conditions apply

AME Info is using 24/7 Real Media's Open AdStream, the ABCe audited leading dynamic advertising management and delivery solution, to manage and control our Internet advertising business.

Open AdStream continuously monitors advertising delivery in order to maintain reliability, accuracy and optimal performance while targeting and delivering campaigns to precise geographic and anonymous data.

