

2014 TradeArabia Network Online Advertising Rate Card

Banner Ad Units

Format	Dimension (Pixels)	Price Structure	Cost (USD)
Push Down Ad Unit	970 x 90 x 415	CPM	\$105
Footer Ad Strip/Blaster	1238 x 100	CPM	\$110
Image Ticker/Marquee	1238 x 100	CPM	\$70
Blaster	750 x 450	CPM	\$75
Roll-over Expandable Banner	728 x 90 x 400 (expands downward)	CPM	\$65
	220 x 550 x 440 (expands sideways)	CPM	\$56
Leaderboard	728 x 90	CPM	\$51
Space Banner	220 x 550	CPM	\$46
MPU	300 x 250	CPM	\$63
Standard Banner	468 x 60	CPM	\$29
Skyscraper	120 x 600	CPM	\$20

Sponsorship (Non-exclusive**)

Homepage	\$10,000
Channel/Section	\$8,000
Newsletter	\$3,000

** Branding of page/channel = sponsorship, banner advertising on rotation basis.

Email Marketing Services

Demographic and Geographic Email Shots	CPM-targeted	0-5,000 units Minimum booking of \$1,800 5,000 + units - 0.25 cents per unit or \$1,250
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Premium Content (The Gulf Online)

Subscription	Subscription Per year	\$431
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Media Information

File Size: maximum of 35 - 40 KB

Formats: Flash Movie, Flash Video, RTF, GIF, PNG, JPG

Destination: Click through URL, ALT text

Websites

www.tradearabia.com

www.gulf-daily-news.com

www.gulfweeklyworldwide.com

www.gulfindustryworldwide.com

www.gulfconstructionworldwide.com

www.ttnworldwide.com

www.oilandgasnewswworldwide.com

www.thegulfonline.com

www.akhbar-alkhaleej.com



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