

Direct Client ADVERTISING RATES

Valid 1st January 2011 to December 31st 2011

Product **Price** (all prices are in US\$ and are Net payable to AME Info)

Formats / Rates

CPM Based formats	Dimensions	Worldwide targeting \$CPM	BASE PRICE MENA region targeting \$CPM	Specific MENA country targeting \$CPM	Enhanced targeting \$CPM
Spacebanner	220 x 550	64	80	88	104
Leaderboard	728 x 90	52	65	72	85
Half Page Ad	300 x 600	76	95	105	124
Expandable Leaderboard	728 x 90-300	57	70	77	90
Push Down Leaderboard	728 x 90-300	76	95	105	124
MPU	300 x 250	64	80	88	104
Overlay	400 x 400	86	108	119	140
Interstitial	768 x 500	240	300	330	390
Standard banner	468 x 60	28	35	39	46
ROS Takeover	All formats	148	185	204	241
Skyscraper (jobs section specific)	120 x 600	28	35	39	46

Highlighted column is the base price level. Worldwide targeting qualifies for 20% discount from the base price. Specific MENA targeting qualifies for 10% premium above the base price.

Enhanced targeting includes section targeting, segment targeting, behavioural targeting, home page targeting and has 30% premium above the base price.

Fixed rate formats (per section)	Dimensions	Day rate \$	Week rate \$	Month rate \$
Spacebanner	220 x 550	N/A	3,000	9,000
Leaderboard	728 x 90	N/A	3,000	9,000
MPU	300 x 250	N/A	3,000	9,000
Home page take over	All formats*	13,500	40,500	N/A

Email Marketing

EDM per despatch	Dimensions	CPM rate \$
0 – 5,000	HTML	375
5,001 – 15,000	HTML	350
15,001 – 30,000	HTML	325
30,001 – 40,000	HTML	300
40,001 +	HTML	275

Email database can be segmented to reach specific countries, seniority level of readers, and industries.

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.



Email Marketing - Newsletters

Newsletters – Weekly	Dimensions	Week rate \$	Month rate \$
Company (full database)	MPU – 300 x 250	5,500	16,500
Industry (subscriber database)	MPU – 300 x 250	3,375	10,125
Country (subscriber database)	MPU – 300 x 250	3,375	10,125

AME Info Weekly Company Newsletters cover business news across all sectors for the Middle East region. The weekly company newsletter is despatched every Sunday to 125k+ subscribers.

Weekly Industry / Country newsletters are dispatched every Thursday to a subscriber audience of industry professionals, suppliers to the industry, and business executives with interest in the sector.

Bespoke Products

Product	Duration	Rate \$
Special Reports	6 – 8 weeks	On Request
Event Micro sites	6 – 8 weeks	On Request
Lead Generation (CPL)	N/A	On Request
Bespoke Client Channel	N/A	On Request

For further information on the above bespoke products including a breakdown and rates, please revert to the AMEinfo.com sales team.

Sponsorship - Sections

Section	Month rate \$	Annual rate \$
Industry News (Daily updated)	12,000	110,000
Video / Audio	12,000	110,000
Financial Markets	12,000	110,000
Country News	12,000	110,000
News and Comment	12,000	110,000
Business Services	12,000	110,000
Country Guides	12,000	110,000

Full Section Sponsorship includes all banner positions within the section (spacebanner, leaderboard, MPU, standard banner and client logo).

For full details for advertising specifications, please visit www.ameinfo.com/advertising

Prices are subject change without prior notice.

* Exchange rate between US\$ and UAE Dirham is 3.67



ABCe 1 October 2010 – 31 October 2010 - unique users 2,185,068 per month.

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