

MEDIA KIT

2017



AL YAMAMAH PRESS EST

RIYADH  
DOT:393

ADVERTISING RATES



إعلانية أسبوعية مجانية FREE WEEKLY ADVERTISING  
 ENGLISH- ARABIC - URDU - TAGALOG | 16 PAGES | PUBLISHED BY AL YAMAMAH PRESS EST.

**P01-1**

SIZE BY COL.	SIZE BY (CM)	PRICE
5Col. X 6 cm	14 X 7 cm	7500 SR



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**P01-1**

SIZE BY COL.	SIZE BY (CM)	PRICE
5Col. X 6 cm	14 X 7 cm	7500 SR

**P01-2**

SIZE BY COL.	SIZE BY (CM)	PRICE
8Col. X 3 cm	26 X 3 cm	3120 SR

**P01-3**

SIZE BY COL.	SIZE BY (CM)	PRICE
4Col. X 3 cm	12.9 X 3 cm	1560 SR

**P01-5**

SIZE BY COL.	SIZE BY (CM)	PRICE
4Col. X 9 cm	12.9 X 9 cm	4680 SR

**P01-6**

SIZE BY COL.	SIZE BY (CM)	PRICE
2Col. X 6 cm	6.3 X 6 cm	1560 SR

**P01-4**

SIZE BY COL.	SIZE BY (CM)	PRICE
4Col. X 18 cm	12.9 X 18 cm	9360 SR

**P01-7**

SIZE BY COL.	SIZE BY (CM)	PRICE
8Col. X 6 cm	26 X 6 CM	6240 SR

**P01-9**

SIZE BY COL.	SIZE BY (CM)	PRICE
4Col. X 5 cm	12.9 X 5 CM	2600 SR

**P01-10**

SIZE BY COL.	SIZE BY (CM)	PRICE
4Col. X 10 cm	12.9 X 10 CM	5200 SR

**P01-8**  
 QUARTER

SIZE BY COL.	SIZE BY (CM)	PRICE
4Col. X 15 cm	12.9 X 15 CM	7800 SR

**S1**

SIZE BY COL.	SIZE BY (CM)
8Col. X 8 cm	26 X 8 CM

LAST PAGE	8320 SR
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INSIDE PAGES	6400 SR <b>G</b>
----- SR	<b>N</b>

**S2**

SIZE BY COL.	SIZE BY (CM)
8Col. X 6 cm	26 X 6 CM

LAST PAGE	6240 SR
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INSIDE PAGES	4800 SR <b>G</b>
----- SR	<b>N</b>

**S4**

SIZE BY COL.	SIZE BY (CM)
4Col. X 5 cm	12.9 X 5 CM

LAST PAGE	2600 SR
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INSIDE PAGES	2000 SR <b>G</b>
----- SR	<b>N</b>

**S5**

SIZE BY COL.	SIZE BY (CM)
4Col. X 10 cm	12.9 X 10 CM

LAST PAGE	5200 SR
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INSIDE PAGES	4000 SR <b>G</b>
----- SR	<b>N</b>

**S3**

**QUARTER**

SIZE BY COL.	SIZE BY (CM)
4Col. X 15 cm	12.9 X 15 CM

LAST PAGE	7800 SR
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INSIDE PAGES	6000 SR <b>G</b>
----- SR	<b>N</b>

**S8**

SIZE BY COL.	SIZE BY (CM)
3Col. X 8 cm	9.6 X 8 CM

LAST PAGE	3120 SR
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INSIDE PAGES	2400 SR <b>G</b>
----- SR	<b>N</b>

**S9**

SIZE BY COL.	SIZE BY (CM)
5Col. X 8 cm	16.2 X 8 CM

LAST PAGE	5200 SR
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INSIDE PAGES	4000 SR <b>G</b>
----- SR	<b>N</b>

**S10**

SIZE BY COL.	SIZE BY (CM)
8Col. X 3 cm	26 X 3 CM

LAST PAGE	3120 SR
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INSIDE PAGES	2400 SR <b>G</b>
----- SR	<b>N</b>

**S12**

SIZE BY COL.	SIZE BY (CM)
4Col. X 3 cm	12.9 X 3 CM

LAST PAGE	1560 SR
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INSIDE PAGES	1200 SR <b>G</b>
----- SR	<b>N</b>

**S13**

SIZE BY COL.	SIZE BY (CM)
4Col. X 8 cm	12.9 X 8 CM

LAST PAGE	4160 SR
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INSIDE PAGES	3200 SR <b>G</b>
----- SR	<b>N</b>

**S14**

SIZE BY COL.	SIZE BY (CM)
2Col. X 6 cm	6.3 X 6 CM

LAST PAGE	1560 SR
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INSIDE PAGES	1200 SR <b>G</b>
----- SR	<b>N</b>

**S11**

SIZE BY COL.	SIZE BY (CM)
4Col. X 18 cm	12.9 X 18 CM

LAST PAGE	9360 SR
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INSIDE PAGES	7200 SR <b>G</b>
----- SR	<b>N</b>

S15

SIZE BY COL.	SIZE BY (CM)
6Col. X 20 cm	19.5 X 20 CM
LAST PAGE	15600 SR
INSIDE PAGES	12000 SR <b>G</b> ----- SR <b>N</b>

S17

SIZE BY COL.	SIZE BY (CM)
6Col. X 10 cm	19.5 X 10 CM
LAST PAGE	7800 SR
INSIDE PAGES	6000 SR <b>G</b> ----- SR <b>N</b>

S16

SIZE BY COL.	SIZE BY (CM)
2Col. X 30 cm	6.3 X 30 CM
LAST PAGE	7800 SR
INSIDE PAGES	6000 SR <b>G</b> ----- SR <b>N</b>

S18

SIZE BY COL.	SIZE BY (CM)
5Col. X 25 cm	16.2 X 25 CM
LAST PAGE	16250 SR
INSIDE PAGES	12500 SR <b>G</b> ----- SR <b>N</b>

S19

SIZE BY COL.	SIZE BY (CM)
5Col. X 5 cm	16.2 X 5 CM
LAST PAGE	3250 SR
INSIDE PAGES	2500 SR <b>G</b> ----- SR <b>N</b>

S20

SIZE BY COL.	SIZE BY (CM)
3Col. X 30 cm	9.6 X 30 CM
LAST PAGE	11700 SR
INSIDE PAGES	9000 SR <b>G</b> ----- SR <b>N</b>



RIYADH **DOT**

## TARGETING POINTS



RESIDENTIAL  
COMPOUNDS



HOSPITALS  
STAFF HOUSING



MALLS



COMMERCIAL  
COMPOUNDS



NEIGHBORHOODS

## COVER JACKET

66 X 29 CM DOUBLE SPREAD ( 4PAGES )

**35.000 S.R**

OFFER INCLUDING



## PAID & FREE ADS POLICY

PAID	FREE
3	1
6	2

Publication Size:  
& Materials to be Published

DOT advertising newsletter is a tabloid size publication 290X330 mm & its printed Computer to plate (CTP) that requires digital ad files. Acceptable file formats are PDF and press-ready PDF. PDFs generated from Adobe Indesign or Illustrator should be made with settings based on the "Press Quality" job options. Make sure images are CMYK and at least 230 dpi. Supply all fonts, including those in place or embedded graphics.

TECHNICAL SPECIFICATIONS

COL. WIDTH	3 CM
PAGE WIDTH (ARTBOX)	8 COL. ( 26 CM )
PAGE HIGHT (ARTBOX)	30 CM

COL. WIDTH BY (CM)

1 COL	3 cm	5 COLS	16.2 cm
2 COLS	6.30 cm	6 COLS	19.5 cm
3 COLS	9.60 cm	7 COLS	22.7 cm
4 COLS	12.9 cm	8 COLS	26 cm

UNIT PRICING

PAGE 01	سعر العمود / سم CM/COL. PRICE	130 SR
PAGE 01 HEADER	سعر العمود / سم CM/COL. PRICE	250 SR
LAST PAGE	سعر العمود / سم CM/COL. PRICE	130 SR
INSIDE PAGES	سعر العمود / سم CM/COL. PRICE	100 SR

FLYERS DISTRIBUTION

- A3
- A4
- A5

CALL US 2996224

STANDARD UNITS - RATES

FIRST PAGE

	SIZE	PRICE
1/2 Page (WIDE)	8Col X 15 cm	15600 SR
Quarter	4Col X 15 cm	7800 SR

LAST PAGE

	SIZE	PRICE
Full Page	8Col X 30 cm	31200 SR
1/2 Page (WIDE)	8Col X 15 cm	15600 SR
1/2 Page (Tall)	4Col X 30 cm	15600 SR
Quarter	4Col X 15 cm	7800 SR

INSIDE PAGES

	SIZE	PRICE
Full Page	8Col X 30 cm	24000 SR
1/2 Page (WIDE)	8Col X 15 cm	12000 SR
1/2 Page (Tall)	4Col X 30 cm	12000 SR
Quarter	4Col X 15 cm	6000 SR

250.000

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