

MEDIA KIT

2017



AL YAMAMAH PRESS EST

RIYADH
DOT:393

ADVERTISING RATES

REYADH نور DOT

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	8750 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

P01-4

P01-5

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

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

P01-6

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

REYADH DODJODJ

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	8750 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

P01-8

QUARTER

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

P01-10

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

S1

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

LAST PAGE	8320 SR
-----------	---------

INSIDE PAGES	6400 SR G
-----	SR N

S2

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

LAST PAGE	6240 SR
-----------	---------

INSIDE PAGES	4800 SR G
-----	SR N

S4

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

LAST PAGE	2600 SR
-----------	---------

INSIDE PAGES	2000 SR G
-----	SR N

S3

QUARTER

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

LAST PAGE	7800 SR
-----------	---------

INSIDE PAGES	6000 SR G
-----	SR N

S5

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

LAST PAGE	5200 SR
-----------	---------

INSIDE PAGES	4000 SR G
-----	SR N

S8

SIZE BY COL.	SIZE BY (CM)
3Col. X 8 cm	9.6 X 8 CM
LAST PAGE 3120 SR	
INSIDE PAGES	2400 SR G
	----- SR N

S9

SIZE BY COL.	SIZE BY (CM)
5Col. X 8 cm	16.2 X 8 CM
LAST PAGE 5200 SR	
INSIDE PAGES	4000 SR G
	----- SR N

S10

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

LAST PAGE	3120 SR
INSIDE PAGES	2400 SR G
	----- SR N

S12

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

LAST PAGE	1560 SR
------------------	---------

INSIDE PAGES	1200 SR G
	----- SR N

S13

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

LAST PAGE	4160 SR
------------------	---------

INSIDE PAGES	3200 SR G
	----- SR N

S14

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

LAST PAGE	1560 SR
------------------	---------

INSIDE PAGES	1200 SR G
	----- SR N

S11

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

LAST PAGE	9360 SR
------------------	---------

INSIDE PAGES	7200 SR G
	----- SR N

S15

SIZE BY COL.	SIZE BY (CM)
6Col. X 20 cm	19.5 X 20 CM

LAST PAGE	15600 SR
-----------	----------

INSIDE PAGES	12000 SR G
	----- SR N

S16

SIZE BY COL.	SIZE BY (CM)
2Col. X 30 cm	6.3 X 30 CM

LAST PAGE	7800 SR
-----------	---------

INSIDE PAGES	6000 SR G
	----- SR N

S17

SIZE BY COL.	SIZE BY (CM)
6Col. X 10 cm	19.5 X 10 CM

LAST PAGE	7800 SR
-----------	---------

INSIDE PAGES	6000 SR G
	----- SR N

S18

SIZE BY COL.	SIZE BY (CM)
5Col. X 25 cm	16.2 X 25 CM

LAST PAGE	16250 SR
-----------	----------

INSIDE PAGES	12500 SR G
	----- SR N

S19

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

LAST PAGE	3250 SR
-----------	---------

INSIDE PAGES	2500 SR G
	----- SR N

S20

SIZE BY COL.	SIZE BY (CM)
3Col. X 30 cm	9.6 X 30 CM

LAST PAGE	11700 SR
-----------	----------

INSIDE PAGES	9000 SR G
	----- SR N



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



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

PUBLISHED BY



AL YAMAMAH PRESS EST

TEL. 011 2996226 - 011 2996224 FAX. 011 4870983 INFO@DOT.SA.COM
KINGDOM OF SAUDI ARABIA - RIYADH P.O BOX 851 CODE 11421

011 2996224 - 011 2996225 - 011 2996226