

# Khaleej Times

## DIGITAL RATE CARD 2022

### Deliverables

### Net Amount (USD)

Direct Advertising (Standard Banners)	\$32 CPM
Direct Advertising (Rich Media)	\$100 CPM
Homepage Takeover HPTO	\$30,000 per day
Push Notification	\$4,000 per push
Email Marketing	\$8,000 per email blast
Press Release	\$1,500 per article
Video Content	\$12,500 per video
Podcast	\$10,000 per podcast

### Partner Content

For 1 day	\$5,000 per article
For 3 day	\$10,000 per article
For 7 day	\$15,000 per article

### Social Media

Image	\$1,500 per post
Video	\$2,000 per post

### Audience Targeting (Add on)

For Loyalist Audience	\$10 CPM
For Enthusiast Audience	\$8 CPM
For Casual & Fly By Audience	\$5 CPM
Additional Segmentation	\$12 CPM

For more inquiries, contact



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