

2010 REGIONAL RATES

ONLINE ADVERTISING 2010

www.executive-magazine.com

COVERS

Open Cover	\$ 13'000
Back Cover	\$ 10'000
Inside Front Cover	\$ 7'500
Inside Front Cover Spread	\$ 12'000
Inside Back Cover	\$ 6'500

SPECIAL POSITIONS

First Page Facing Content	\$ 6'500
Second Page Facing Content	\$ 6'500
Page 3-4-5	\$ 5'500
First Double Page Spread	\$ 10'000
Second Double Page Spread	\$ 9'250

RUN OF PAPER (4 Colors)

Full Page	\$ 5'000
Double Page Spread	\$ 9'000
Two Consecutive pages	\$ 8'000
FP Advertorial (W/Out Reporter)	\$ 4'000
Half Page	\$ 3'000
Quarter Page	\$ 2'000

RUN OF PAPER (B&W)

Full Page	\$ 3'000
Double Page Spread	\$ 5'400
Half Page	\$ 2'000
Quarter Page	\$ 1'000

OTHER RATES

ANY OTHER GUARANTEED POSITIONS
Add 10% to your normal rate to guarantee a particular position within the magazine (other than the positions mentioned above), i.e., Banking pages, Finance pages, etc...

FRONT COVER SPECIAL OPTIONS

Ask your sales representative about rates on cover belly bands, stickers, wrappers, and other promotional items.

MECHANICAL & MATERIAL REQUIREMENTS

FORMAT: Macintosh **SIZE:** Document setup should be set to trim size
ARTWORK: Photoshop EPS or TIFF **RESOLUTION:** Not less than 300 dpi
 Please maintain an orderly file structure on one CD. Include a color proof. NewsMedia s.a.l. will not be responsible for errors in advertisements due to the absence of a proof.

CONTACT DETAILS GCC OFFICE :

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JOB VACANCIES

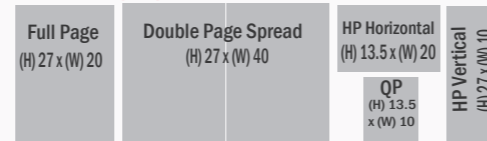
Full Page (4C)	\$ 4'000
Half Page (4C)	\$ 2'700
Quarter Page (4C)	\$ 1'700
Full Page (B&W)	\$ 2'700
Half Page (B&W)	\$ 1'700
Quarter Page (B&W)	\$ 1'000

SPECIAL DISTRIBUTION (W/OUT PRINTING)

All Quantity	\$ 6'500
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SPACE SIZE

Trim Size (cm)

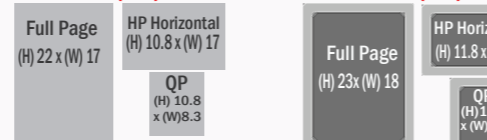


Bleed Size (cm)



JOB VACANCY

Trim Size (cm)



Bleed Size (cm)

RATES

Homepage

Top Banner	\$ 700
Rectangle Right	\$ 600
Rectangle Left	\$ 600
Bottom Banner	\$ 500
Page Peel	\$ 900
Welcome Ad Page Peel	\$ 1100

All Internal Pages

Rectangle Right #1	\$ 500
*Rectangle Right #2	\$ 600
Rectangle Left (both)	\$ 500

*Rectangle Right #2 is the only banner that is present in the subscription page

TECHNICAL INFORMATION

Ad Placement	Dimensions (Width - Height in pixels)	Max File Size
Top Banner	468-60	70 Kb
Rectangle Right	180-150	70 Kb
Rectangle Left	160-600	40 Kb
Bottom Banner	728-90	70 Kb
Page Peel	Small Picture: (W) 100 pixels (H) 100 pixels	10 Kb
	Big Picture: (W) 650 pixels (H) 650 pixels	10 Kb
Rectangle Right #1	180-150	70 Kb
*Rectangle Right #2	160-600	40 Kb
Rectangle Left (both)	180-150	70 Kb

FILE FORMAT: GIF or JPEG.

Any creative idea can be implemented. For more details about our online advertising , sponsorships, pricing, contact michele@executive.com.lb