

www.mpparabia.com / www.mpp-me.com
& AWJ B2B Newsletter Broadcast
2012 ADVERTISING RATE SHEET

Newsletter Frequency:

Weekly broadcasted each SUNDAY

Reasons to consider advertising on this site:

- * Guaranteed subscriber base of over 18,000 and growing. These are carefully sieved and closely identified top international decision makers. There is no wastage
- * Promoting your company and its products and / or services to potential local, regional and international clients
- * Direct & immediate response
- * A proven and tested medium
- * The site offers uniquely specialised services coupled with advanced technology applications in the Middle East
- * The site is local, regional and international in the scope of its reach
- * A specialised medium directly targeting the world of jewellery manufacturers and suppliers
- * Feedback is carefully monitored on a daily, weekly and monthly basis
- * Interactive website porter with newsletter broadcast facilities and occasional breaking news

Rates (in US Dollars) - per month

Position	Unit Price
Custom Size Banner	\$ 5,500
Leader board Top Banner	\$ 5,000
Medium Rectangle (Right Side Banner)	\$ 4,000
Newsletter Upper Banner	\$ 2,500
Watch of the Week	\$ 1,500

Database:

18,000 registered subscribers across the Middle East and around the world, with average **860** daily unique visitors. The coverage is truly global. The GCC constitutes **52.63%**, the Levant and North Africa **4.78%**, Europe, North & Latin America **15.5%**, the Indian Subcontinent **5.74%**, Far East / Asia **11.02%** and remainder of the world **10.33%**.

Mechanical Data & Technical Specifications:

- * Custom Size Banner: 980 pixels (Width) X 120 pixels (Height)
- * Leaderboard Top Banner: 728 pixels (Width) X 90 pixels (Height)
- * Medium Rectangle (Right Side Banner): 300 pixels (Width) X 250 pixels (Height)
- * Newsletter Upper Banner: 468 pixels (Width) X 60 pixels (Height)
- * Watch of the Week: 300 pixels (Width) X 250 pixels (Height)

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is published in conformity with Middle East press laws and in compliance with local and regional religious and cultural norms.

