

eid's Media Plan 23 Jun 21 - 28 Jul 21

Channel	Language	Position	Duration	Net Rate	Insert	Total
Al Arabiya 99	Arabic	Afternoon 13:01-16:00	20 sec	AED 600	10	AED 6000
		Breakfast 05:30-10:00	20 sec	AED 750	72	AED 54000
		Night 21:01-00:00	20 sec	AED 350	10	AED 3500
		Mid-Night 00:01-05:30	20 sec	AED 75	10	AED 750
Beat FM	English	Afternoon 13:01-16:00	20 sec	AED 600	10	AED 6000
		Breakfast 05:30-10:00	20 sec	AED 750	72	AED 54000
		Night 21:01-00:00	20 sec	AED 350	10	AED 3500
		Mid-Night 00:01-05:30	20 sec	AED 75	10	AED 750
Total						AED 128500
VAT					5%	AED 6425
Grand Total						AED 134925

W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W
23	24	25	26	27	28	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
					2							2							2							2						2			
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
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						2							2						2							2							2		
			2							2							2							2									2		
4	4	4	8	4	8	8	4	4	4	8	4	8	8	4	4	4	8	4	8	8	4	4	4	8	4	8	8	4	4	4	8	4	8	8	4