

Rate Card 2019

All rates are exclusive of UAE VAT. ARN Invoices will include UAE VAT over these rates.

Weekday & Weekend

Weekday	05:30 - 10:00 Breakfast	10:01 - 13:00 Mid-morning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Mid-night	06:00-21:00 BMAD	05:30-00:00 ROS
Al Arabiya 99	750	500	600	750	350	75	600	525
Al Khaleejia 100.9	600	450	600	600	350	50	525	475
City 101.6	775	500	500	775	250	75	550	425
Hit 96.7	450	300	300	450	200	50	350	300
Radio Shoma 93.4	450	300	300	450	200	50	325	275
Dubai 92	700	500	500	700	300	50	575	525
Dubai Eye 103.8	650	400	400	650	250	50	500	450
Tag 91.1	450	300	300	450	225	150	325	275
Virgin Radio 104.4	1600	800	800	1600	650	100	1150	1025
Dubai Dragon	75	75	75	75	75	75	75	75

Weekend	05:30 - 10:00 Breakfast	10:01 - 13:00 Mid-morning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Mid-night	10:00-21:00 BMAD	05:30-00:00 ROS
Al Arabiya 99	125	250	350	400	250	75	250	225
Al Khaleejia 100.9	100	250	325	325	250	50	225	200
City 101.6	150	325	375	375	250	75	250	225
Hit 96.7	100	250	350	350	200	50	225	200
Radio Shoma 93.4	50	250	300	350	175	50	175	150
Dubai 92	125	250	325	375	250	50	225	200
Dubai Eye 103.8	75	250	325	375	250	50	225	200
Tag 91.1	150	250	325	325	175	150	225	200
Virgin Radio 104.4	200	400	550	575	250	100	425	400
Dubai Dragon	75	75	75	75	75	75	75	75

Commercial Length Variations & Loadings

Applicable only if either Position or Time loading is selected

Note: For combination of both Position & Time Loading kindly contact your ARN Sales Representative.

		Loading % on 30s spot rate					
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break ¹	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break ²	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%

¹ E.g. - 45s spot 1st in Ad break, loading will be 189% of the 30s spot.

² TT or TMT - Total of the 2 spot durations (for TT) or 3 spot durations (for TMT) will determine the loading to be applied on 30s spot rate.
Eg. : Top 15 s & Tail 30s. Total - 45s. Then loading % for 45s will apply ie. 210% of 30s spot rate.

Production

Creative Rates	Product	Virgin Radio 104.4	City 101.6	Al Arabiya 99	Dubai 92	Dubai Eye 103.8	Al Khaleejia 100.9	Radio Shoma 93.4	Tag 91.1	Hit 96.7
	Commercial Production*30 sec	3,000	3,000	3,500	3,000	3,000	3,500	2,500	3,000	3,000

*Exclusive to ARN includes up to 2 x Voice Over

*Additional Voice Over's per Voice AED 500. Al Arabiya/ Al Khaleejia - AED 1,000

Live Reads	Duration	Virgin Radio 104.4	City 101.6	Al Arabiya 99	Dubai 92	Dubai Eye 103.8	Al Khaleejia 100.9	Radio Shoma 93.4	Tag 91.1	Hit 96.7
ROS Placement	15 sec	2,500	1,500	1,500	1,500	1,500	1,500	750	750	750
	30 sec	3,500	2,000	2,000	2,000	2,000	2,000	1,000	1,000	1,000
Specific Placement	15 sec	3,000	1,750	1,750	1,750	1,750	1,750	1,000	1,000	1,000
	30 sec	4,000	2,250	2,250	2,250	2,250	2,250	1,250	1,250	1,250

Production Timelines. 48hrs for scripting 48hrs for audio production

Note | 1. ROS (Run-of-station) bookings - Spots will be placed at best available times.

2. 7 days Cancellation notice will apply. All spots scheduled within 7 days of the cancellation notice will be charged at underlying contract rates.