

if it's in abu dhabi, it's on

# abudhabicityguide

a cyber gear e-Channel

## MEDIA KIT

## RATES

### Banner Advertising on Website

#### \*RoN – Run of Network

- Skyscraper banner 120x600, RoN\* - US\$ 2,000/month
- Leaderboard banner 728x90, RoN\* - US\$ 2,000/month
- Large rectangle banner 336x280, RoN\* - US\$ 2,000/month

### CPM (Cost per thousand impressions) rates for Banners on Website

- Leaderboard banner – US\$ 40 CPM
- Skyscraper banner – US\$ 35 CPM
- Space banner – US\$ 50 CPM

### Banner Advertisement on ADCG Newsletter distributed to 40,000+ subscribers

- Leaderboard banner 728x90 – US\$ 1000 per issue

### CPM (Cost per thousand impressions) rates for Email Campaigns

- Email campaigns – US\$ 250 CPM

### Company Listings

- Text listings with email and web address – Dhs 1,200/year (US\$ 326/year)
- Text listings with email, web address, image or company logo – Dhs 1,800/year (US\$ 490/year)
- Promotions for Stores, Restaurants & Hotels – Dhs 500/promotion or Dhs 12,000/year for unlimited promotions

### Social Media Marketing

- Five Tweets & Five Facebook Post every week – Dhs 7,500 per month

### Text Link on Homepage

- US\$ 200/month per link

For more information contact our representative at [dcg@cyber-gear.com](mailto:dcg@cyber-gear.com) or call us at +971 4 3312627

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#### Mode of Payment

