



2012

Advertising Options

A. Logo Advertising on Print Materials

Location	Price (QAR)
Newspaper Show ads	30,000
Magazine Show ads	15,000
Exhibition Floor Plan	9,000
Visitor Invitations	10,000
Visitor Invitation Envelopes	15,000
VIP Invitations	25,000
VIP Invitation Envelopes	30,000



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B. Online Advertising (Website & E-Newsletters)

E-Campaign Elements	Price (QAR)
Leader board (per page)	15,000
Pop up ads (per page)	12,000
Video Insertion (per page)	10,000
Vertical Banner (Per page)	9,000
Multi Page Unit Banner	12,000
Horizontal Banner (per page)	9000
Newsletter Top Banner	10,000
Newsletter Multi Page Unit Banner	15,000
Direct E-mail Marketing	1.2 per contact
Visitor Registration confirmation Message and e-badge	9,000



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C. Onsite Advertising - D. Show Catalogue

Ad Positioning	Price (QAR)
Full Page Ad	10,500
Double Page Spread	16,500
Half Page Ad	7,500
Quarter Page	5,000
Enhanced Company Profile (logo highlighted)	1,000
Inside Front Cover	13,000
Back Cover	13,000
Inside Back Cover	17,000
Page 1	13,000
Catalogue Bookmark	16,500



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E. Other Advertising Opportunities

Area of Exposure	Price (QAR)
Branded pens at visitors' registration desks	10,000
Flyer and gift Distribution on guests chairs during Cocktail Reception	8,000
Standing banners inside the ballroom	25,000