

## 2010 Media Kit



### Statistics for December 2010

Total hits – 16,200,176  
Total Visits – 102,084  
Total Page Views – 251,702  
New Visits – 72.44%  
Dubai Times Subscribers - 82,000

### Banner Advertising

- Skyscraper banner 468x60, RoN\* – US\$ 1,000/month
- Standard banner 468x60, Fixed on home page – US\$ 1,000/month
- 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
- Leader Board banner on Dubai City Guide News Alerts – US\$ 1000 per issue

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

- Standard Banner - US\$ 25 CPM
- Leaderboard Banner - US\$ 40 CPM
- Skyscraper Banner - US\$ 35 CPM
- Space Banner - US\$ 50 CPM

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

- Email campaigns - US\$ 150 CPM
- Also see [www.MiddleEastPostBox.com](http://www.MiddleEastPostBox.com)

### Company Listings

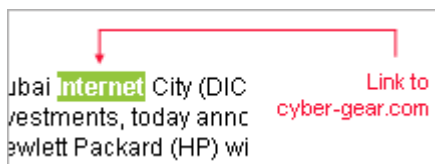
- Text listings with email and web address – Dhs 1,200/year (US\$ 326/year)
- Text listings with email, web address, image or company logo – Dhs 1,800/year Dhs 1,200/year (US\$ 500/year)

### Sponsored Links – US\$ 250/month



### Keyword Advertising - US\$ 500/month per keyword

Buy keywords - the keywords will be highlighted on all our news articles and special features with hyperlink to the website.



\*RoN – Run of network

For more information contact our representative at [dcg@cyber-gear.com](mailto:dcg@cyber-gear.com) or call us at 04 3312627

DubaiCityGuide.com is a Cyber Gear eVenture

### Mode of payment

Cyber Gear LLC.

P.O.Box 53735, 101, Khalid Al Attar Tower, Sheikh Zayed Road

Dubai, UAE Tel: 3312627; Fax: 3318812;

Email: [info@cyber-gear.com](mailto:info@cyber-gear.com) Web: [www.cyber-gear.com](http://www.cyber-gear.com)

We support the Go Green cause at [www.go-green.ae](http://www.go-green.ae). Print this only if necessary.

