

# 2011 Media Kit



## Statistics for June 2011

Total hits – 16,200,176  
 Total Visits – 65,036  
 Total Page Views – 158,026  
 New Visits – 69.24%  
 Dubai Times Subscribers - 85,000

### 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

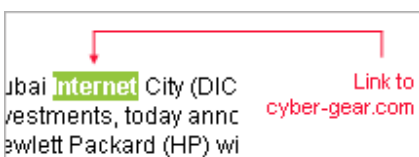
- Text listings with email and web address – Dhs 1,200/year (US\$ 326/year)
- Text listings with email, web address, image or company logo – Dhs 1,800/year

### 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.



## **Total stats for all city guides**

Total hits – 16,234,659  
Total Visits – 113,886  
Total Page - Views 274,864  
New visit – 83,498

*\*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**

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

## **Mode of payment**

