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An Analysis of Selected Online News Portals' Advertising Rates in the Arab World 2015

**Arab Advisors Group
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Section I: Introduction

This report analyzes and compares online advertising rates for eleven online news portals targeting the Arab World for 2015. The eleven portals covered in this report are: **Al Aan, Al Arabiya, Al Bawaba, Al Iqtisadi, Al Manar, AME Info, BBC Arabic, CNBC Arabia, Donia Al Watan, El Nashra** and **Elaph**. The portals and their web addresses are shown in **Exhibit 1** below.

Exhibit 1: The eleven analyzed portals and their web addresses

| Portal | Portal address |
|-----------------------|-------------------|
| AL Aan | alaan.tv |
| Al Arabiya | alarabiya.net |
| Al Bawaba | albawaba.com |
| Al Iqtisadi | ae.aliqtisadi.com |
| Al Manar | almanar.com.lb |
| AME info | ameinfo.com |
| BBC Arabic | bbc.co.uk |
| CNBC Arabia | cnbcarabia.com |
| Donia Al Watan | alwatanvoice.com |
| El Nashra | elnashra.com |
| Elaph | elaph.com |

Source: Online portals

The selected portals' content includes regional and international news, in addition to business, financial, sports and entertainment sections. The analysis of these eleven news portals gives a clear indication of the total portals' advertising market in the region.

The Interactive Advertising Bureau (IAB) is an organization dedicated to promoting interactive advertising in the marketplace. IAB establishes standards and guidelines for interactive advertising units such as defining standards for online ad banners. IAB also provides what is called a "Universal Advertising Package" that contains all necessary details for an agreed banner size and file size. The standard size for a "**Leader-board**" for example is (728x90) pixels, "**Skyscraper**" is (120x600) and a "**Rectangle**" is (180x150). **Appendix 1** gives an idea about the shapes and sizes of banners. The banner names and sizes in this report are not uniform due to the fact that every portal has a different naming convention. Instead, the report analyzes and compares the average price of a banner for each portal, where the average price of a banner is the average of the full listing of banners within that portal, excluding takeovers, interstitials, pre-rolls, videos and packaged ads.

Section II: Analysis of portals' advertising rates

The portals' analyzed billing methods are CPM and time-based billing. CPM is the abbreviation for "Cost per Impression", the letter M stands for the Roman numeral 1000 and it is the price model used to define the price per 1000 impressions of an advertisement. For instance, a CPM of US\$ 30 means that 1000 ad-impressions cost US\$ 30. In time-based billing, the prices are set for a day, a month, 3 months or sometimes a year. In this report, monthly-based billing was used to have a unified comparison base.

Eight out of the eleven analyzed news portals' prices for ads are in CPM, namely: Al Aan, Al Arabiya, Al Bawaba, Al Iqtisadi, AME info, BBC Arabic, El Nashra and Elaph. Al Manar, CNBC Arabia and Donia Al Watan portals adopt time-based billing.

Exhibit 2: Billing methods adopted by the portals

| Portal | CPM | Time-based billing |
|----------------|----------|--------------------|
| Al Aan | √ | |
| Al Arabiya | √ | |
| Al Bawaba | √ | |
| Al Iqtisadi | √ | |
| Al Manar | | √ |
| AME info | √ | |
| BBC Arabic | √ | |
| CNBC Arabia | | √ |
| Donia Al Watan | | √ |
| El Nashra | √ | |
| Elaph | √ | |
| Total | 8 | 3 |

Source: Online portals

CPM billing is getting more popular; as two of the analyzed portals (AME info and Elaph) have switched from time-based billing to CPM when comparing 2015's to 2013's billing methods. The portals and their adopted billing methods are shown in the Exhibit below, Al Aan, El Nashra and Al Iqtisadi where excluded for comparison purposes.

Exhibit 3: Comparison between 2013 and 2015's billing methods adopted by the portals.

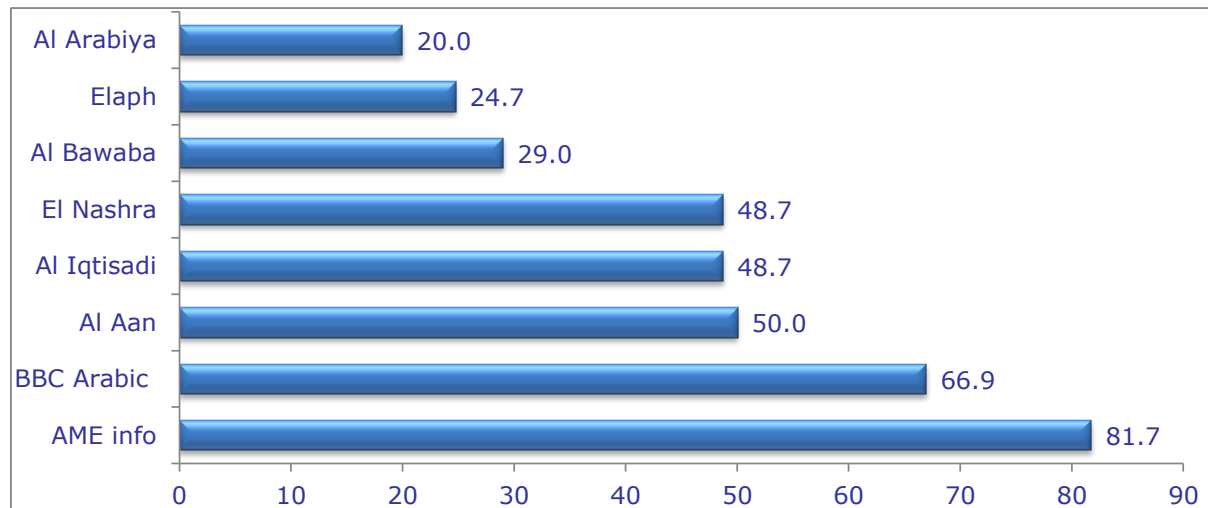
| Portal | 2013 | | 2015 | |
|----------------|----------|--------------------|----------|--------------------|
| | CPM | Time-based billing | CPM | Time-based billing |
| Al Arabiya | √ | | √ | |
| Al Bawaba | √ | | √ | |
| Al Manar | | √ | | √ |
| AME info | √ | √ | √ | |
| BBC Arabic | √ | | √ | |
| CNBC | | √ | | √ |
| Donia Al Watan | | √ | | √ |
| Elaph | √ | √ | √ | |
| Total | 5 | 5 | 5 | 3 |

Source: Online portals

Analyzing the average advertising rates of online portals in the Arab World, shows that AME Info and CNBC Arabia have the highest average rates for portals which adopt CPM billing and monthly billing, respectively. **Exhibits 4** and **6** list the average rates for the analyzed portals. In this report, Elaph's "News Wall Advertising" was removed from time-based billing analysis, as packaged ads were excluded for comparison purposes.

Exhibit 4: Online portal's average advertising rates for portals which adopt CPM billing

| Portal | Average advertising rate (US\$/CPM) | # of Types of banners for which average is calculated |
|-------------|-------------------------------------|---|
| AME info | 81.7 | 11 |
| BBC Arabic | 66.9 | 5 |
| Al Aan | 50.0 | 5 |
| Al Iqtisadi | 48.7 | 7 |
| El Nashra | 48.7 | 7 |
| Al Bawaba | 29.0 | 5 |
| Elaph | 24.7 | 6 |
| Al Arabiya | 20.0 | 8 |

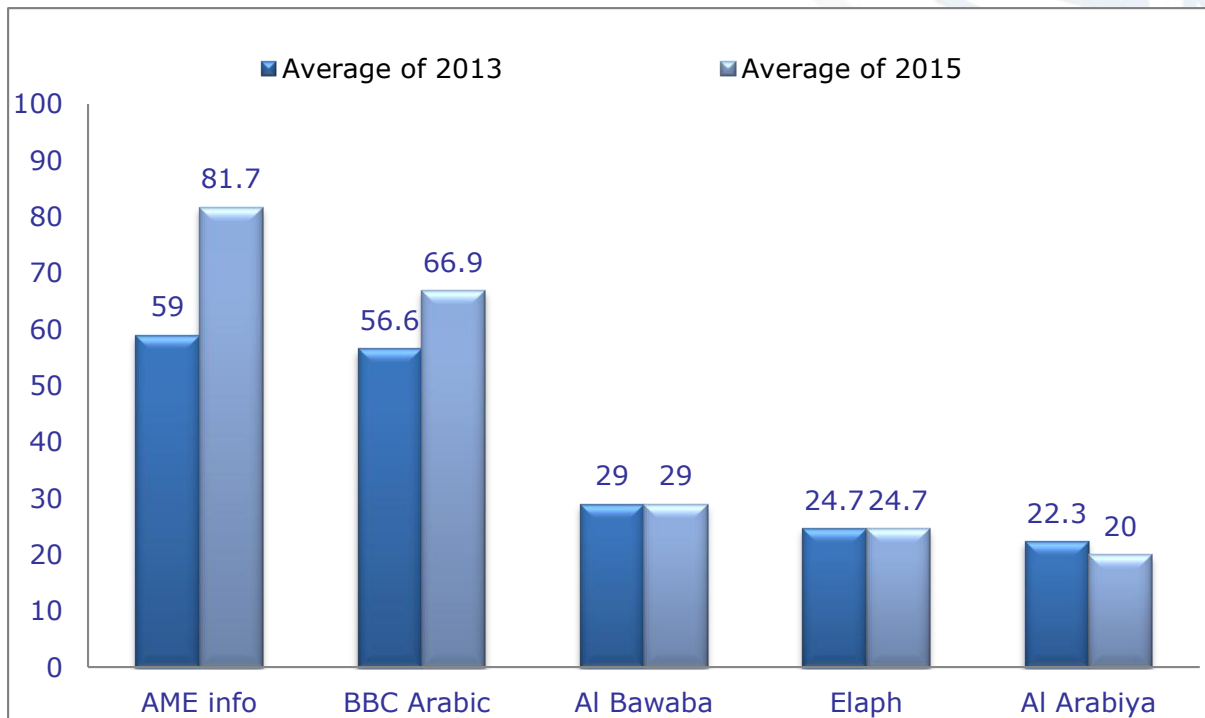


Source: Online portals, Arab Advisors Group

Amongst the five portals which adopt CPM billing; two portals' average advertising rates has increased when comparing 2015 to 2013's figures, these are; AME info and BBC Arabic. As shown below, AME info's average advertising rate has increased by 38.5%, followed by BBC Arabic, with an increase of 18.2%. Al Bawaba and Elaph's average rates remained the same, while Al Arabiya has decreased its average by 10.3%.

Exhibit 5: Average advertising rate (US\$/CPM) (2013 vs. 2015)

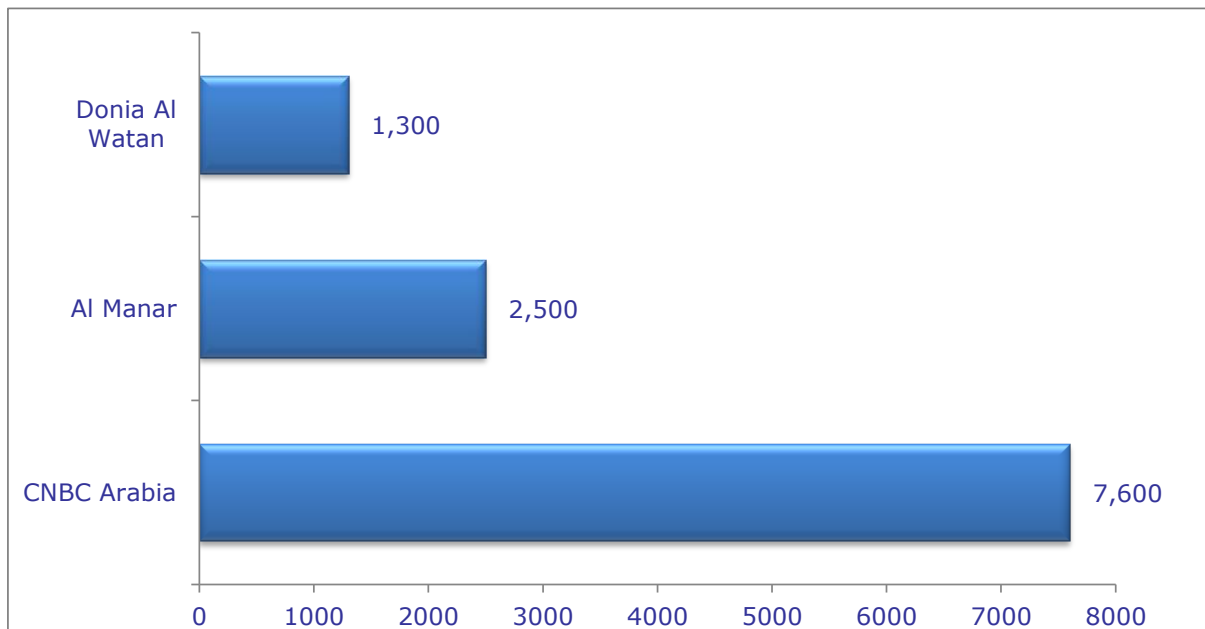
| | Average of 2013 | Average of 2015 | % Change in rates |
|------------|-----------------|-----------------|-------------------|
| AME info | 59 | 81.7 | 38.5% |
| BBC Arabic | 56.6 | 66.9 | 18.2% |
| Al Bawaba | 29 | 29 | 0.0% |
| Elaph | 24.7 | 24.7 | 0.0% |
| Al Arabiya | 22.3 | 20 | -10.3% |



Source: Online portals, Arab Advisors Group

Exhibit 6: Online portal's average advertising rates for portals which adopt monthly billing

| Portal | Average advertising rate (US\$/Month) | # of Types of banners for which average is calculated |
|----------------|---------------------------------------|---|
| CNBC Arabia | 7,600 | 5 |
| Al Manar | 2,500 | 4 |
| Donia Al Watan | 1,300 | 6 |

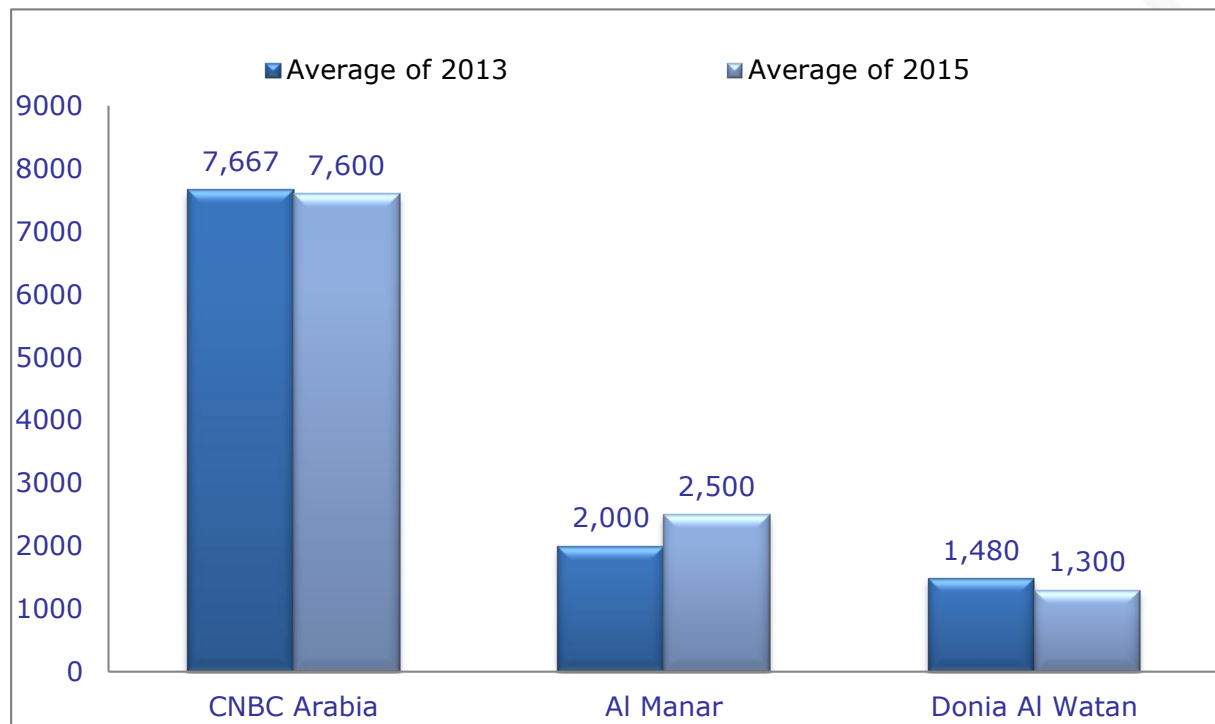


Source: Online portals, Arab Advisors Group

Donia Al Watan and CNBC Arabia's average advertising rates has decreased by 12.2 % and 0.9%, respectively, when comparing 2015 to 2013's rates. Al Manar's average rate scored an increase of 25.0% when comparing the same periods.

Exhibit 7: Average advertising rate (US\$/Month) (2013 vs. 2015)

| Portal | Average of 2013 | Average of 2015 | % Change in rates |
|-----------------------|-----------------|-----------------|-------------------|
| CNBC Arabia | 7,667 | 7,600 | -0.9% |
| Al Manar | 2,000 | 2,500 | 25.0% |
| Donia Al Watan | 1,480 | 1,300 | -12.2% |

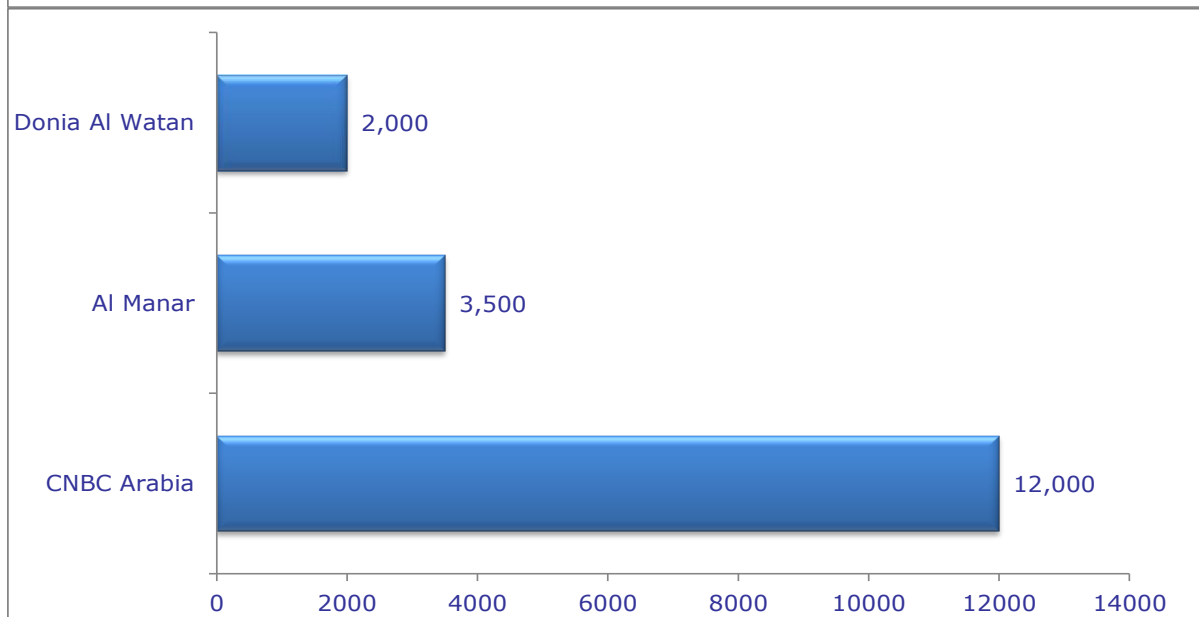
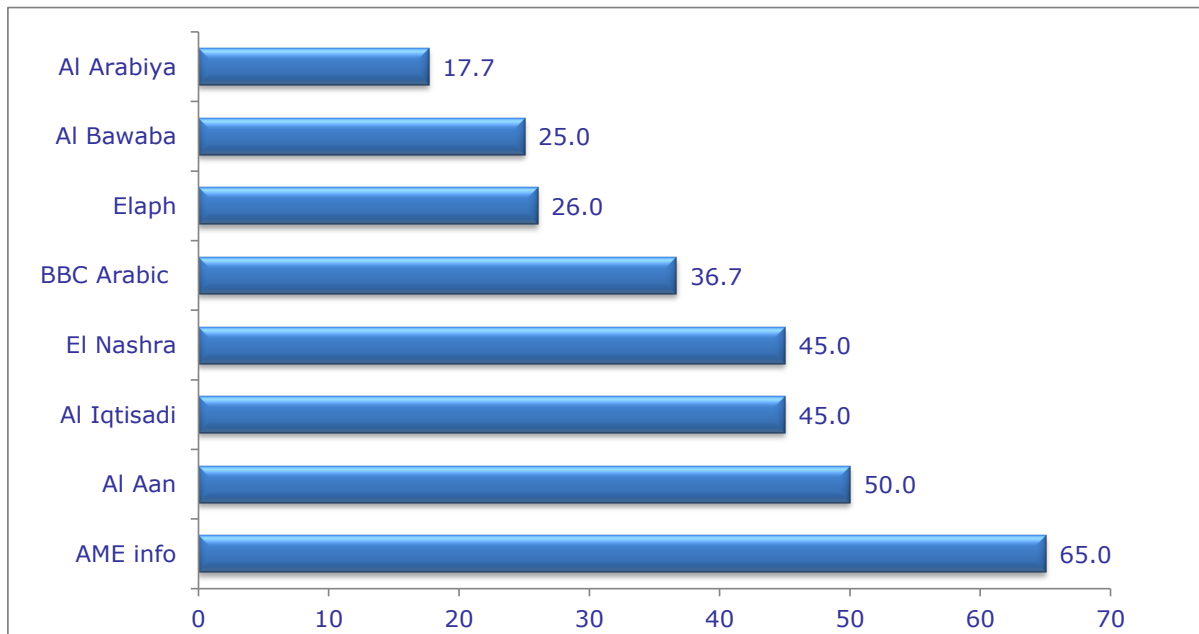


Source: Online portals, Arab Advisors Group

The "Leader-board" is a (728x90) pixels banner, and is part of the Universal Advertising Package defined by the IAB. **Exhibit 8** compares the average prices of leader-board banners. AME Info has the highest rate amongst the portals adopting CPM billing, priced at US\$ 65.0/ CPM and representing a 67.6% deviation from the total average price. Al Aan comes second at an average of US\$ 50.0. As for portals adopting monthly billing; CNBC Arabia, Al Manar and Donia Al Watan's Leader-boards are priced at US\$ 12,000/ Month, US\$ 3,500/Month and US\$ 2,000/ Month, respectively.

Exhibit 8: Online portals' leader-board rates

| Portal | Leader-board | CPM billing | | Monthly billing | |
|-----------------------|---------------|-------------|---------------------------|-----------------|---------------------------|
| | | US\$/ CPM | % Difference from average | US\$/ Month | % Difference from average |
| Al Aan | 728x90 | 50.0 | 28.9% | - | - |
| Al Arabiya | 728x90 | 17.7 | -54.5% | - | - |
| Al Bawaba | 728x90 | 25.0 | -35.6% | - | - |
| Al Iqtisadi | 728x90 | 45.0 | 16.0% | - | - |
| Al Manar | 999x120 | - | - | 3,500 | -40.0% |
| AME info | 728x90 | 65.0 | 67.6% | - | - |
| BBC Arabic | 728x90/970x90 | 36.7 | -5.5% | - | - |
| CNBC Arabia | 728x90 | - | - | 12,000 | 105.7% |
| Donia Al Watan | 728x90 | - | - | 2,000 | -65.7% |
| El Nashra | 728x90 | 45.0 | 16.0% | - | - |
| Elaph | 728x90 | 26.0 | -33.0% | - | - |
| Average | | 38.8 | | 5,833 | |

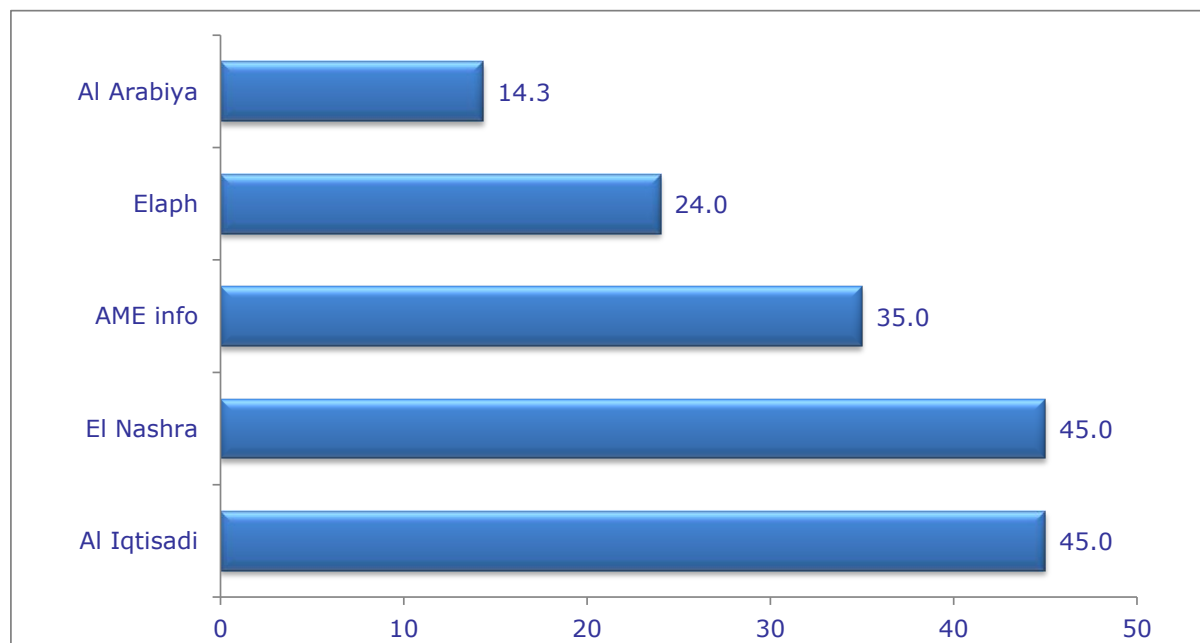


Source: Online portals, Arab Advisors Group

“Skyscraper” is a (120x600) pixels banner, and is part of the Universal Advertising Package defined by the IAB. **Exhibit 9** shows the percentage difference for the online portals’ skyscrapers with reference to their average price. Both Al Iqtisadi and Al Nashra have the highest rate standing at US\$ 45.0/ CPM, which is 37.8% higher than the average price, while Al Arabiya has the lowest rate priced at US\$ 14.3/ CPM, representing a percentage difference of 56.1 % less than the total average price.

Exhibit 9: Online portals’ skyscraper’s rates

| Portal | Skyscraper (120x600) US\$/ CPM | % Difference from average |
|--------------------|--------------------------------|---------------------------|
| Al Iqtisadi | 45.0 | 37.8% |
| El Nashra | 45.0 | 37.8% |
| AME info | 35.0 | 7.1% |
| Elaph | 24.0 | -26.5% |
| Al Arabiya | 14.3 | -56.1% |
| Average | 32.7 | |



Source: Online portals, Arab Advisors Group

Section III: An overview of portals' advertising rates

Al Aan

www.alaan.tv is the online presence of Al Aan TV channel. The channel is a Free to Air (FTA) general channel, headquartered in UAE and was launched in 2006. The portal was also launched in 2006, and provides regional and international news, in addition to live streaming of its TV channel and radio station.

Al Aan's online content includes:

- Latest news
- Regional news
- International news
- Sports news
- Financial news
- Science and technology
- Entertainment
- Dedicated section for women; beauty, health, parenting, kitchen...etc.
- Live TV and radio streaming
- On-demand video and audio streaming

Al Aan's online features include:

- Online polls
- Comments
- Social Media presence on Facebook , Twitter, Google+, YouTube, Instagram and Pinterest
- Tablet and mobile applications
- Online games

Exhibit 10 shows rates for Al Aan's advertising banners. The average price is US\$ 50.0/ CPM. As per Al Aan's online department, there were 56 million real visitors/viewers and 80 million page views in 2014.

Exhibit 10: Al Aan's advertising rates for 2015

| Ad type | Ad size | Price/ CPM (US\$) |
|--------------------------|---------|-------------------|
| Leaderboard | 728x90 | 50 |
| Medium rectangle | 300x250 | 50 |
| Square button | 125x125 | 40 |
| Standard banner | 468x60 | 50 |
| Entire background | | 60 |
| Average | | 50.0 |

Source: Al Aan, Arab Advisors Group

Al Arabiya

AlArabiya.net, launched by MBC group, is the online presence of Al Arabiya News Channel. The Arabic-language version of AlArabiya.net was launched on February 21, 2004 after a process of technical buildup and editorial planning that started with the launch of Al Arabiya TV in March 2003. The English news website was launched in August 2007. Versions in Farsi and Urdu followed in March 2008, catering specifically to audiences in Iran, Pakistan, Afghanistan and parts of the Indian sub-continent.

Al Arabiya's website content includes:

- News update
- Regional news
- International news
- Financial news
- Business and technology
- Entertainment
- Lifestyle; fashion, beauty, art, healthy living ...etc.
- Sports news
- Al Arabiya programs
- Al Arabiya videos
- Al Arabiya studies
- Weather forecast
- Live streaming of Al Arabiya channel

Al Arabiya's website features include:

- Comments
- Online polls
- Interactive library
- News delivery through Email
- Social media presence on Facebook, YouTube, Twitter, Instagram and Google+.
- RRS Service (Really Simple Syndication)
- Tablet and mobile applications
- AL Arabiya WEB TV allows English speaking viewers to watch Al Arabiya News bulletins and programs by providing original transcriptions and subtitles in English
- Al Arabiya Mobile Service through SMS and MMS: breaking, business, sports and variety news updates. The service is available in twelve countries; Saudi Arabia, UAE, Kuwait, Oman, Yemen, Bahrain, Iraq, Lebanon, Egypt, Jordan, Palestine and Sudan

The price of a banner on Al Arabiya's portal varies according to the targeted region. For example, a leader-board targeting Egypt costs US\$ 6.0/ CPM, while the cost for the same ad targeting North African and Levant countries is US\$12/ CPM, while the GCC's rate is US\$ 35.0/ CPM. **Exhibit 11** lists Al Arabiya's banner rates. The average for Al Arabiya's rates is US\$ 20.0/ CPM.

Exhibit 11: Al Arabiya's advertising rates for 2015

| Ad type | Ad size | Price/ CPM (US\$) | | |
|------------------------------------|------------------|-------------------|-------------------------|-------------|
| | | Egypt | Levant/ North Africa | GCC |
| Leader-board | 728x90 | 6 | 12 | 35 |
| Expandable leader | 728x270 | 8 | 14 | 40 |
| Medium rectangle | 300x250 | 8 | 14 | 40 |
| Expandable medium rectangle | 600x250 | 10 | 16 | 45 |
| Skyscraper | 120x600 | 5 | 8 | 30 |
| Wide skyscraper | 160x600 | 5 | 8 | 20 |
| Roadblock | 728x90 - 300x250 | 14 | 26 | 75 |
| Live streaming* | TVC | 20 | 20 | 60 |
| Video On Demand (VOD)* | TVC | 20 | 20 | 50 |
| Mobile leader | 216x36 | 10 | 10 | 20 |
| Takeover or sponsorship | | Case by case | | |
| Average (By region)** | | 8.3 | 13.5 | 38.1 |
| Total Average | | 20.0 | | |

*Maximum duration of 30 seconds

** The average excludes live streaming and VOD rates

Source: Al Arabiya, Arab Advisors Group

"Aswaq" is part of Al Arabiya's portal, launched in 2006. Aswaq is dedicated to business-related news focusing on the Middle East region in general and on the GCC. The price of a banner on Aswaq also varies according to the targeted region. It includes the following sections:

- Homepage: Where all news items are published
- Financial market stock prices
- Oil and gas
- Economy
- Real Estate
- Companies news
- Banking and Sharia compliant finance
- Travel and tourism

The average for Aswaq advertising rates is US\$ 22.3/ CPM.

Exhibit 12: Aswaq's advertising rates for 2015

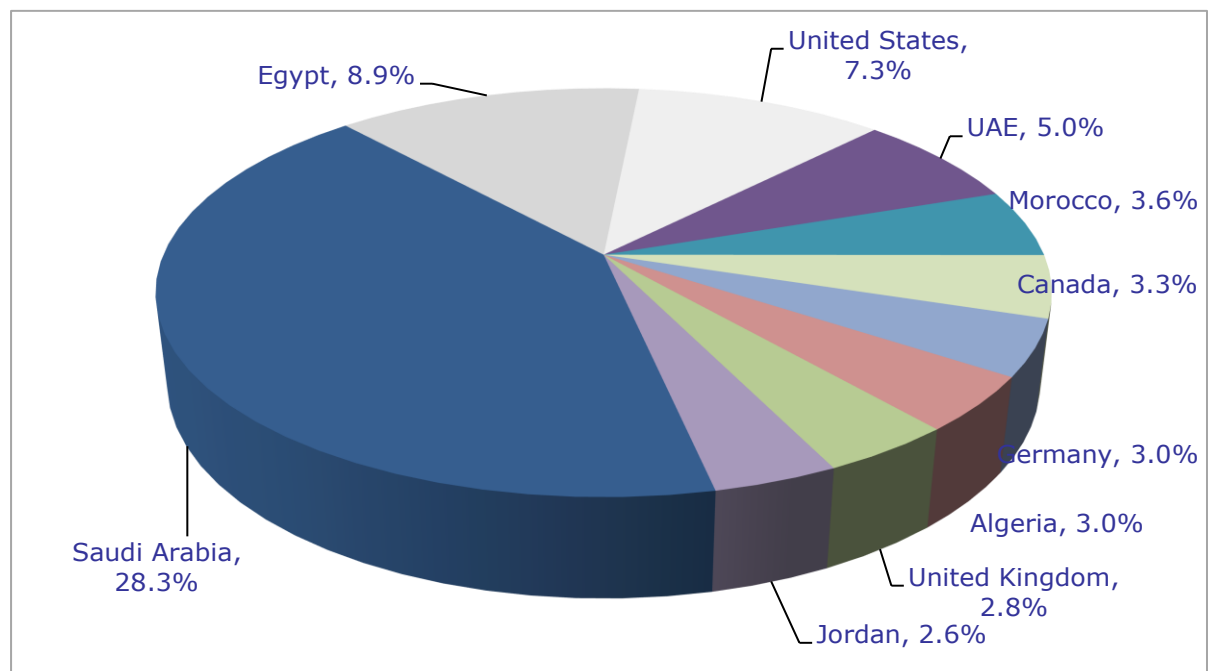
| Ad type | Ad size | Price/ CPM (US\$) | | |
|------------------------------------|------------------|-------------------|-------------------------|-------------|
| | | Egypt | Levant/ North Africa | GCC |
| Leaderboard | 728x90 | 6 | 12 | 40 |
| Expandable leader | 728x270 | 8 | 14 | 45 |
| Medium rectangle | 300x250 | 8 | 14 | 45 |
| Expandable medium rectangle | 600x250 | 10 | 16 | 50 |
| Skyscraper | 120x600 | 5 | 8 | 30 |
| Wide skyscraper | 160x600 | 5 | 8 | 20 |
| Roadblock | 728x90 – 300x250 | 14 | 26 | 85 |
| Takeover or sponsorship | | Case by case | | |
| Average (By region) | | 8.0 | 14.0 | 45.0 |
| Total Average | | 22.3 | | |

Source: Al Arabiya, Arab Advisors Group

According to Al Arabiya, the number of unique browsers in January 2015 reached 7,661,232. By end of 2012, Al Arabiya's portal was mostly visited from Saudi Arabia, the exhibit below details further.

Exhibit 13: Al Arabiya's unique visitors' breakdown by country (2012).

| Country | % of Unique visitors |
|-----------------------|----------------------|
| Saudi Arabia | 28.3% |
| Egypt | 8.9% |
| United States | 7.3% |
| UAE | 5.0% |
| Morocco | 3.6% |
| Canada | 3.3% |
| Germany | 3.0% |
| Algeria | 3.0% |
| United Kingdom | 2.8% |
| Jordan | 2.6% |
| Others | 32.2% |



Source: Al Arabiya, Arab Advisors Group

Al Bawaba

Al Bawaba means "The Gateway" in Arabic. The portal is available in Arabic and English and was launched in 2000. Headquartered in Amman with an office in the UAE, Al Bawaba provides extensive Middle East content to international and regional clients.

Al Bawaba's online content includes:

- Latest news
- Regional news
- International news
- Business news
- Entertainment
- Sports news
- Country specific news
- Press releases
- Music
- Weather forecast

Al Bawaba's online features include:

- Blogs
- Comments
- Social media presence on Facebook, Twitter and Google+
- RSS service

Exhibit 14 shows rates for Al Bawaba's standard banners. The average price is US\$ 29.0/ CPM.

Exhibit 14: Al Bawaba's advertising rates for 2015

| Ad type | Ad size | Price (US\$/ CPM) |
|-----------------------------------|------------------------|-------------------|
| Space banner | 220x550 | 25.0 |
| Leader-board | 728x90 | 25.0 |
| Skyscraper | 120x600 | NA |
| Blaster | 400x400 (maximum size) | 45.0 |
| Big square button | 200x200 | 25.0 |
| Medium rectangle | 300x250 | 25.0 |
| Video streaming (TVC) | 287x234 | NA |
| Sponsorships/ Takeovers/ Skinning | NA | P.O.A.* |
| Average** | | 29.0 |

* Price on application (P.O.A)

**The average excludes video streaming rate

Source: Al Bawaba, Arab Advisors Group

The Al Bawaba network consists of several web portals and media platforms, these are:

- Al Bawaba Blogs (blogs.albawaba.com) where users can start their blogs and broadcast themselves and their views.
- Sharekna (www.sharekna.com) is an Arabic-English online photo and video management service.
- Al Bawaba Music (music.albawaba.com) was developed in 2005 in cooperation with Melody TV. The site allows users to listen, watch, rate and purchase songs and videos.
- Syndigate Content (www.syndigate.info) is a digital content syndication service provided by Al Bawaba Middle East Limited.

Exhibit 15 below shows the advertising rates for Al Bawaba Music, Sharekna and Al Bawaba Blogs.

Exhibit 15: Al Bawaba Blogs, Al Bawaba Music and Sharekna's advertising rates for 2015

| Ad type | Ad size | Price (US\$/ CPM) | | |
|--------------------------------------|---------------------------|-------------------|-------------|-----------------|
| | | Al Bawaba Music | Sharekna | Al Bawaba Blogs |
| Space banner | 220x550 | 25.0 | 25.0 | 25.0 |
| Leader-board | 728x90 | 25.0 | 25.0 | NA |
| Skyscraper | 120x600 | 25.0 | 25.0 | 25.0 |
| Blaster | 400x400 (maximum size) | 45.0 | 45.0 | NA |
| Big square button | 200x200 | NA | NA | NA |
| Medium rectangle | 300x250 | NA | NA | NA |
| Video streaming (TVC) | 287x234 | 55.0 | 55 | NA |
| Sponsorships/ Takeovers/ Skinning | NA | P.O.A. | P.O.A. | P.O.A. |
| Average* | | 30.0 | 30.0 | 25.0 |

*The average excludes video streaming rate

Source: Al Bawaba, Arab Advisors Group

Al Iqtisadi

An Arabic-language online portal for business news and information, focusing on the Arab World. The portal was launched in 2008 in the UAE.

Al Iqtisadi's online content includes:

- Latest news
- Local news
- Regional news
- International news
- Al Iqtisadi videos
- Country specific news
- Sports news
- Financial news
- Business directory
- The Emirati history

Al Iqtisadi's online features include:

- Newsletter
- Comments
- Social media presence on Facebook , Twitter, Google+ and Linked In
- Prayer times
- Job search

Exhibit 16 shows the rates for Al Iqtisadi's standard banners. The average price is US\$ 48.7/ CPM; this average excludes Run of Network (RON) ads. According to Dotmena, an online advertising network that runs ads on over 2,000 websites, there were 1,321,582 page views and 137,843 unique visitors in 2014.

Exhibit 16: Al Iqtisadi's advertising rates for 2015

| Ad type | Ad size | Price/ CPM (US\$) |
|-----------------------------|----------------|-------------------|
| Medium rectangle | 300x250 | 45 |
| Expandable medium rectangle | 300x (250-550) | 50 |
| Leaderboard | 728x90 | 45 |
| Expandable leaderboard | 728x(90-300) | 50 |
| Pushdown leaderboard | 728x(90-300) | 54 |
| Skyscraper | 120x600 | 45 |
| Half page | 300x600 | 52 |
| Average | | 48.7 |

Source: Dotmena, Arab Advisors Group

Exhibit 17: Al Iqtisadi's Run of Network advertising rates for 2015

| Ad type | Ad size | Price/ CPM (US\$) | |
|-----------------------|---------|--------------------|--------------------|
| | | Excluding AME Info | Including AME Info |
| RON- Medium rectangle | 300x250 | 50 | 60 |
| RON- Half page | 300x600 | 58 | 68 |
| RON- Leaderboard | 728x90 | 50 | 60 |
| RON- Billboard | | 65 | 75 |
| Average | | 55.8 | 65.8 |

Note: The network includes portals such as; AMEinfo, SMEinfo, El Nashra, Kippreport, Saneou Al Hadath, Trends, Communicate and GMR.

Source: Dotmena, Arab Advisors Group

Al Manar

Almanar.com.lb is the online presence of the Lebanese satellite TV, Al Manar. The TV station started its terrestrial transmission in 1991 and its satellite broadcast in 2000. The Arabic Islamic TV station is part of the Lebanese Communication Group and is affiliated with "Hezboallah". The website is available in Arabic, English, French and Spanish.

Al Manar's online content includes:

- Latest news
- Regional news
- International news
- Sports news
- Pages; Cultural, economic, scientific, religious pages...etc.
- Live streaming of Al Manar channel
- Country specific news
- Al Manar programs
- Al Manar videos
- Weather forecast

Al Manar's online features include:

- Online polls
- Comments
- Prayer times
- Archives
- Mailing list
- Social media presence on Facebook, Twitter, YouTube and Google+
- Tablet and mobile applications
- News alerts on Whatsapp and Telegram applications
- RSS service
- Al Manar WAP

Exhibit 18 shows rates for Al Manar's standard banners. The average price is US\$ 2,500/ Month. According to Al Manar, number of portal visits during 2013 amounted to 329.3 million visits.

Exhibit 18: Al Manar's advertising rates for 2015

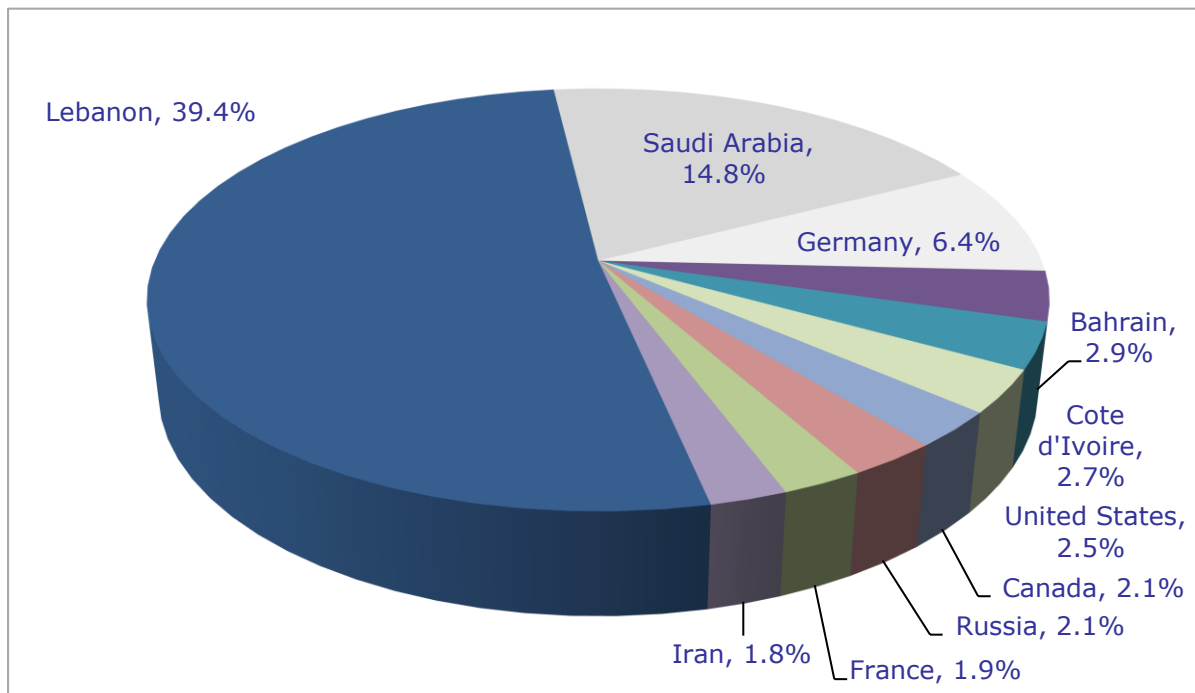
| Ad type | Ad size | Price/ Month (US\$) |
|---------------------------|---------|---------------------|
| Super leader board | 999x120 | 3,500 |
| Medium rectangle | 300x250 | 2,000 |
| Wide skyscraper | 160x600 | 2,500 |
| Banner | 630x100 | 2,000 |
| Live stream | | |
| Standard Banner | 468x60 | 2,500 |
| Wide skyscraper | 160x600 | 3,000 |
| Average* | | 2,500 |

*The average excludes live streaming rates.

Source: Al Manar, Arab Advisors Group

Exhibit 19: Al Manar's visitors' breakdown by country (2013)

| Country | Visitors breakdown |
|---------------|--------------------|
| Lebanon | 39.4% |
| Saudi Arabia | 14.8% |
| Germany | 6.4% |
| Bahrain | 2.9% |
| Cote d'Ivoire | 2.7% |
| United States | 2.5% |
| Canada | 2.1% |
| Russia | 2.1% |
| France | 1.9% |
| Iran | 1.8% |
| Others | 23.4% |



Source: Al Manar

AME Info

Established in 1996, AME Info is a business portal for news and information focusing on the Middle East in the English language. **Exhibits 20** and **21** show AME Info's banners rates, average price is US\$ 81.7/ CPM.

AME Info's online content includes:

- Finance and economy
- Technology
- Energy
- Real estate and constructions
- Transport and tourism
- Media and marketing
- Luxury and lifestyle
- World news
- Latest jobs

AME Info's online features include:

- Comments
- Archives
- Social media presence on Facebook and Twitter
- RSS service
- Business directory

AME Info' ads are priced in CPM billing, the rates are shown in **Exhibit 20**. The average price for the portal's ads is US\$ 81.7; this average excludes RON ads. According to Dotmena, there were 1,303,990 unique visits and 8,388,810 page views in 2014.

Exhibit 20: AME Info's advertising rates for 2015

| Ad type | Dimensions | Price/ CPM (US\$) |
|--------------------------------------|---------------------|-------------------|
| Medium rectangle | 300x250 | 80 |
| Expandable medium rectangle-1 | 300x(250-550) | 88 |
| Expandable medium rectangle-2 | (300x250)-(600x800) | 96 |
| Leaderboard | 728x90 | 65 |
| Expandable leaderboard | 728x(90-300) | 70 |
| Pushdown leaderboard | 728x(90-300) | 95 |
| Skyscraper | 120x600 | 35 |
| Half page | 300x600 | 95 |
| Space banner | 220x550 | 80 |
| Billboard | 980x450 | 95 |
| Interstitial | 768x500 | 100 |
| RON- Medium rectangle | 300x250 | 60 |
| RON- Half page | 300x600 | 68 |
| RON- Leaderboard | 728x90 | 60 |
| RON- Billboard | | 75 |
| Average* | | 81.7 |

* The average excludes the RON ads.

Note: The network includes portals such as; Al Iqtisadi, El Nashra, SMEinfo, Kippreport, Saneou Al Hadath, Trends, Communicate and GMR.

Source: Dotmena, Arab Advisors Group

BBC Arabic

The British Broadcasting Corporation (BBC) is a British public service broadcasting corporation founded in 1922. On January 1938, BBC launched its first foreign language service; Arabic broadcasting to the Middle East. In 2008, BBC Arabic Television was launched, and it currently reaches its audience through TV, radio and Internet. BBC websites are available in 32 languages such as Arabic, Persian and Urdu, among others.

BBC Arabic's online content includes:

- Latest news
- Regional news
- International news
- Pages; Economy, culture and art, science and technology and sports pages
- BBC Arabic videos and programs
- BBC Arabic TV and radio's live streaming
- Weather forecast

BBC Arabic's online features include:

- Mailing list
- Social media presence on Facebook, YouTube, Twitter and Google+
- RSS service
- BBC Arabic's mobile site

Exhibit 21 below details BBC Arabic portal's advertising rates, the average rate for all ads listing is US\$ 66.9/ CPM. BBC.com is accessed from more than 200 countries; **Exhibit 22** shows the number of Arab World unique browsers. During October 2014, the portal was mostly visited from Saudi Arabia and Egypt. The percentages of monthly average portal's unique browsers from the aforementioned two countries were 23.7% and 23.4%, respectively.

Exhibit 21: BBC Arabic's advertising rates for 2015

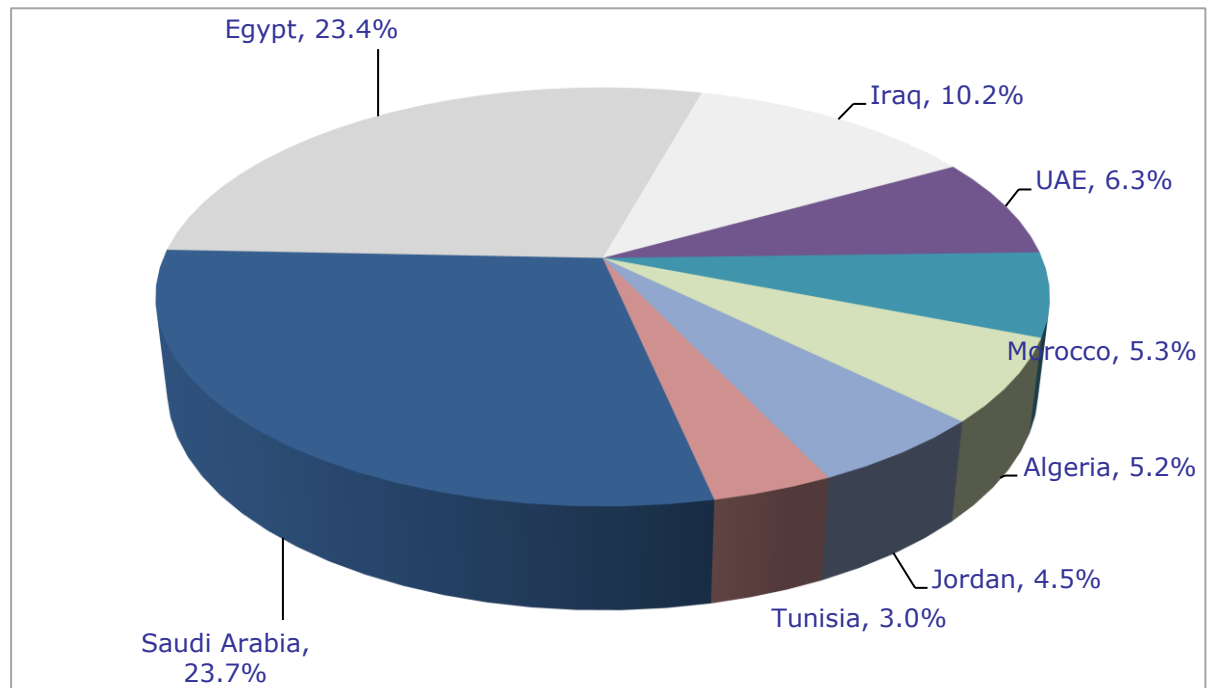
| Ad type | Ad size | Price/ CPM (US\$) | | |
|-------------------------|-----------------|-------------------|-------------|------------------|
| | | Home page | Run of site | Website sections |
| Leaderboard | 728x90/970x90 | 40 | 30 | 40 |
| Medium rectangle | 300x250 | 55 | 40 | 55 |
| Half page | 300x600 | 80 | 70 | 80 |
| Billboard | 970x250 | 100 | NA | 100 |
| Pushdown | 970x(66-418) | 90 | NA | 90 |
| Video | 512x288/300x250 | 90 | 75 | 90 |
| Average* | | | 66.9 | |

*The Video streaming rate was excluded from the average.

Source: BBC, Arab Advisors Group

Exhibit 22: Number of BBC.com's unique browsers (October 2014)

| Countries | Unique browsers (Monthly average) | % Unique browsers (Monthly average) |
|---------------------|--------------------------------------|--|
| Saudi Arabia | 131,814 | 23.7% |
| Egypt | 130,194 | 23.4% |
| Iraq | 56,999 | 10.2% |
| UAE | 35,195 | 6.3% |
| Morocco | 29,321 | 5.3% |
| Algeria | 29,153 | 5.2% |
| Jordan | 25,273 | 4.5% |
| Tunisia | 16,830 | 3.0% |
| Others | 102,081 | 18.3% |
| Total | 556,860 | |



Source: BBC, Arab Advisors Group

CNBC Arabia

www.cnbcarabia.com is the online presence of CNBC Arabia FTA channel. It was launched in June 2003, and focuses on providing regional and international economic and financial content from an Arabic perspective. The channel broadcasts from Dubai Media City and has offices in six other countries; Bahrain, Egypt, Kuwait, Qatar, Saudi Arabia and the United Kingdom. The online portal is available in Arabic language, while "Markets indices" section can be viewed in both Arabic and English languages.

CNBC Arabia's online content includes:

- Industry news: Banks and financial institutes, oil and energy, real estate and constructions, manufacturing and transport, travel and tourism, IT and telecom, agriculture and food
- Financial news
- Latest news
- Stock markets by country
- Markets indices; stock markets, currencies and commodities
- CNBC Arabia videos and programs
- CNBC Arabia TV live streaming
- Business directory
- Stock price ticker

CNBC Arabia's online features include:

- Newsletter
- Social media presence on Facebook, Twitter, YouTube, Instagram and Google+
- RSS service
- CNBC mobile

CNBC Arabia's advertising rates are detailed in **Exhibit 23** below, as seen in the exhibit; the average banner rate is US\$ 7,600/ Month.

Exhibit 23: CNBC Arabia's advertising rates for 2015

| Ad type | Ad size | Price (US\$/ Month) |
|---------------------------------|-------------------------|---------------------|
| Leaderboard | 728x90 | 12,000 |
| Half banner- Left | 289x75 | 4,000 |
| Half banner- Right | 275x75 | 4,000 |
| Skyscraper* | 235x variable (Max 700) | 10,000 |
| Half banner- Left (Inner pages) | 330x75 | 8,000 |
| Live stream advertising | 969x93 | 8,000 |
| Takeover (Home page) | - | 20,000 |
| Pre-roll (10 seconds) | - | 25,000 |
| Average** | | 7,600 |

*Skyscraper can be divided to smaller banners

** The average excludes takeover, 10-seconds pre-roll and live stream advertising.

Source: CNBC Arabia, Arab Advisors Group

Donia Al Watan

Donia Al Watan consists of two web portals; Donia Al Watan and Donia Al-Raai. Donia Al Watan, launched on April 15, 2003, is an electronic newspaper which focuses on Palestinian, Arab and International affairs. Donia Al-Raai's portal is specialized in literature and intellectuals; it includes articles, poetry, short stories, books, studies, among other.

Donia Al Watan online content includes:

- Latest news
- Local news
- Regional news
- International news
- Sports news
- Financial news
- Entertainment
- Donia Al Watan videos
- Donia Al Watan kids
- Donia Al Watan communities
- Country specific news

Donia Al Watan online features include:

- Newsletter
- Social Media presence on Facebook and Twitter
- RSS service
- SMS notifications
- Android application

Exhibit 24 shows rates for Donia Al Watan's standard banners. The average price is US\$ 1,300/ Month. According to the portal, there were 57,714,470 page views during January 2015.

Exhibit 24: Donia Al Watan's advertising rates for 2015

| Ad type | Ad size | Price (US\$) | | | |
|--|---------|--------------|--------------|--------------|---------------|
| | | 1 Month | 3 Months | 6 Months | 1 Year |
| Super leader board | 960x80 | 2,000 | 5,000 | 9,000 | 18,000 |
| Leader board (Below main article) | 728x90 | 2,000 | 5,000 | 9,000 | 18,000 |
| Side button | 220x100 | 2,000 | 5,000 | 9,000 | 18,000 |
| Banner (Between articles) | 728x90 | 1,000 | 2,500 | 4,500 | 7,000 |
| Banner (Between articles)-2 | 728x90 | 500 | 1,200 | 2,500 | 4,000 |
| Banner (Between articles)-3 | 728x90 | 300 | 800 | 1,500 | 2,500 |
| Average | | 1,300 | 3,250 | 5,917 | 11,250 |

Source: Donia Al Watan, Arab Advisors Group

El Nashra

Launched in 2007, the Lebanese based Arabic language news website provides worldwide and local news. El Nashra directs to www.eliktisad.com and www.elfann.com portals; which focus on economic and art issues, respectively.

El Nashra's online content includes:

- Latest news
- Local news
- Regional news
- International news
- Sports news
- Financial news
- El Nashra videos
- Stock markets
- Currency rates
- Weather forecast

El Nashra's online features include:

- Mailing list
- Social Media presence on Facebook, Twitter, Google+ and YouTube
- Tablet and mobile applications
- SMS notifications

El Nashra offers seven ad types, which range from US\$ 45.0/ CPM to US\$ 54.0/ CPM. The average price for all seven types is US\$ 48.7/ CPM; this average excludes RON ads. According to Dotmena there were 22,124,135 page views and 842,521 unique visitors in 2014.

Exhibit 25: El Nashra's advertising rates 2015

| Ad type | Ad size | Price/ Gross CPM (US\$) |
|-----------------------------|----------------|-------------------------|
| Medium rectangle | 300x250 | 45 |
| Expandable medium rectangle | 300x (250-550) | 50 |
| Leaderboard | 728x90 | 45 |
| Expandable leaderboard | 728x(90-300) | 50 |
| Pushdown leaderboard | 728x(90-300) | 54 |
| Skyscraper | 120x600 | 45 |
| Half page | 300x600 | 52 |
| Average | | 48.7 |

Source: Dotmena, Arab Advisors Group

Exhibit 26: El Nashra's Run of Network advertising rates for 2015

| Ad type | Ad size | Price/ CPM (US\$) | |
|-----------------------|---------|--------------------|--------------------|
| | | Excluding AME Info | Including AME Info |
| RON- Medium rectangle | 300x250 | 50 | 60 |
| RON- Half page | 300x600 | 58 | 68 |
| RON- Leaderboard | 728x90 | 50 | 60 |
| RON- Billboard | | 65 | 75 |
| Average | | 55.8 | 65.8 |

Note: The network includes portals such as; AMEInfo, Al Iqtisadi, SMEInfo, Kippreport, Saneou Al Hadath, Trends, Communicate and GMR.

Source: Dotmena, Arab Advisors Group

Elaph

Elaph.com is an Arabic news portal. The portal was launched in London on May 21, 2001. In addition to its home page, Elaph publishes specialist sections covering news, economy, culture, sports, entertainment, lifestyle and videos.

Elaph's online content includes:

- Latest news
- Regional news
- International news
- Sports news
- Financial news
- Entertainment
- Country specific news
- Elaph's own produced infotainment videos

Elaph's online features include:

- Comments
- Online polls
- Mailing list
- Social media presence on Facebook , Twitter, Google + and YouTube
- RSS service
- Tablet and mobile applications
- Elaph mobile portal

Elaph offers 6 ad types in addition to video advertising, see **Exhibit 27** below. Elaph's average advertising rate for home page and run of site ads is US\$ 24.7/ CPM. According to Elaph, the number of unique users in December 2012 was 939,717 users.

The portal also offers "News Wall Advertising" which includes a 728x90 leader-board, branded wallpaper background and branded header throughout the section or subsection, the prices are offered per month, **Exhibit 28** details further.

Exhibit 27: Elaph advertising rates for 2015

| Ad type | Ad size | Price (US\$/ CPM) | |
|--------------------------------|---------|-------------------|-------------|
| | | Home page | Run of site |
| Leader-board | 728x90 | 28.0 | 24.0 |
| Expandable leader-board | 728x180 | 32.0 | 28.0 |
| Skyscraper | 120x600 | 26.0 | 22.0 |
| Medium rectangle | 300X250 | 24.0 | 20.0 |
| Main banner | 728x90 | 24.0 | 20.0 |
| Half page | 300x600 | NA | 24.0 |
| Video advertising* | 30kb | 7,500 | NA |
| Average ** | | 24.7 | |

* Pre-roll video is available for a maximum duration of 30 seconds

** The average excludes video advertising.

Source: Elaph, Arab Advisors Group

Exhibit 28: Elaph's "News Wall Advertising" rates for 2015

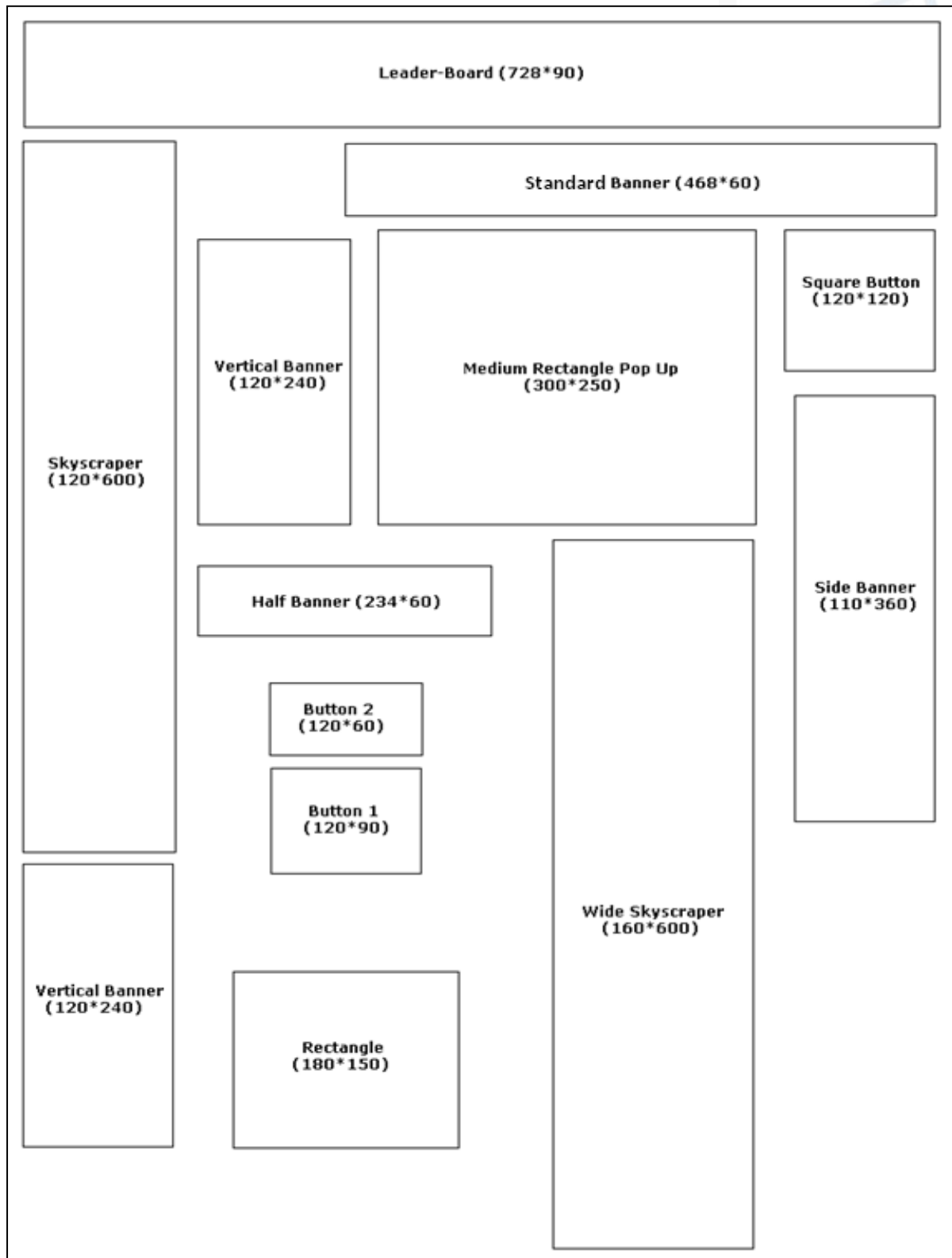
| Section | Price (US\$/ Month) | |
|--|---------------------|------------|
| | Section | Subsection |
| News | 9,500 | 4,000 |
| Business; Banking & Finance, Construction & Real Estate, Oil & Gas, Transport, Retail | 7,500 | 3,000 |
| Sport; Football, Tennis, Motorsport, Athletics, Basketball | 8,500 | 3,500 |
| Entertainment | 7,500 | 3,000 |
| Culture | 7,500 | 3,000 |
| Lifestyle; Fashion, ealth, Electronics, Travel, Motoring | 7,500 | 3,000 |
| Within any section* | 11,500 | - |

* Bespoke News Wall

Source: Elaph

Appendix 1: Online banners' sizes

The exhibit below gives an idea about the shapes and sizes of banners according to the IAB.





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