

digital
productionme.com

MEDIA PACK 2016

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digitalproductionME.com is the premier website for broadcast, film & TV production and live events production in the Middle East. It gives industry professionals a unique perspective on current and future trends with analysis and insights, plus up-to-the-minute news on all aspects of the industry.

digitalproductionME.com has a dedicated editorial team working to bring its readers the latest news and key insights.

SITE USAGE per month



39,312

Average Unique Users

118,103

Average Page Impressions

digitalproduction.com is the companion website for for:

digitalstudio

sound&stage MIDDLE EAST

digital middle east
broadcast

CommsMEA
Critical analysis for telecommunications executives

Reach and Availability

digitalproductionME is used as a daily resource by film & TV, broadcast and live event professionals including:

- Broadcast technicians
- System integrators
- Satelite professionals
- Consultants
- Producers
- Governments
- Project Managers
- Event directors



Breakdown by Geography

- * UAE
- * Kuwait
- * Oman
- * Qatar
- * Bahrain
- * Saudi Arabia





Leaderboard
Size: 728x90
Format: GIF - Flash - Tags

MPU
Size: 300x250
Format: GIF - Flash - Tags

White Space Banner
Size: 220x550
Format: GIF - Flash - Tags

Dedicated E-newsletter

digitalproductionME e-newsletter reaches more than 15,200 subscribers

The e-newsletter is a direct communication that replaces traditional print news for many users

On clicking any of the story links, users are diverted to the full story hosted on the portal through PCs, laptops, tablets and mobile

The newsletter goes out 6 times a week



Email Marketing Campaign

Considered as the most effective and efficient digital marketing tool.

REACH your exact target audience by demographics such as:

- Age
- Gender
- Nationality
- Country of Residence
- Job Title
- Job Industry



Total Database recipient: 12,700

2016 DIGITAL ADVERTISING RATECARD

Position	Specifications	Rate Card CPM (AED)	Rate Card CPM (USD)
REGULAR Advertising Banners			
Leaderboard	728 x 90px	AED 330	(\$90)
MPU	300 x 250px	AED 349	(\$95)
Whitespace banner	220 x 550px	AED 349	(\$95)
Half page	300 x 600px	AED 404	(\$110)
Fixed button	300 x 100px	AED 44,064	(\$12,000)
SPECIAL OPERATIONS			
Content Push	Leaderboard (728x90px) White Space Banner (220x550px) Content Push (Video Streaming, 632 x 356px)	AED 551	(\$150)
Page Peel	Minimised area - 90 x 90px. Final Image Dimensions: 700(w) x 400 (h) px, JPG/GIF only (NO FLASH)	AED 551	(\$150)
Branded Background	1652(w) x 770(h) px (either side of main body text)	Contact Sales Team	
Smart Links	200 x 200px max (key word link within the text)	AED 36,720	(\$10,000)
Microsites	Bespoke editorial pages built for the advertiser (per month)	AED 91,800	(\$25,000)
Surveys	Dedicated survey housed within ATN website (per month)	AED 110,160	(\$30,000)
Special Operations		Contact Sales Team	
Sponsorships / Special Reports	Roadblock of section / industry / report. Named as official sponsor	Contact Sales Team	
E-Newsletter Advertising			
Leaderboard	728 x 90px	AED 14688	(\$4000)
Whitespace Banner	220 x 550px	AED 14688	(\$4000)
Dedicated Email Marketing			
categorize recipients based on job industry, function, country of residence etc	640 px wide	AED 734	(\$200)

For more information contact

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