



2012

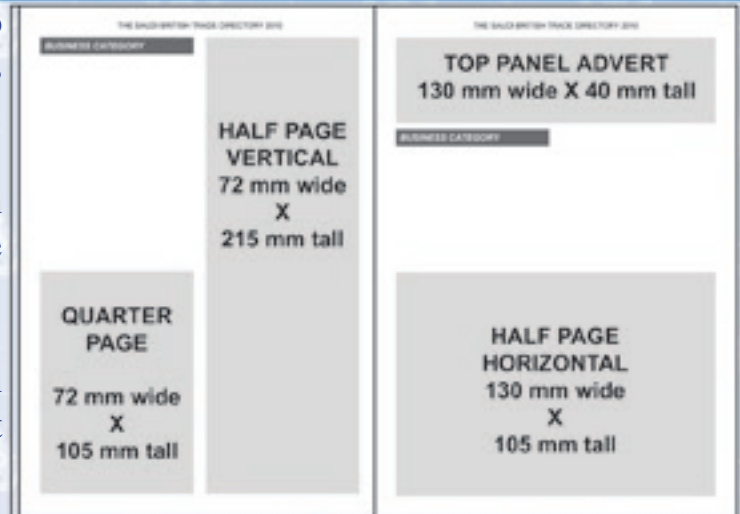
Advertising Rates



The **Saudi British Trade Directory** serves to identify local sources of British supplied goods and services in Saudi Arabia.

In addition it serves as a platform for British companies not formally represented to indicate their desire to trade in the Kingdom.

Companies featured in the printed edition also feature in the online database at www.sbtd.co.uk



Advertising Rates are as follows:

Profile Ad Double Page	SR18000	£3000 +vat
Full Page Ad	SR15000	£2500 +vat
Half Page Ad	SR8000	£1335 +vat
Quarter Page Ad	SR6000	£1000 +vat
Top Panel Ad	SR5000	£850 +vat
Logo Box Ad	SR1000	£170 +vat
Export UK Section Text Entry		£69 +vat

Advert Sizes are as follows:

Final Page Size	170 mm wide x 240 mm tall
Full Page Bleed	180 mm wide x 250 mm tall
Half Page Vertical	72 mm wide x 215 mm tall
Half Page Horizontal	150 mm wide x 105mm tall
Quarter Page	72 mm wide x 105 mm tall
Top Panel	150 mm wide x 40 mm tall
Logo Box	72mm wide x 25mm tall

Specifications

Printing is by 4 colour process. CMYK Adverts should be supplied as PC Format graphic files at 300dpi. We regret that we are unable to accept film.

File types *.psd, *.tif, *.jpg or Press ready pdf files are preferred.

Files may be supplied on a CD or direct to our Internet Dropbox (FTP Address, Username & Password supplied on request.)

Special Note re BLEED Adverts

Please note that the trim may vary depending on the placement position. Advert designers should allow a minimum of 10mm from any cut or bound edge for critical material.

Discounts

A 10% discount will be given to any company booking adverts in both the Saudi British Trade Directory and the Kingdom to Kingdom magazine which we also compile on behalf of the British Embassy in Saudi Arabia.



To discuss any aspect of appearing in the Saudi British Trade Directory please contact

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