

About Qatar Chronicle

Our forte, at Qatar Chronicle, is to raise the bar of news reporting through our passionate team. We aim to cover news stories through the length and breadth of Qatar. Our incisive reports and in-depth articles, opinions and editorials are delivered with a candid perspective which is on the same lines as our goal of raising the standards of journalism. You too can be a part of this drive to change the landscape of journalism in Qatar as well as reach out to our ever growing reader base through www.qatarchronicle.com



2014 Rates

Give your brand or company the Qatar Chronicle advantage

- ➔ The website receives nearly a million hits per month on average (1,979,000 hits October 1, 2013 – December 1, 2013)
- ➔ The site's social media pages have a collective weekly reach of about **500,000**
- ➔ Articles cover a variety of segments from Local news, Politics, International, Business, Health, Science and Technology, Travel and Tourism to Sports and Entertainment thereby catering to a wide audience with diverse interests
- ➔ QC reports extensively on Events and Happenings in Qatar
- ➔ QC has its highest viewership among the 25 to 35 age group

Standard Advertising

Type	Dimensions	Weekly Rate
Inner Page	300 X 250	4000 QAR
Home Page Leaderboard	728 x 90	3500 QAR
Home Page MPU	300 X 250	3500 QAR
Home Page Button (wide)	300 x 250	2000 QAR

* Free one press release dissemination with every ad order

* All Ads are Site wide and rotational.

* File format should be in JPG,PNG and compressed

* Animated GIF or Flash will have an additional fee of 30% of original rate.

Press Releases & Advertorials

Qatar Chronicle offers you the opportunity to reach out to your target customers for as little as QAR 50 with guaranteed coverage of releases and advertorials*

Type	Price
Single Release	100 QAR
Premium Release †	300 QAR
3 Releases a month	200 QAR
3 Premium Releases † a month	600 QAR
5 Releases a month	250 QAR

* Please refer Terms and Conditions #6

† Press Release or Advertorial featured on home page and shared in Qatar Chronicle's Social Media pages.

Website Advertising Options

The screenshot shows the Qatar Chronicle website with several advertising options highlighted:

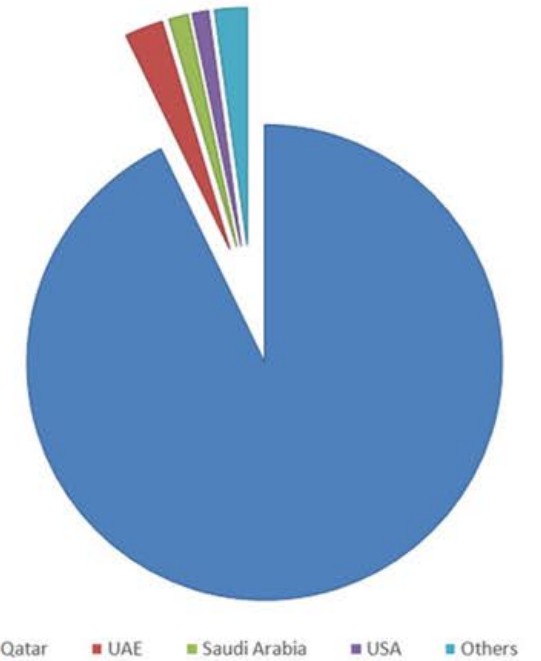
- Leaderboard**: 728 x 90
- Button (wide)**: 220 x 100
- MPU**: 300 x 250
- MPU**: 300 x 250

The website content includes news articles such as 'FIFA World Cup trophy tour reaches Doha', 'Alex Ceretta secures third successive world title', 'It happens again!! Another School shooting in US', 'R.I.P. Nelson Mandela', and 'Qatar becomes world's largest helium exporter'.

Inner Pages

The screenshot shows an inner page advertisement for 'ONE LOVE QATAR NATIONAL DAY' by Jassim bin Sosibo Al Thani. The ad features a graphic of two hands forming a heart shape. The dimensions of the ad are 300 x 250.

Visitor demographics



Click here to advertise with us

Terms & Conditions

ACCEPTANCE OF ADVERTISEMENTS

1. Orders for publication of advertisements (“Advertisements”) in Qatar Chronicle (www.qatarchronicle.com, and henceforth referred as QC in this document) are to be mailed to and confirmed via our business representatives available at info@qatarchronicle.com only. Qatar Chronicle shall not be responsible for any advertising orders made via other 3rd parties
2. By placing an order, the Advertiser (which is the person placing the order for the Advertisement whether they are the advertiser of the product or service referred to in the Advertisement or the advertising agency or media buyer for such advertiser) accepts and agrees to be bound by these Terms in full.
3. Materials for an Advertisement must be provided no later than 3 days prior to the date of commencement of campaign and in accordance with the technical specification defined in the rate card.
4. QC may, without any responsibility to the Advertiser, reject, cancel or require Any Advertisement to be amended that it considers unsuitable or contrary to these Terms and remove, not print, suspend or change the position of any such Advertisement. QC may refuse to publish any Advertisement for any Advertiser who has not paid any sums due for any advertising in any of the Websites. The Advertiser will remain responsible for all outstanding charges.
5. The publication of an Advertisement by QC does not mean that QC accepts the Advertisement has been provided in accordance with these Terms or that QC has waived its rights under these Terms.

CONTENT OF THE ADVERTISEMENT

6. The Advertiser guarantees to QC that:
 - (i) any information supplied in connection with the Advertisement is accurate, complete, true and not misleading;
 - (ii) it has obtained the consent of any living person whose name or image (in whole or in part) is contained in any Advertisement;
 - (iii) the Advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice (including the Code of

Advertising, Sales Promotion and Direct Marketing, are not libellous or obscene and do not infringe the rights of any person (including any person’s intellectual property rights);

(iv) The Advertisement will not be prejudicial to the image or reputation of QC or the Websites.

(v) All Advertisements submitted for publication online will be free of any viruses and no Advertisement will cause an adverse effect on the operation of the Website.

7. Where the Advertiser is an advertising agency or media buyer, the Advertiser guarantees that it is authorised by the advertiser of a product or service to place the Advertisement with QC and the Advertiser will compensate QC for any claim made by such advertiser against QC.

PAYMENT

8. All Advertisements are accepted on the basis that they will be paid for at the applicable rates set out in the applicable rate card on the date of publication. QC may change its rates at any time by publishing the modified rates in the corresponding link on the website. Any changes to the rates will take effect immediately. However, any changes to the applicable rates will not apply to any orders made prior to the date of such change.

9. Payment is subject to QC’s payment terms which are available on request.

10. QC cannot guarantee the number of impressions or clicks for a particular ad.

QATAR CHRONICLE’S LIABILITY

11. QC accepts no responsibility for any interruption or delay the Advertiser experiences in delivering any Advertisement copy to QC or any loss or damage to any Advertisement copy or any other materials. The Advertiser guarantees that it has retained sufficient quality and quantity of all materials supplied to QC.

12. QC shall use its reasonable endeavours to reproduce Advertisements as provided by the Advertiser but cannot guarantee that the Advertisement will be of the same quality.

13. QC will not be responsible for any additions to, changes in, deletions from, delays in

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Terms & Conditions

publication or withdrawal of any Advertisements required by any authority having responsibility for the regulation of online or press advertising (including the Advertising Standards Authority).

14. QC cannot guarantee the time, dates and/or position of Advertisements or the Press Releases included as part of the package and all such decisions will be at the sole discretion of QC. However, QC will use reasonable efforts to comply with the wishes of the Advertiser.

15. If a booked Advertisement is not published at all solely due to a mistake on QC's part, QC will try to offer an alternative publication date(s). If the alternative date(s) is not accepted, the original booking will be cancelled and the Advertiser shall be entitled to a full refund if the Advertiser has paid in advance for the Advertisement. This shall be the Advertiser's sole remedy for failure to publish the advertisement.

16. If the Advertisement as reproduced by QC contains a substantial error solely due to a mistake on QC's part, QC shall, on request, re-publish the Advertisement at no additional cost to the Advertiser. QC shall not be responsible for repetition of errors and it is the Advertiser's responsibility to inform QC of any errors and provide any necessary assistance to QC to prevent a repeat of the error.

17. QC shall not be responsible, under any circumstances, for any loss of profit, loss of opportunity, loss of goodwill, loss of anticipated saving, loss of revenue and/or any other loss which happens as a side effect of the main loss suffered by the Advertiser or any loss which could not be contemplated by QC and the Advertiser, and QC's maximum total liability for any loss or damage arising out of or in relation to any Advertisement whether in contract, tort or otherwise shall not exceed the total amount of the charges for the relevant Advertisement actually paid by or on behalf of the Advertiser.

18. In respect of Advertisements on the Websites, QC does not guarantee continuous, uninterrupted access by users of the Websites but will use reasonable efforts to provide this. In addition, QC will not be responsible for any failure or delay affecting production or the transmission of the Websites and any Advertisements contained in them, in any manner where such failure or delay results from any act, omission, interruption, fault or other condition beyond the reasonable control of QC.

19. For the avoidance of doubt, nothing in these Terms will limit or exclude QC's responsibility for death or personal injury resulting from its own negligence, fraud or any other liability that cannot be excluded.

LIABILITY OF THE ADVERTISER

20. The Advertiser will fully reimburse QC for all claims, losses or expenses arising as a result of any breach or failure to perform of any of these Terms and/or the use or publication of the Advertisement by QC in accordance with these Terms.

RIGHTS

21. QC owns the copyright in all Advertisements written or designed by it or on its behalf.

22. The Advertiser grants QC the right (free of charge) to:

(i) use such of the Advertiser's names, trade marks and/or logos as QC may consider necessary for the purposes of publishing the Advertisements;

(ii) reproduce the Advertisement in any media at any time from the date the Advertisement was last published in the portals for promotional purposes. For the avoidance of doubt, the content, layout and format of any Website or Social Media Page will be subject to variation at QC's sole discretion.

CANCELLATION POLICY

23. The cancellation period for an Advertisement varies according to the publication. The Advertiser should refer to the relevant rate card. The Advertiser may cancel an Advertisement provided that notice in writing is received by QC within the relevant cancellation period. Please send notice of your intention to cancel to info@qatarchronicle.com. Cancellation will only be effective on confirmation of receipt of your notice.

24. If the Advertiser is insolvent or bankrupt or is otherwise in breach of these Terms, QC may treat the order as cancelled.

GENERAL

25. Any person who is not a party to these Terms will have no rights to rely upon or enforce any of these Terms.

26. If QC fails or delays in exercising its rights or remedies provided by these Terms, it shall not be deemed to have waived that or any other right or remedy under these Terms.

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