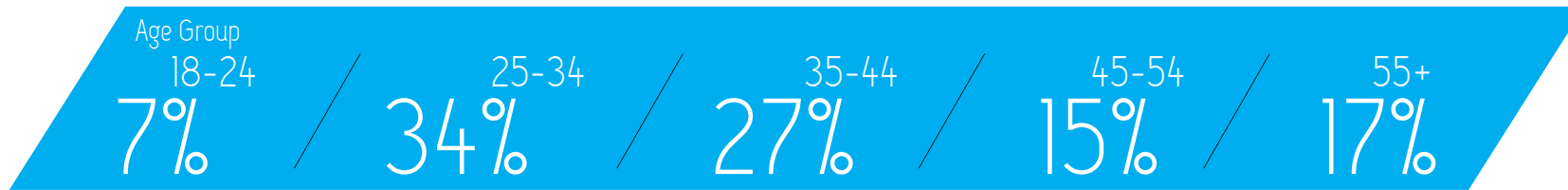
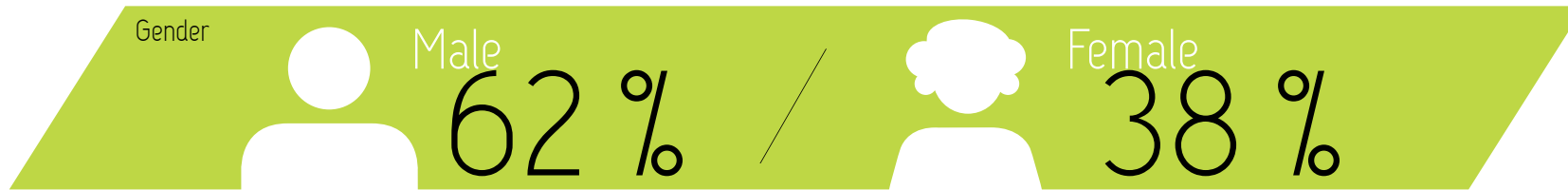
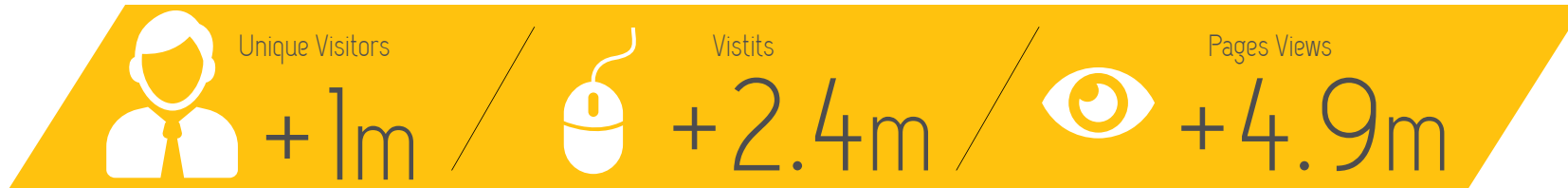


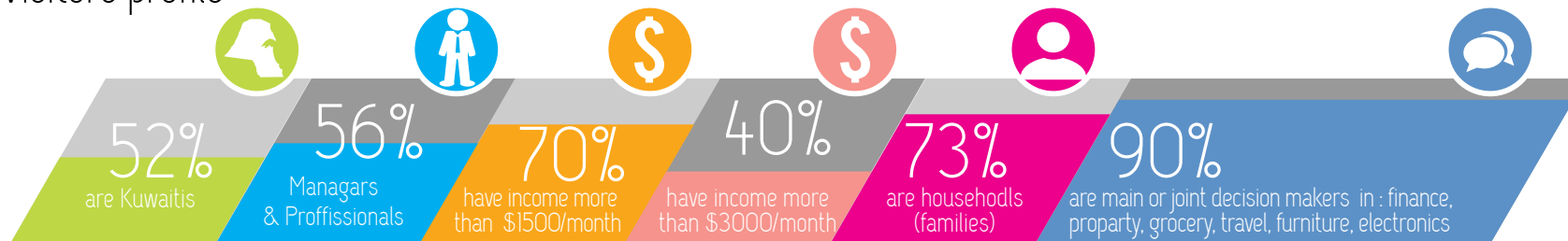
Alrai
Digital Platform
Media Kit
2020

Al Rai Website Demographics



By Google analytics, 2019

Visitors profile



By Effective Measure, 2019

Alrai Website Banners

Prime Leaderboard 728x90
2.25 K.D / CPM

Prime Medium Rectangle 300x250 - 336x280
2.25 K.D / CPM

Top Leaderboard 728x90
2 K.D / CPM

Medium Rectangle 300x250 - 336x280
2 K.D / CPM

Leaderboard 728x90
1.75 K.D / CPM

Prime Leaderboard

Prime Medium Rectangle

Top Leaderboard

Medium Rectangle

Leaderboard



Alrai Website Banners

The screenshot shows the Alrai website interface. At the top, there is a navigation bar with the Alrai logo, a search bar, and social media icons. Below this is a secondary navigation bar with categories like 'الرئيسية', 'الافتتاحية', 'مطبوعات', etc. The main content area features a large video advertisement for Mercedes-Benz with the headline 'عبقرية الإبداع. عائلة الفئة E.' and a play button. Below the ad, there is a news section titled 'سلة الراي' with a list of articles. A large play button is overlaid on the right side of the page, indicating a video player. At the bottom, there is a section for 'الجارالله: العراق باشر منذ شهر دفع تعويضات الغزو'.

Bill board 970x250
2.75 / CPM

Bill board

Alrai Website Special Operations

The screenshot displays the Alrai website interface. At the top, there is a navigation bar with the Alrai logo and various menu items. A central pop-up advertisement features a large red number '1' and the text 'Alrai رقم واحد' (Alrai Number One), identifying it as the first news website in Kuwait. Below this, a list of video thumbnails is visible. At the bottom of the page, a banner for 'Falk' cars is shown, advertising a 10-day trial offer for BMW 430i and other models.

■ Pop up

■ Cat fish

■ Pop up 400x400
500 K.D / Day

■ Cat fish 1060x90
250 K.D / Day

Alrai Website Mobile Banners

Mobile Medium Rectangle 300X250
1.75 K.d / Cpm

Mobile Middle Banner 320X100
1.75 K.d / Cpm

Mobile Pop Up 300X250
400 K.d / Day

Mobile Cat Fish 320X50
200 K.d / Day

Mobile Top Banner 320X100
2 K.d / Cpm

Mobile Medium Rectangle

Mobile Middle Banner

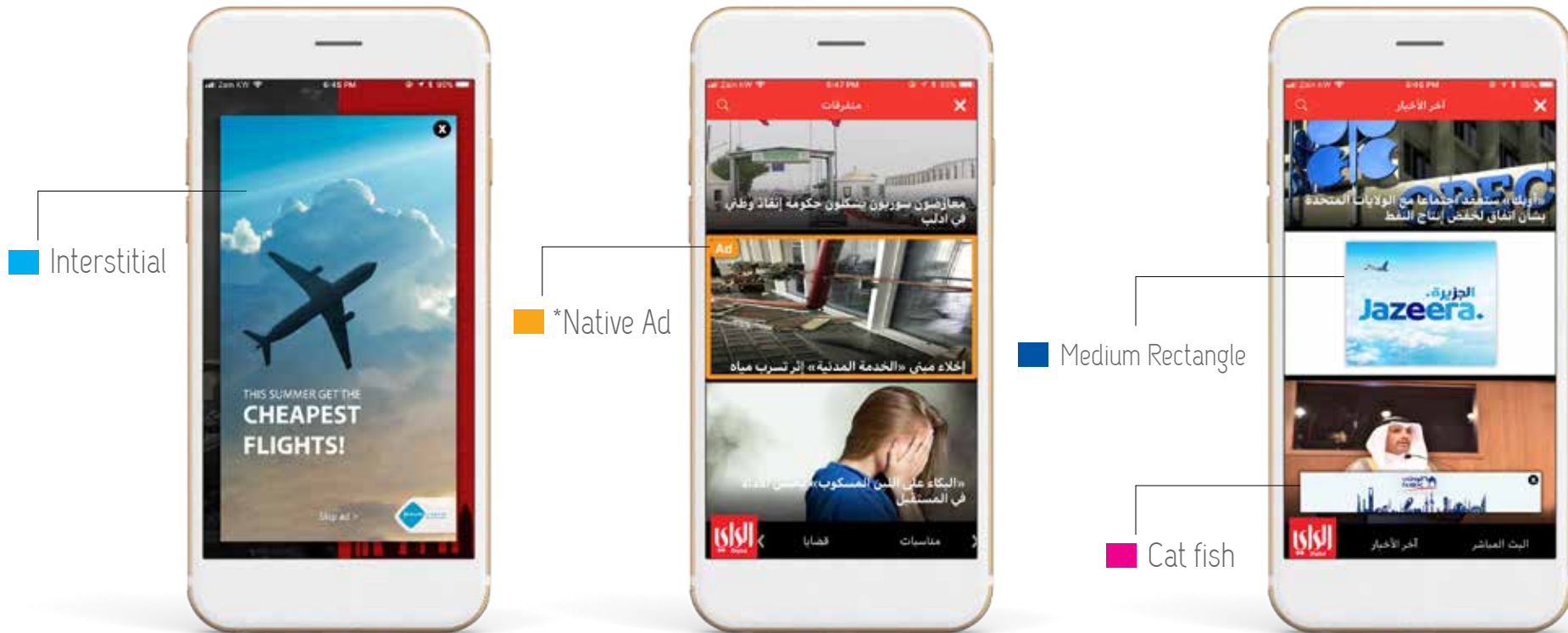
Mobile Pop Up

Mobile Cat Fish

Mobile Top Banner



Alrai App.



Interstitial
3.50 K.D / CPM

Medium Rectangle 300x250
2.50 K.D / CPM

Native Ad
2.50 K.D / CPM

Cat fish 320x50
2.75 K.D / CPM

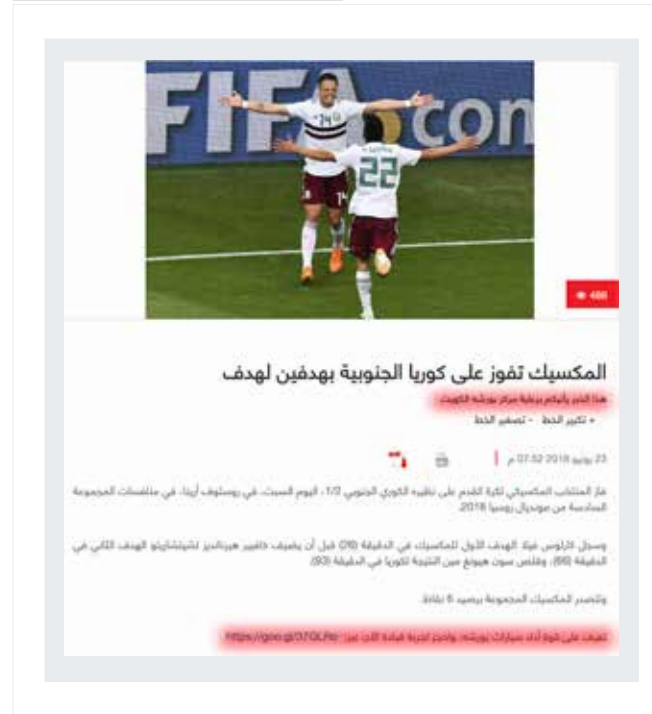
Push Notification: 300 K.D / Push

*Native ad: A type of advertising that seems like part of our website content the function of this ad includes redirecting to another desired website

- iPhone app downloads **131,000**
- iPad app downloads till **51,800**
- Android app downloads **100,277** till (1 st January 2018)

Content Advertising

Sponsored Article



Sponsored Posts



Featured article



Featured Article on website:

- Writing a professional article for the client's product or service+ Images and/or video.
- Adding a "Follow" link to the client's website or social media page
- Featuring the article on the website's home page for 3 days
- Sharing the article on Al Rai Twitter& Instagram+ mentioning client's social media pages.

Price **1,250 k.D**/Article

Sponsored Article on website:

- Adding the client's name to the title: "This article is sponsored by..."
- Adding a promotional message and a "Follow" link to the client's website.

Package Price: 5 articles for **750 k.D**

Sponsored Posts on Social Media Pages:

- Mentioning the client's social media account in our Social Media posts (Twitter or Instagram)


Package Price: 5 posts for **500 k.D**

Mix between Sponsored articles& sponsored posts


Package Price: 5 articles+ 3 posts for **1,000 k.D**

Twitter

Retweet/Retweet

 @JazeeraAirways طيران الجزيرة 22 mins

سارع بالحجز الآن و استمتع برحلة استرخاء إلى شرم الشيخ!
والسعر شامل، فقط 99 دينار كويتي! <http://bit.ly/U3ladw>



← JAZEERA CLASS CHECK-IN COUNTER
← NO QUEUE
← COMPLIMENTARY FOOD AND BEVERAGE SERVICE
← COMPLIMENTARY LOUNGE ACCESS
← ONLINE CHECK-IN
← FREE MIDDLE SEAT
← A QUICKER CHECK-IN SERVICE
← KIOSK SELF ENDS IN
← FREE 60 MIN ON CHECK-IN BAGGAGE

↩ ↺ ★ ↻

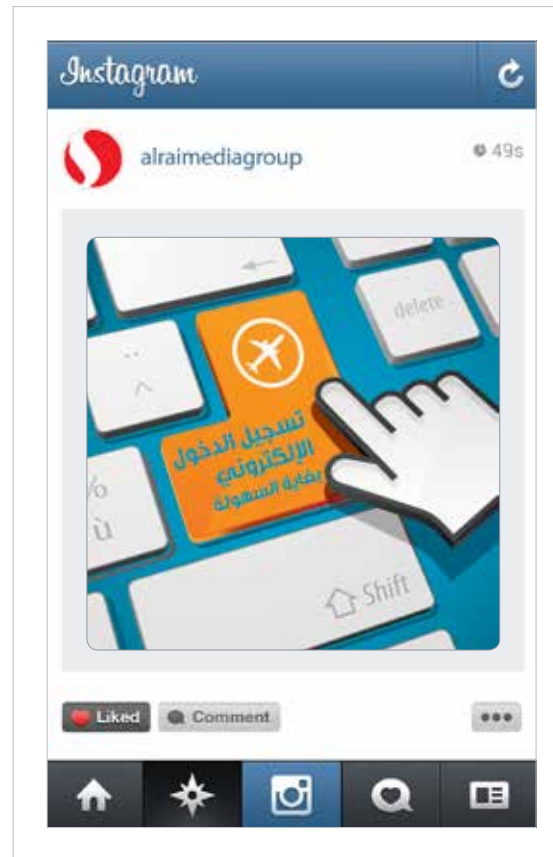
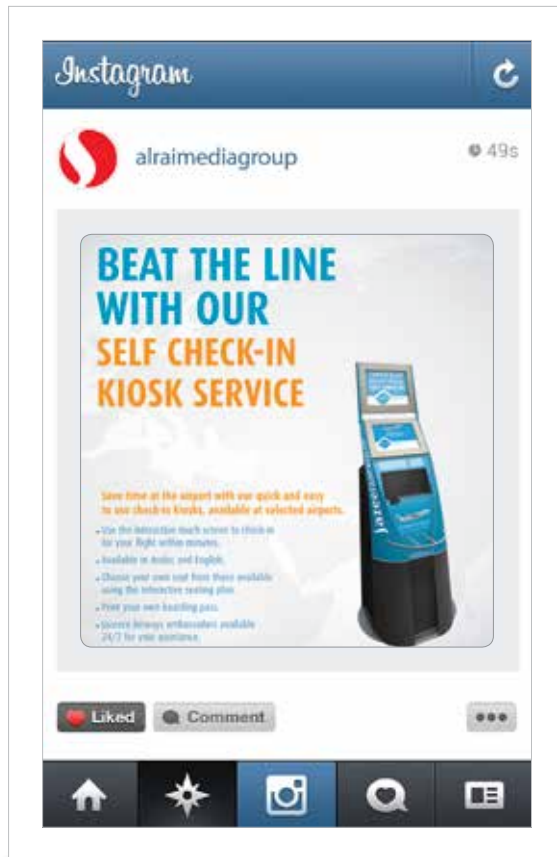
Followers **850K**

Jan 01 st, 2020

500 K.D Per tweet/retweet

Instagram

Instagram Post



Followers **158K**

Jan 01 st, 2020

350 K.D Image Post

500 K.D Video Post

Facebook

Facebook Post

الراي AlRai Newspaper
Yesterday

<http://bit.ly/vw> برنامج جزيرتي.. احصل على تذكرة مجانية إلى أي وجهة



Like . Comment . Share

الراي AlRai Newspaper
Yesterday

<http://bit.ly/vw> برنامج جزيرتي.. احصل على تذكرة مجانية إلى أي وجهة



Like . Comment . Share

556k Jan 01 st, 2020

750 k.D One shot

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