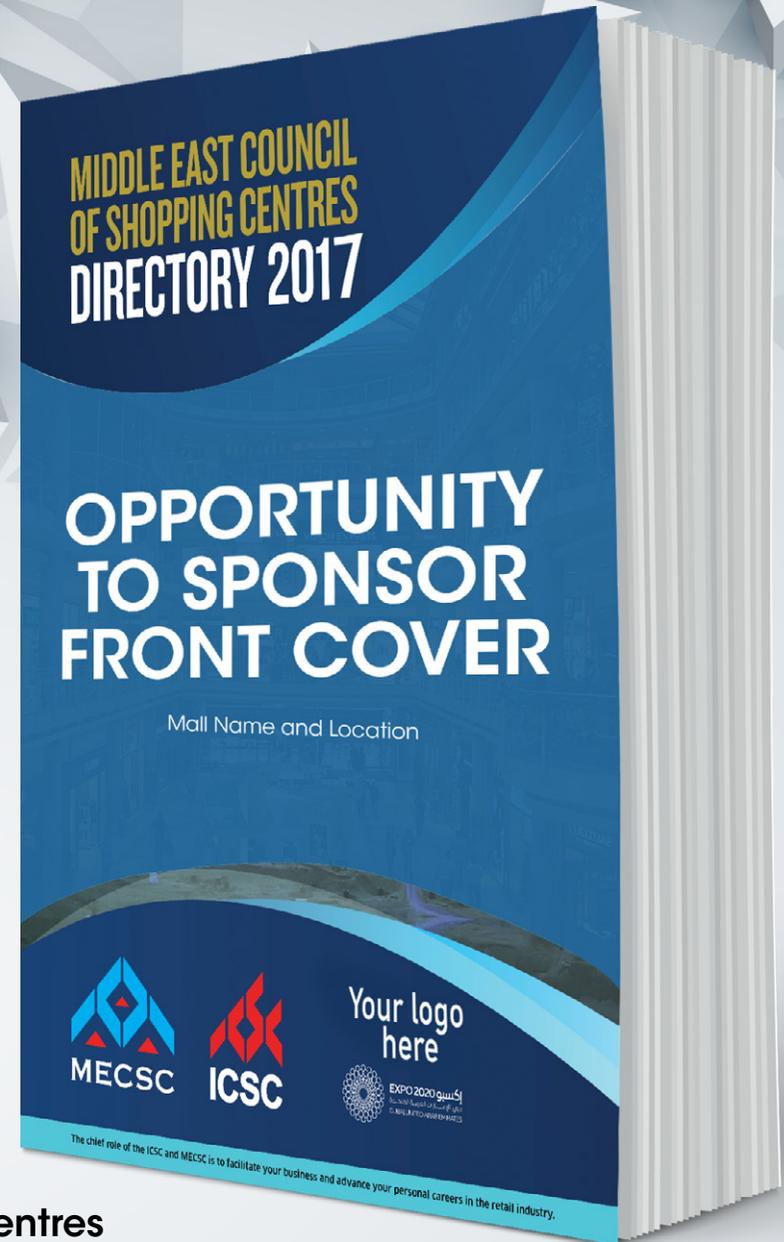




MIDDLE EAST COUNCIL
OF SHOPPING CENTRES

MECSC DIRECTORY 2017

The official directory of the Middle East Council of Shopping Centres



ABOUT

This in-demand directory includes MENA region wide retailers, fitout experts, HR firms, service providers, leasing & advisory groups, architects, and of course shopping centre information.

Get Onboard for 2017!

Take advantage of this opportunity to feature your new developments or include/update your existing retail developments. We will list your shopping centre, service providers, fit out experts, HR firms, architects and retailers on a complimentary basis. Advertising in smaller or larger format sizes will be feasible for all businesses.

**SEE OUR
RATE CARD ON
PAGE 3 FOR THE
ADVERTISING
OPPORTUNITY
YOU NEED.**

Frequently Asked Question

▶ **When will the MECSC Directory be published**

The directory will be distributed by 3rd week of April 2017

▶ **How do I advertise in the MECSC Directory**

Advertising placements are available on a first-come, first-serve basis. For more info, contact Mariz Matocdo at customercare@mecsc.org / publishing@mecsc.org or the MECSC Team at 971 4 3597909.

▶ **How do I change an existing listing or add a new listing?**

If you would like to add or change the information listed, please contact the MECSC team at customercare@mecsc.org / publishing@mecsc.org. MECSC Members have the additional advantage of logging-in at www.mecsc.org to search our online directory.

▶ **What is the cost to purchase the MECSC Directory?**

The MECSC Directory is offered on a complimentary basis to each member and will be distributed at MECSC events. Member can visit MECSC office to get their copy or arrange by a courier. Shipping cost should be bear by the members. Additional copy cost AED 200 per book. For Non-Members, the cost to purchase a Directory is AED 735 (USD 200) + courier fees. To pay for courier delivery, please contact the MECSC office at customercare@mecsc.org / accounts@mecsc.org.

▶ **What is the advantage of advertising in this new Directory?**

Our multi-functional directory is the retail industry go-to source for information in the MENA region. This is an opportunity for your business to stand head and shoulders above the others.

CONTACT MECSC FOR MORE INFORMATION:

Phone: +971 4 359 7909 | Email: customercare@mecsc.org / publishing@mecsc.org | Website: www.mecsc.org

ADVERTISEMENT RATE CARD & SPECIFICATIONS

AD TYPE		Trim (WxH) mm	Bleed (WxH) mm	US\$	AED
Front Cover Mall Photo Ad	Exclusive	210 x 297	216 x 303	29,950	110,000
Full Page Outside Back Cover	Exclusive	210 x 297	216 x 303	12,250	45,000
Inside Front Cover Spread	Exclusive	420 x 297	846 x 303	8,200	30,000
Full Page Inside Back Cover	Exclusive	210 x 297	216 x 303	7,500	27,500
Full Page Advertisement	Non-Exclusive	210 x 297	216 x 303	4,625	17,000
Half Page Horizontal Ad	Non-Exclusive	210 x 148	N/A	3,000	11,000
Quarter Page Horizontal Ad	Non-Exclusive	135 x 90	N/A	1,900	7,000
1/3 Column Vertical Ad	Non-Exclusive	55 x 242.5	N/A	2,450	9,000



Company Spotlight

Double Page	Non-Exclusive	420 x 297	426 x 303	6,800	25,000
Four Page / 2DPS (folded)	Non-Exclusive	840 x 297	846 x 303	10,500	38,500
Customized Bookmark*	Exclusive	150 x 200	156 x 206	9,000	33,000
Editorial (1 Page)†	Non-Exclusive	210 x 297	216 x 303	4,500	16,500
Outside Insert‡	Exclusive	150 x 210	156 x 216	6,150	22,500
Inside Insert‡	Non-Exclusive	180 x 250	186 x 256	6,150	22,500
Belly Band§	Exclusive	450 x 100	456 x 106	4,100	15,000

Digital Media Format PDF (Portable Document Feeder)

- * The artwork should be press ready PDF file (version 1.3) generated through Illustrator or InDesign, saved on maximum resolution (300dpi) in actual size with bleed & crop marks.
- * All files must be CMYK format and all black text as over print
- * For bleed size add 6mm extra on all four sides after trim marks
- * Image loss in the gutter 6mm either side
- * Please ensure that text is at least 10mm inside from the crop marks
- * If text runs across a DPS, please ensure that the text is 10mm away from the gutter on either side
- * A colour printout of the saved artwork should be sent for reference along with the CD/USB. Colour prints/ digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/ specifics supplied on the CD
- * All advertisements and insert placements to be determined by the MECSC
- * All advertisements are sold on a first-come, first-served basis

- * Bookmark with ribbon, 300gsm, glossy lamination both sides artwork
- † Topics to be pre-approved by MECSC MECSC
- ‡ Single sheet, double sided, size 280 x 200mm
- § High resolution logo in jpeg format

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