

## 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 2016!

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 attached rate card for  
The advertising opportunity you need.

## Frequently Asked Questions

- ❖ **When will the MECSC Directory be published?**  
The directory will be distributed by the 1<sup>st</sup> week of May 2016
- ❖ **How do I advertise in the MECSC Directory?**  
Advertising placements are available on a first-come, first-serve basis. For more information, contact the MECSC team at [customercare@mecsc.org](mailto:customercare@mecsc.org).
- ❖ **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](mailto:customercare@mecsc.org). MECSC Members have the additional advantage of logging-in at [www.mecsc.org](http://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 go to MECSC office to get their copy. To pay for courier/postage delivery, please contact the MECSC office at [customercare@mecsc.org](mailto:customercare@mecsc.org). For non-members, the cost to purchase a Directory is AED 200 + Delivery fees.
- ❖ **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.



## Advertisement Rate Card & Specifications

AD TYPE		Trim (HxW) mm	Bleed (HxW) mm	US\$	AED
Front Cover Mall Photo Ad	<i>Exclusive</i>	297 x 210	303 x 216	27,250	100,000
<b>SOLD</b> Full Page Outside Back Cover	<i>Exclusive</i>	297 x 210	303 x 216	10,900	40,000
<b>SOLD</b> Full Page Inside Front Cover	<i>Exclusive</i>	297 x 210	303 x 216	6,850	25,000
<b>SOLD</b> Full Page Inside Back Cover	<i>Exclusive</i>	297 x 210	303 x 216	6,850	25,000
Full Page Advertisement	<i>Non-Exclusive</i>	297 x 210	303 x 216	4,100	15,000
Half Page Advertisement	<i>Non-Exclusive</i>	148 x 210	N/A	2,750	10,000
Quarter Page Ad	<i>Non-Exclusive</i>	90 x 135	N/A	1,650	6,000

## Image specifications for all advertisements:

- Image File Format: TIFF
- Image Colour Mode: CMYK
- Image Resolution: 300 ppi
- All artwork should be submitted in press-quality, print-optimized PDF Format
- All advertisements and insert placements to be determined by the MECSC
- Ads marked exclusive are sold on a first-come, first served basis

- \* 1 Bookmark with ribbon, 300gsm, matte 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

## Company Spotlight

Double Page	<i>Non-Exclusive</i>	297 x 420	303 x 216	5,500	20,000
Four Page	<i>Non-Exclusive</i>	840 x 297	846 x 303	9,550	35,000
<b>SOLD</b> Customized Bookmark*	<i>Exclusive</i>	150 x 200	156 x 206	8,200	30,000
Editorial (1 Page) †	<i>Non-Exclusive</i>	297 x 210	303 x 216	4,100	15,000
Outside Insert ‡	<i>Exclusive</i>	150 x 210	156 x 216	6,850	25,000
Inside Insert ‡	<i>Non-Exclusive</i>	180 x 250	186 x 256	6,850	25,000
Belly Band §	<i>Exclusive</i>	100 x 450	106 x 456	4,100	15,000