



Dubai's first daily, dynamically populated events and entertainment newsletter from Explocity.com, the people who bring you CityInfo. **MyTime** is available in New York, Dubai and six Indian cities. **MyTime** contains hot and happening events in these countries every day. **MyTime** has a subscriber base of over 34,000 people in Dubai and is poised to become the UAE's #1 events newsletter. **MyTime** is mailed to an ever-growing subscriber base that opts-in to receive info on eating out, nightlife, shopping sales and discounts, movies, art exhibitions, workshops, theatre, exhibitions, music and much, much more.

ADVERTISING RATES

Newsletter*	W x H px	Format	Weight	Daily	Weekly	Monthly
Top Banner	480 X 60	GIF/Flash	20 kb	USD 100	USD 525	USD 1800
Premium Banner	234 X 60	GIF/Flash	20 kb	USD 75	USD 395	USD 1350
Top Panel	138 x 129	GIF/Flash	20 kb	USD 50	USD 265	NA
Panel Position 2 to 5	138 x 129	GIF/Flash	20 kb	USD 40	USD 210	NA
Skyscraper 3 Panel	160 x 600	GIF/Flash	20 kb	USD 90	USD 475	NA
Skyscraper 2 Panel	120 x 240	GIF/Flash	20 kb	USD 70	USD 370	NA



TERMS & CONDITIONS

Contract cancellation will be charged for at 50% of balance of contract value. Notice of cancellation must be submitted in writing. Public Service and charity-oriented advertising will be given 50% discount - no commissions are payable in this case. We accept all material in good faith. Any transgressions/non-compliances and claims arising there from are solely at the risk of the advertiser and/or their agents. We will not accept any material that promotes ethnic, racial or colour bias, social divisiveness, religion, creed. We will not be responsible for errors or omissions, production or reproduction flaws, delays of mail/courier and any other matter beyond our direct control. We reserve the right to accept, reject, re-classify or edit any material. In any discrepancy or in interpretation, these terms prevail. Penalty @24% per annum will be charged on delayed payments. Advertisements for which payments are delayed are liable to be discontinued. The rates are valid from January 01, 2008. Rates subject to change without prior notice (One month's notice in the case of mid-term increase during contract period). Any artwork made by us will be charged extra. All contracts are subject to our standard terms and conditions.

DEADLINES

We must receive all bookings and materials one week prior to the first appearance of the ads.
Send creatives to mytime-dubai@explocity.com

TECH SPECS

- Resolution** : 72 dpi at exact screen dimensions of ad size.
- Animation** : 3 loops maximum, upto 7 seconds per loop.
- URL Link** : Must be provided when ad is submitted.



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