

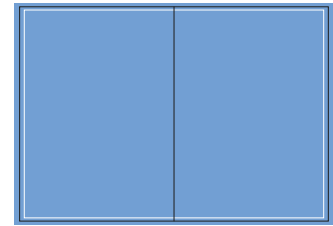
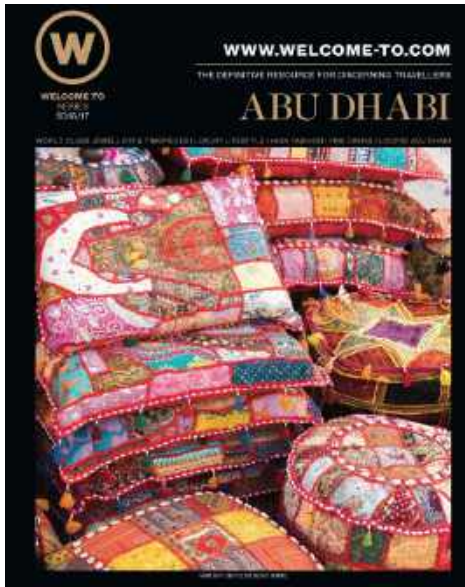
WELCOME TO ABU DHABI

www.ag.welcome-to.com

ABU DHABI'S NO. 1* LUXURY HOTEL PUBLICATION FOR BEST RESULTS

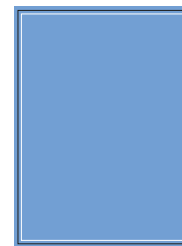
* Over 10 million readers annually

* Is also available at www.ag.welcome-to.com



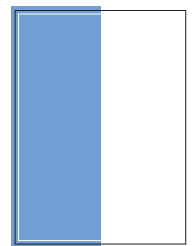
DOUBLE PAGE SPREAD

image area / 400 x 250
trim / 430 x 280
bleed / 440 x 290



FULL PAGE

image area / 185 x 250
trim / 215 x 280
bleed / 225 x 290



HALF PAGE VERTICAL

image area / 85 x 250
trim / 102 x 280
bleed / 112 x 290

*Please ensure all images and text sit 15mm in front of the trim.

- Abu Dhabi's leading guest information guide
- Distributed through the rooms of luxury hotels nationally
- Cost effective advertising - 12 month shelf life
- Captive Audience
- Position your business as the best of the best
- Flagship title in a successful international series
- Reaches an affluent local, national and international audience
- Welcome-to.com receives thousands of hits a month

RATES	ONE YEAR	SERIES (3 X 12 MONTHS)
Full Page	US\$ 8,000	US\$ 7,800 (x3)
Half Page	US\$ 4,800	US\$ 4,600 (x3)
Double Page Spread	US\$ 16,500	US\$ 16,000 (x3)
Preferred position loading	add %15	add %15
Page on our website	add %10	add %10
Back Cover*	add %50	add %50
Inside Back Cover	add %20	add %20
Inside Front Cover	add %25	add %25

* Please note Back Cover specs TBC

InterCommunications Advertising FZ LLC
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www.intercomadv.com

Welcome To Abu Dhabi is featured in these prestigious hotels:

Abu Dhabi Hilton
Al Ain Rotana Hotel
Bab Al Qasr Hotel & Residence
Beach Rotana Hotel
St Regis Abu Dhabi Corniche
Crowne Plaza Hotels - Resorts Abu Dhabi
Desert Islands Resort and Spa by Anantara

Emirates Palace
Fairmont Hotel Abu Dhabi
Sofitel Abu Dhabi Corniche
Hotel Inter Continental Abu Dhabi
Le Meridien Abu Dhabi
Le Royal Meridien Abu Dhabi

Park Rotana
Qasr Al Sarab by Anantara
Radisson Blu Abu Dhabi
Shangri-La Hotel Quaryat Al Beri Abu Dhabi
Sheraton Dubai Creek Hotel and Towers
The Yas Hotel

Additional distribution to the following:

Abu Dhabi Chamber of Commerce
Abu Dhabi Duty Free
Exhibition/Trade Shows

Sunshine Destination Management
Abu Dhabi Tourism Authority
Etihad Airways

Royal Jet

Digital opportunities **ag.welcome-to.com**

Ad module

Leaderboard	728 x 90	\$395 per page/month
Medium rectangle	300 x 200	\$495 per page/month
Skyscraper	120 x 600	\$570 per page/month
Video hosting		\$1000 per month

Standard

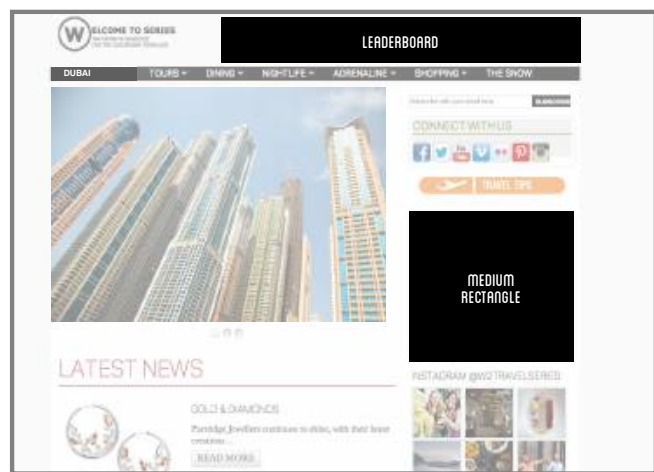
		Other opportunities POA
newsletter		Video showcase
Leaderboard	\$350	Event sponsorship
Skyscraper	\$450	Content marketing
50/50	\$700	Lead generation
Solus newsletter	\$POA	Asset hosting
		Microsite
		Billboard
		Page Takeover

Native advertising

Bespoke content	\$1695 – 500 word article
Directory listing	\$600 – 50 word description, 1 image, links – 1 year

All rates quoted in US\$

Promotion - 50% discount applies to advertisers of the Welcome To - book



ADVERTISING SPECIFICATIONS

Advertorials

Client must supply the following material:

Text -

Full page: 150 words.

Half page: 75 words.

Finished, edited copy in MS Word on CD or email.

Images -

Full page: 3-4 images.

Half page: 2-3 images.

Transparencies, quality prints or hi-res (300dpi TIFF) digital images via CD, FTP or email.

Any scans required incur a \$50 fee.

Logo (optional) - One logo per advertorial. High-res digital logo (CMYK TIFF or EPS) supplied via CD, FTP or email.

Contact details - All necessary address details, including correct business name, telephone, email and website address if applicable.

The Welcome To art department reserves the right to reject any images that are re-scanned, scratched or are determined to be of poor quality. Editorial will be corrected where necessary to conform to the standards of the Welcome To Series.

The layout of the page, design and fonts used for advertorials is set by the Welcome To art department and cannot be altered. Design is entirely at the discretion of the Welcome To art department in order to conform to the standards of the Welcome To series. Once material is submitted, it will be edited and laid out onto the advertorial grid designed for the publication.

Proofing of advertorials

Clients are granted two proofs for advertorials. Changes made to advertorials beyond the second proof at the client's request will incur an additional fee.

All material (text, images, logos, contact details) must be submitted prior to design of the first proof. New material cannot be submitted beyond this point, unless requested by the Welcome To art department.

Proof 1 - Clients will be required to check editorial and address details for accuracy, and that the correct image/s have been used.

Proof 2 - If necessary, clients have the opportunity to check that the requested changes from Proof 1 have been made. This is the final opportunity to make changes.

Sending PDFs electronically is the preferred method of proofing. For clients who are unable to read PDFs, a black and white laser printed version will be supplied. Chemical proofs cannot be supplied.

Once alterations have been made, the client is required to sign off by the material deadline as listed on their contract.

The Welcome To series is governed by a strict production schedule for the benefit of all advertisers. To avoid delaying publication, if the client declines to sign off by the advised deadline, the most recently altered version of their advertorial will be deemed ready and printed accordingly.

Advertisements designed by the Welcome To art department

Client must supply the following material:

Images - Transparencies, quality prints or hi-res (300dpi, CMYK TIFF) digital images via CD, FTP or email. Any scans required incur a \$50 fee. Only images to be used should be included.

Comprehensive brief - Detailing position of images, text, logos, etc.

Proofing of advertisements

Please refer to the procedure used in the proofing of advertorials.

Advertisements designed by agency or other

We will only accept artwork in the following formats in versions equal to or below: QuarkXPress 6.5, Adobe InDesign CS 5, Adobe Illustrator CS 5, Adobe Photoshop CS 5. CMYK colour must be used throughout. No spot colours permitted. All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Adobe Acrobat PDF version 6.0 or 7.0 composite files. Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department.

Any format not listed above must be discussed with our art department to determine if conversion is possible. If supplying files requiring conversion, the client accepts responsibility for the final output quality. The client will incur charges for converting the file.

Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

All artwork should be supplied in final form and on CD (CDR, CDRW or Zip) or via FTP or email, together with a colour printout as a reference.

Please forward material to:

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 www.intercomadv.com

PUBLISHER

Niche Media
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(niche:)

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WELCOME TO

- Northern Territory
 - Queensland
 - Tasmania
 - New South Wales
 - Victoria
 - New Zealand
 - South Africa
 - Dubai
 - **Abu Dhabi**