



2006

April - June

» valid through Q2

➤ Prime Time (21:00 to 02:00)

Motorsport Mundial, Road & Track, American Thunder, Motoring Legends, Autofiles, Wheels & Gears, Autofocus, Drive, 22:00 to 24:00, **New Editions**

➤ Live Programs

Car Market Live! (Souq Sayyarati): 18:00 to 20:00, **Wednesdays and Sundays**

Majlis Sayyarat: 22:00 to 23:00, **Sundays**

Special Events' Live Coverage: 23:00 to 24:00, **Thursdays**

➤ Spot Advertising

(Prices subject to change. All prices in USD)

Duration	Regular	Prime Time	Live Programs	Participation*
10"	200	300	532	740
15"	300	450	840	1,110
20"	375	563	1,036	1,388
30"	500	750	1,400	1,850
45"	700	1,050	1,862	2,590
60"	850	1,275	2,324	3,145

* Guaranteed minimum eight repeats over the 9-day cycle

➤ Volume Discounts

50 to 74 spots	25.0%	175 to 199 spots	37.5%
75 to 99 spots	27.5%	200 to 224 spots	40.0%
100 to 124 spots	30.0%	225 to 249 spots	42.5%
125 to 149 spots	32.5%	250 to 299 spots	45.0%
150 to 174 spots	35.0%	Above 300 spots	50.0%

➤ Program Sponsorship with TVCs - 13-Week Season Sponsorship

Show Duration	Participation	13 Weeks	Discounted Rate
15"	2,125	27,625	30% = 19,338
	1 Spot	104 spots	@ US\$186 per TVC
30"	4,250	55,250	40% = 33,150
	2 Spots	208 spots	@ US\$159 per TVC
45"	6,375	82,875	50% = 41,438
	3 Spots	312 spots	@ US\$133 per TVC
60"	9,500	110,500	50% = 55,250
	4 Spots	416 spots	@ US\$133 per TVC

(Prices subject to change. All prices in USD)

Technical Specifications:

PAL format on Digi Beta / SP tape or AVI file on CD-Rom. Delivery: latest one week prior to first scheduled play out.

GEARONE
The Automotive Television

Nile Sat 101 Freq 12.226 MHz
27500 mb/s Horizontal

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