



Media KIT 2009





8 Key Facts

- 1 Kazdar.com is real news for real people. It talks their language.
- 2 Kazdar.com is an Arabic language business news portal which offers a fresh slant on issues.
- 3 Kazdar.com takes an unflinching look at the failures and successes of corporations, governments and national economies. We don't just count the financial cost - we assess the social impact too.
- 4 Readers can surf Kazdar.com to keep up to date on the latest celebrity news from the region, and the rest of the world.
- 5 Kazdar.com provides a web 2.0 interface allowing readers to interact with the site and each other. Users suggest new topics, upload content, and create their own profile opening a window for networking with other readers.
- 6 Direct and to the point, Kazdar.com debunks the complicated jargon so typical of business reporting while maintaining the highest journalistic standards.
- 7 The design is so user-friendly even techno-phobes can use it, and the editorial style is direct, accessible and entertaining.
- 8 Kazdar.com is for Arabs who want to know the real 'Who, What, When, Where and Why' behind the business stories influencing their world. Once they will log on, they will stay on.

BREAKDOWN OF CONTENT



Dollars & Sense

The rationale behind the big numbers in the news.

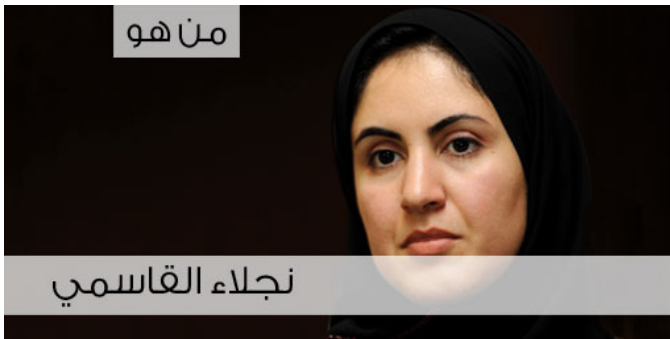


Top 10

The best, the worst, the most expensive... the Top 10s of the business world.

Slideshow

Images showcasing quirky moments, stories and events.



Who is who

Who are the news-making business leaders and who are the people that have influenced their success?

6 Degrees

Conclusive proof of the "small world theory" by finding the disparate links that connect celebrities.

Features

Kazdar.com analyzes the socio-economic news of the day, but from a fresh angle.

Business News

Kazdar.com updates readers on headlines from across the region.

ADVERTISING HOMEPAGE

Top Leader Board

728 x 90 - 30 ko
Gif, swf (*), redirect
USD 7,500

1

Top Leader Board Expand

728 x 90 then 728 x 300 (expanded) - 50 ko
Gif, swf (*), redirect
USD 9,000

2

Middle Leader board

728 x 90 / 1000 x 90 - 30 ko
Gif, swf (*), redirect
USD 6,000

3

Standard banner

468 x 60 - 20 ko
Gif, swf (*), redirect
USD 4,000

4

Space Banner

220 x 550 - 30 ko
Gif, swf (*), redirect
USD 6,000

5

Square banner

250 x 250 - 30 ko
Gif, swf (*), redirect
USD 5,000

6



ADVERTISING INSIDE

Top Leader Board
728 x 90 - 30 ko
Gif, swf (*), redirect
USD 6,750

1

Top Leader Board Expand
728 x 90 then 728 x 300 (expanded) - 50 ko
Gif, swf (*), redirect
USD 8,000

2

Standard banner
468X60 - 20 ko
Gif, swf (*), redirect
USD 3,600

3

Skyscraper
120 x 600 - 30 ko
Gif, swf (*), redirect
USD 4,500

4

Square banner
250 x250 - 30 ko
Gif, swf (*), redirect
USD 5,000

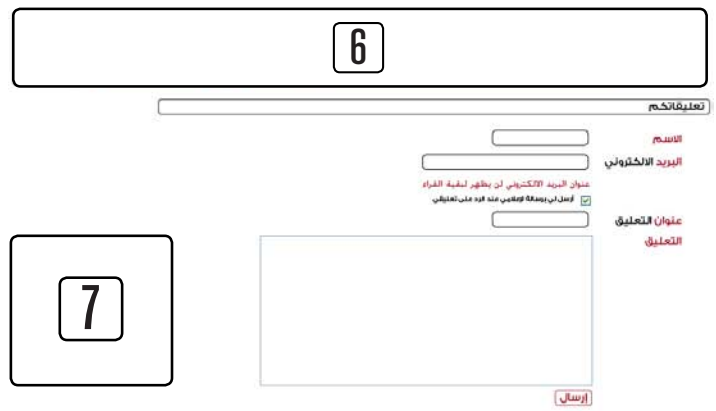
5

Middle Leader board
728 x 90 - 30 ko
Gif, swf (*), redirect
USD 5,400

6

Square banner
150x150 - 30 ko
Gif, swf (*), redirect
USD 4,500

7



ADVERTISING RATES 2009

Clicktag

Example for AS2 :

```
on (release) {  
  getURL (_root.clicktag, _root.target);
```

Always use a target `_blank` to open the click through on a new window. If not the banner will be rejected.

SPECIAL OPERATIONS

Transparent Flash - 6 seconds

1000 x 900 - 60 ko - with a close button⁽¹⁾
swf (*), redirect
USD 7,500

Wallpaper

Top: 1000X130 / Sidebar: 134X700 - 70 ko
Gif, Jpeg
USD 10,000

Video Banner

468X180, 250X250, 728X300 (expandable)
Wallpaper, door
swf (*), redirect

The Door

Top: 1000X130 / Sidebar: 134X700 - 100Ko
swf (*), redirect
USD 12,000

Transitional banner

250x250 - 30 ko
Gif, swf (*), redirect
USD 5,000

Email Shots

On demand
USD 5,500

Module sponsorship

On demand
USD 7,000