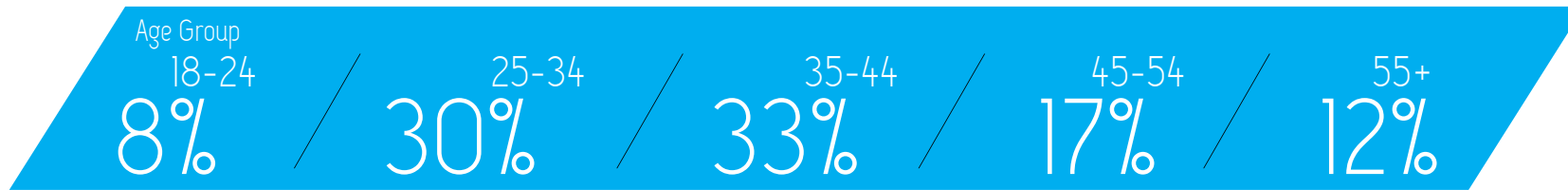
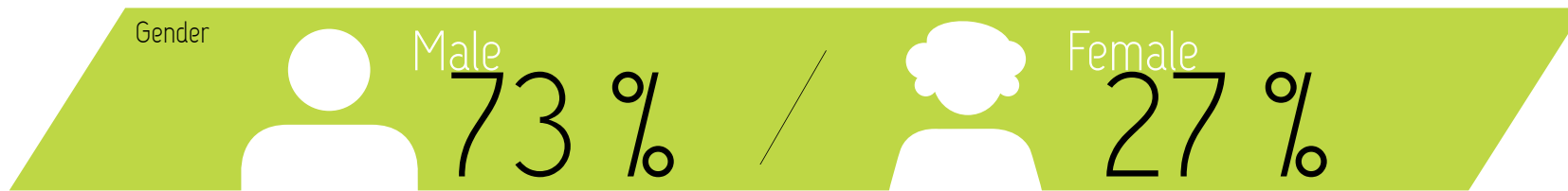
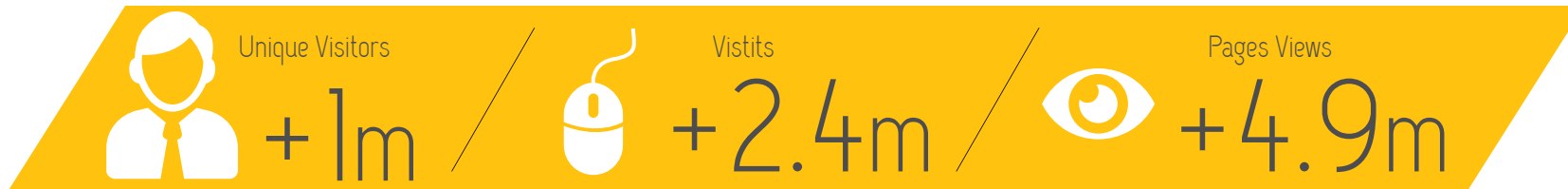


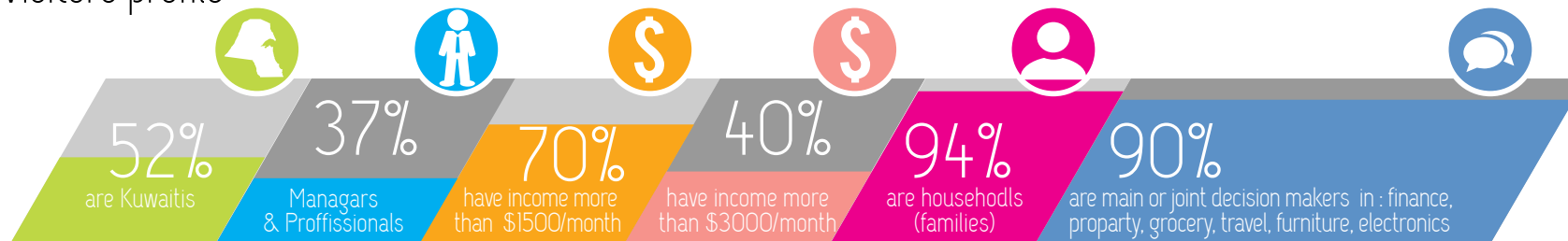
Alrai  
Digital Platform  
Media Kit  
2018

# Al Rai Website Demographics



By Google analytics, 2017

## Visitors profile



By Effective Measure, 2017

# Alrai Website Banners

Prime Leaderboard 728x90  
2.25 K.D / CPM

Prime Medium Rectangle 300x250 - 336x280  
2.25 K.D / CPM

Top Leaderboard 728x90  
2 K.D / CPM

Medium Rectangle 300x250 - 336x280  
2 K.D / CPM

Leaderboard 728x90  
1.75 K.D / CPM

Prime Leaderboard

Prime Medium Rectangle

Top Leaderboard

Medium Rectangle

Leaderboard



# Alrai Website Banners

The screenshot shows the Alrai website interface. At the top, there is a navigation bar with the Alrai logo, a search bar, and social media icons. Below this is a secondary navigation bar with categories like 'الرئيسية', 'الافتتاحية', 'مطبوعات', etc. The main content area features a large Mercedes-Benz advertisement with the headline 'عبقرية الإبداع. عائلة الفئة E.' and a video player. Below the ad, there is a news section titled 'سلة الراي' with several article thumbnails. To the right, there is a 'مانشيت' (headline) section with a video player and a '24 ساعة' (24 hours) section with a list of video thumbnails.

Bill board 970x250  
2.75 / CPM

Bill board

# Alrai Website Special Operations

The screenshot shows the Alrai website interface. At the top, there's a navigation bar with the Alrai logo and various menu items like 'الرئيسية', 'الافتتاحية', 'عقليات', 'اقتصاد', 'طريقات', 'رياضة', 'شؤون', 'مقالات', 'أخبار أمنية', 'بالفيديو', and 'مشروعات'. A central '24 ساعة' (24 Hours) news stream is visible, listing multiple news items with a 00:01 duration. A large red and white pop-up advertisement is overlaid on the page, featuring a large number '1' and the text 'بسببكم واحد' (Because of you one), 'الراي رقم واحد' (Alrai Number One), and 'الصحيفة الأولى والموقع الإخباري الأول في الكويت' (The first newspaper and the first news website in Kuwait). Below the pop-up, there's a banner for 'الجارالله: العراق باشر منذ شهر دفع تعويضات الغزو' (Al-Jarallah: Iraq has started since a month ago paying compensation for the invasion). At the bottom, there's a 'فالك' (Falk) advertisement for a BMW 430i, offering a 10-day trial and a discount on the purchase price.

■ Pop up

■ Cat fish

■ Pop up 400x400  
500 K.D / Day

■ Cat fish 1060x90  
250 K.D / Day

# Alrai Website Mobile Banners

Mobile Medium Rectangle 300X250  
1.75 K.d / Cpm

Mobile Middle Banner 320X100  
1.75 K.d / Cpm

Mobile Pop Up 300X250  
400 K.d / Day

Mobile Cat Fish 320X50  
200 K.d / Day

Mobile Top Banner 320X100  
2 K.d / Cpm

Mobile Medium Rectangle

Mobile Middle Banner

Mobile Pop Up

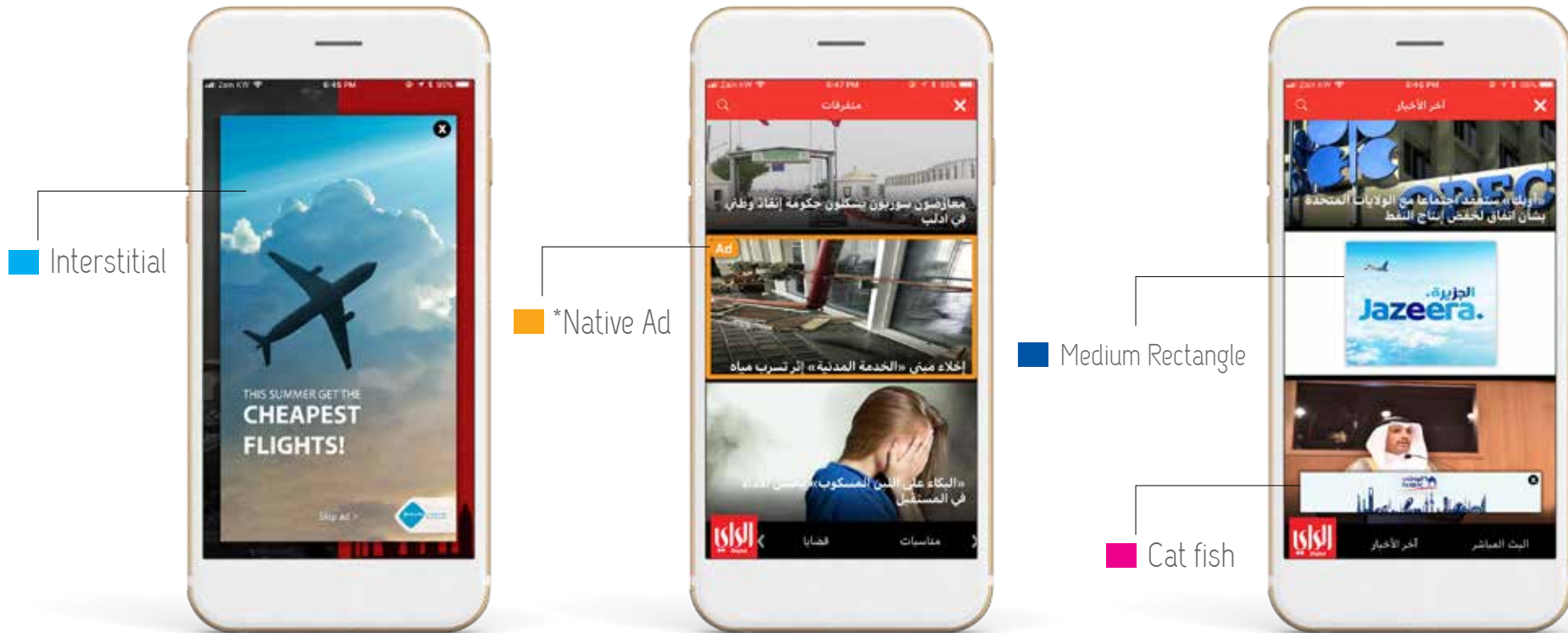
Mobile Cat Fish

Mobile Top Banner





# Alrai App.



Interstitial  
3.50 K.D / CPM

Medium Rectangle 300x250  
2.50 K.D / CPM

Native Ad  
2.50 K.D / CPM

Cat fish 320x50  
2.75 K.D / CPM

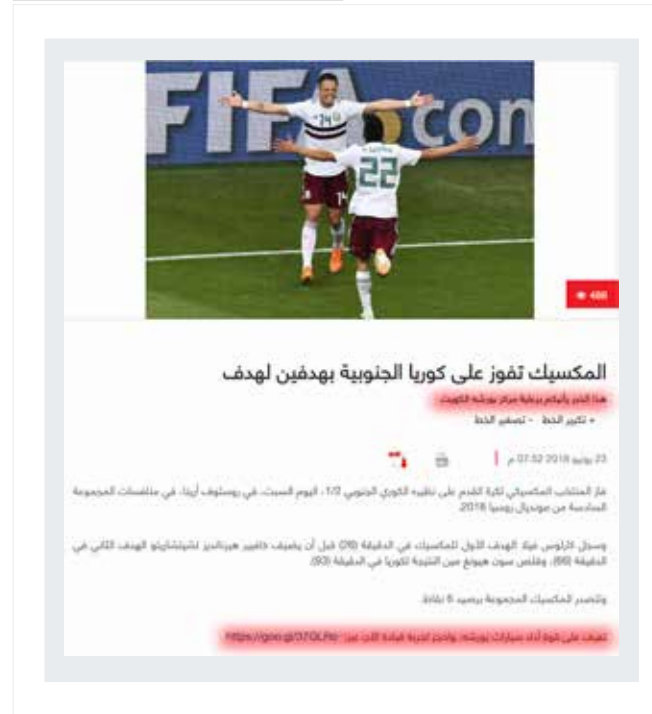
Push Notification: 300 K.D / Push

\*Native ad: A type of advertising that seems like part of our website content the function of this ad includes redirecting to another desired website

- iPhone app downloads **131,000**
- iPad app downloads till **51,800**
- Android app downloads **100,277** till (1 st January 2018)

# Content Advertising

## Sponsored Article



## Sponsored Posts



## Featured article



## Featured Article on website:

- Writing a professional article for the client's product or service+ Images and/or video.
- Adding a "Follow" link to the client's website or social media page
- Featuring the article on the website's home page for 3 days
- Sharing the article on Al Rai Twitter& Instagram+ mentioning client's social media pages.

Price **1,250** k.d/Article

## Sponsored Article on website:

- Adding the client's name to the title: "This article is sponsored by..."
- Adding a promotional message and a "Follow" link to the client's website.

Package Price: 5 articles for **750** k.d

## Sponsored Posts on Social Media Pages:

- Mentioning the client's social media account in our Social Media posts (Twitter or Instagram)

Package Price: 5 posts for **500** k.d

## Mix between Sponsored articles& sponsored posts

Package Price: 5 articles+ 3 posts for **1,000** k.d



Twitter

Retweet/Retweet

 @JazeeraAirways طيران الجزيرة 22 mins

سارع بالحجز الآن و استمتع برحلة استرخاء إلى شرم الشيخ!  
والسعر شامل، فقط 99 دينار كويتي! <http://bit.ly/U3ladw>



**JAZEERA BUSINESS**  
**YOUR SPACE OF SERVICES**

- JAZEERA CLASS CHECK-IN COUNTER
- NO QUEUE
- COMPLIMENTARY FOOD AND BEVERAGE SERVICE
- COMPLIMENTARY LOUNGE ACCESS
- ONLINE CHECK-IN
- FREE MIDDLE SEAT
- KIOSK SELF ENDS IN
- A QUICKER CHECK-IN SERVICE
- FREE 60 MIN ON CHECK-IN BAGGAGE

⏪ ⏩ ⭐ 📄

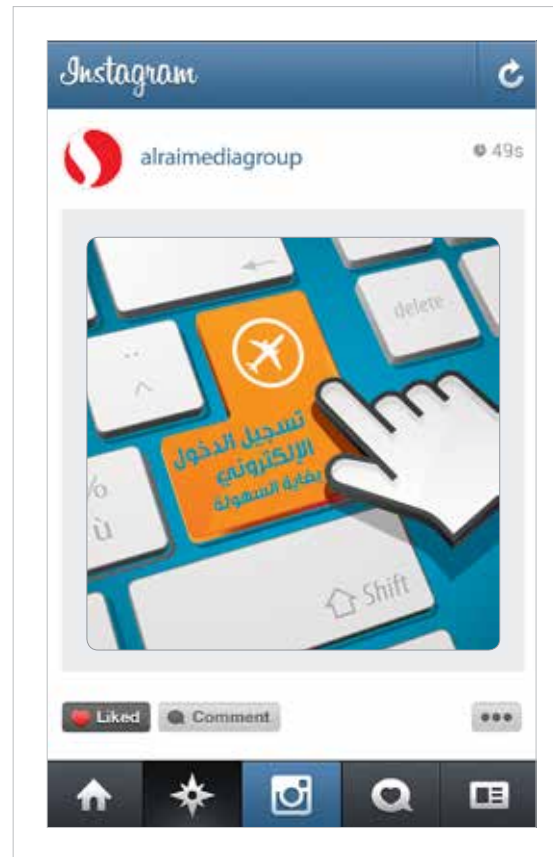
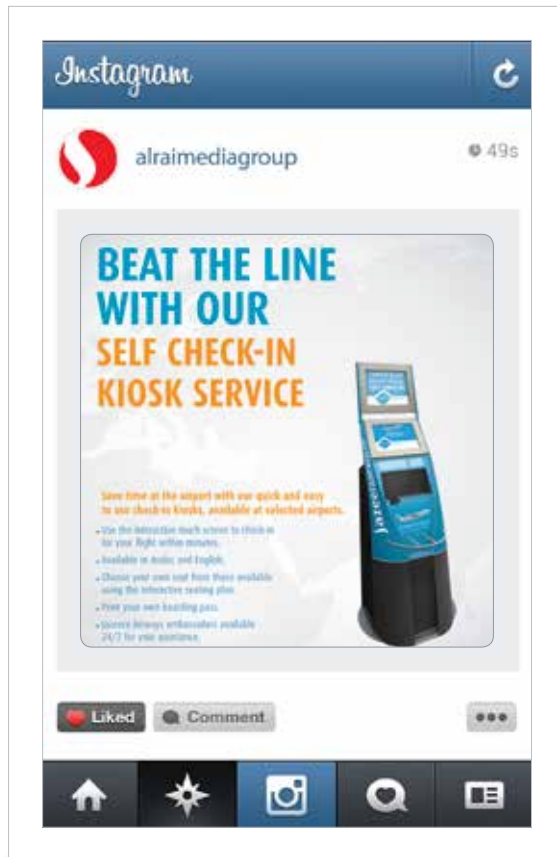
Followers **761K**

Jan 01 st, 2018

**500** K.D Per tweet/retweet

# Instagram

## Instagram Post



Followers **109K**

Jan 01 st, 2018

**350** K.D Image Post

**500** K.D Video Post

Facebook

Facebook Post

**الراي** AlRai Newspaper  
Yesterday

<http://bit.ly/vw> برنامج جزيرتي.. احصل على تذكرة مجانية إلى أي وجهة



Like . Comment . Share

**الراي** AlRai Newspaper  
Yesterday

<http://bit.ly/vw> برنامج جزيرتي.. احصل على تذكرة مجانية إلى أي وجهة



Like . Comment . Share

538K Jan 01 st, 2018

750 K.D One shot

 **مجموعة الراي الاعلامية**  
ALRAI MEDIA GROUP

 +965 24953001

 +965 24953003

 2292/13023 Kuwait

 [alraimedia.com](http://alraimedia.com)