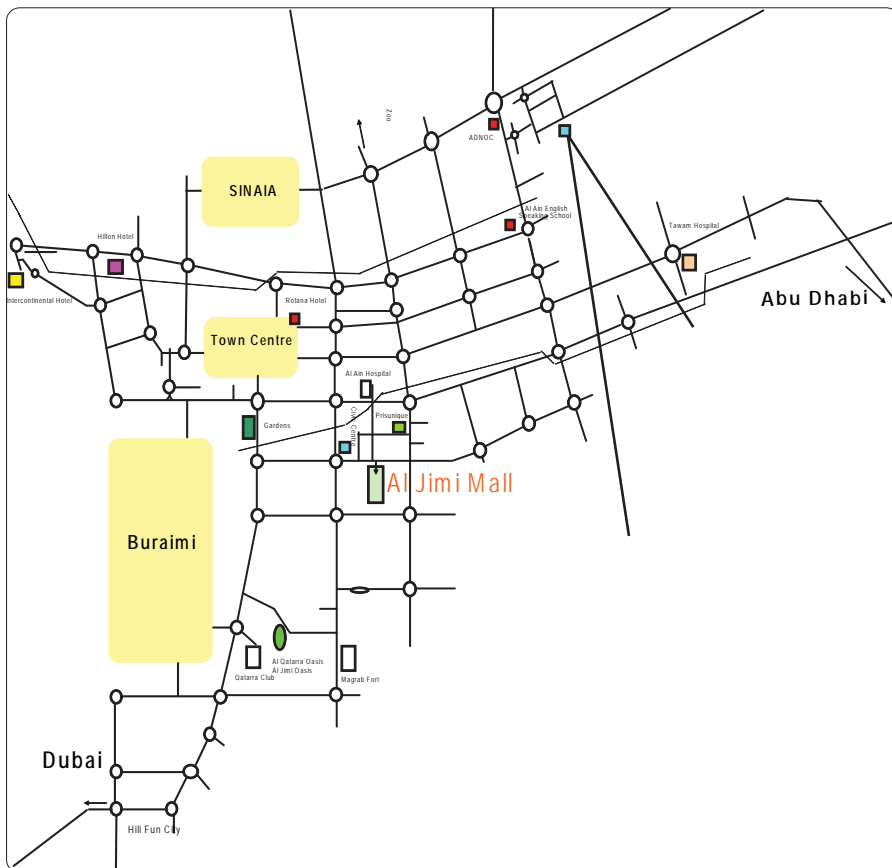


RATE CARD 2007



AL JIMI MALL LOCATION MAP



Al Jimi Mall is owned and operated by ALDAR retail properties and has been operating since 2001, located in the Al Jimi district with easy access from Dubai and Abu Dhabi, the mall offers the ultimate family shopping experience with a large array of outlets such as a Hypermarket, Department Store plus a variety of convenient retail outlets, restaurants and a food court.

AL Jimi Mall strives to insure that all members of the family have their needs and requirements fulfilled under one roof. ALDAR is constantly working on improving the shopping experience. The Mall is currently undergoing a multi million Dirham refurbishment and expansion program which includes the installation of Audio & Video Digital Signage networks. The video component is comprised of 44 screens ranging in size from 42" to 65" strategically located throughout the mall. Their purpose is to offer an advertising solutions where the content is displayed across the mall and can be changed and modified remotely. The aim is to help the tenants deliver direct messages targeted at customers throughout the Mall. The display can be split into numerous parts viewing a combination of content in different forms such as text, still images and videos. There is also an audio only component that can be used as a media for community information, advertising, brand building and entertainment, also leading to an increase in sales.

RATE CARD 2007

VIDEO

1 Month Campaign	AED 24,200
2 Months Campaign	AED 42,100
3 Months Campaign	AED 53,460

01. Rates are for ads running on all 44 screens in the Al Jimi Mall's screen network
02. Rates based on 15 second spots, in loops of 7 minutes
03. Ads will be viewed 120 times per day
04. Fixed price when discount is allocated
05. Content design charges are extra
06. Spots more than 15 seconds: Please call for custom pricing
07. For periods less than 1 Month: Please call for custom pricing
08. For sponsorships: Please call for custom pricing
09. Prices subject to change without notice
10. Operating hours are 10:00 am to Midnight every day

AUDIO

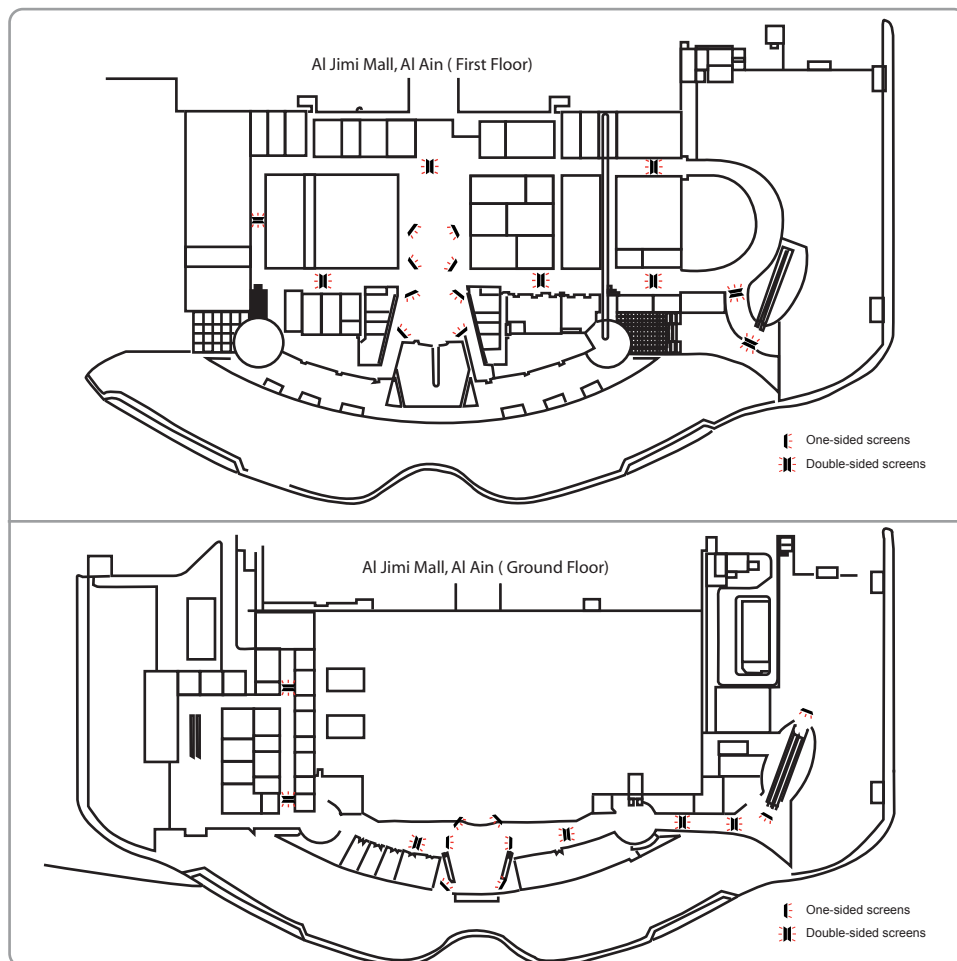
1 Week Campaign	AED 4,500
2 Weeks Campaign	AED 6,000
1 Month Campaign	AED 8,000
2 Months Campaign	AED 13,940
3 Months Campaign	AED 17,820

01. Rates Based on 1 spot Audio Ad up to 30 seconds
02. Ads or announcements every 20 minutes, to a maximum of 3 times per hour
03. Message will be heard 42 times per day
04. Rates are for audio ads or announcements running on all audio network in the Mall
05. Price is fixed after discount is allocated
06. For periods less than 1 week: Please call for custom pricing
07. For sponsorships: Please call for custom Pricing
08. Prices subject to change without notice
09. Operating hours are 10:00 am to Midnight every day

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