

THE GULF TIME

# EMIRATES BUSINESS

## VALUE AD AGREEMENT – 2017/2018

<b>Advertiser Name</b>			
<b>Address</b>			
<b>Phone:</b>	<b>Fax:</b>	<b>Email:</b>	

Expenditure Commitment in GT Emirates Business Package (AED)	UP to AED 100,000	AED 101,000 Up to AED 200,000	AED 201,000 Up to AED 300,000	AED 301,000 Up to AED 400,000	AED 401,000 PLUS
Discount	10%	20%	30%	50%	55%

Expenditure Commitment: AED ..... to AED.....

Value ad Period: From 01..... 2017 to 31-12-2018

	For Advertiser/Agency (Strike off as appropriate)	For GT Emirates Business
Name of authorized signatory		
Designation		
Email of signatory		
Signature		
Date		
Agency Name ( If signing Authority)		
Seal/ Stamp		

Contact for payment

Name:	Designation:	Tel:
-------	--------------	------

### TERMS & CONDITIONS OF THE VALUE AD AGREEMENT

1. The Agreement commences on the 1st day of the starting month and ends on the last day of the closing month (irrespective of the first and last insertion dates within the starting / closing month).
2. The date of release of the 1st insertion must be within the starting month.
3. The Agreement must be signed before the first insertion (not retroactively).
4. Expenditure Commitment means value of advertising committed by the advertiser in The Gulf Time Emirates Business package during the Agreement period.
5. Expenditure Commitment must be fulfilled to be eligible for the applicable discount rate as indicated above.
6. Debit/Credit will be issued at the end of the Agreement period depending on actual performance and the corresponding effective rate. The credit note cannot be encashed but can only be adjusted against expenditure in products/services of Gulf Time Emirates Business and its subsidiary/associate companies.
7. An agency signing on behalf of the advertiser is responsible for maintaining the commitments, inclusive of advertising released by the advertiser, directly or through other agencies.
8. Payment Terms: Prepayment. Credit, if approved, will be for maximum 30 days from the date of invoice.
9. The Conditions of Acceptance of advertisements, which forms part of this Agreement, have been read, fully understood and agreed.

Details of entry in system ( for The Gulf Time Emirates Business only)

By	Date	No.
----	------	-----