

EXPAND YOUR REACH

LEBANON OPPORTUNITIES



Gallery

FINE ARTS IN LEBANON



INFOPRO WEBSITES



[Businessnews.com.lb](https://businessnews.com.lb)

[Lebanonrevival.news](https://lebanonrevival.news)

[Gallery.com.lb](https://gallery.com.lb)

InfoPro sal

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Phone: (961.1) 739.777 • Fax: 74.90.90 • email: sales@infopro.com.lb • Web: infopro.com.lb

LEBANON OPPORTUNITIES

[Advertising Rates](#)

[Artwork Specifications](#)

[Ad Submission Instructions](#)

BUSINESSNEWS.COM.lb
by LEBANON OPPORTUNITIES

[About](#)

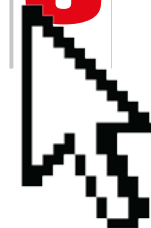
Gallery
FINE ARTS IN LEBANON

[Advertising Rates](#)

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INFOPRO



[Advertising Rates](#)

[Banner Specifications](#)

[Website User Profiles](#)

- [businessnews.com.lb](#)
- [lebanonrevival.news](#)
- [gallery.com.lb](#)



ADVERTISING RATES: LEBANON OPPORTUNITIES

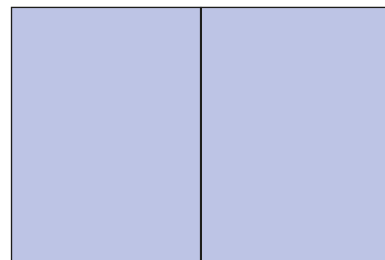
POSITION	2023	POSITION	2023
FULL PAGES COLOR OR B/W		FLYERS AND INSERTS	
Left Hand Side after first 20 pages	\$2,350	flyer 1-4 pages	\$2,900
Right hand side after first 20 pages	\$2,950	flyer 5-8 pages	\$3,200
First 10 pages anywhere	\$3,300	flyer 9-12 pages	\$3,500
Pages 11-20 anywhere	\$3,200	flyer >12 pages	\$4,000
DOUBLE PAGE SPREADS		page= 1 face regardless of size. Maximum size = smaller than magazine. A folded page counts double for each fold	
Anywhere	\$3,800	BUSINESS-TO-BUSINESS	
First DPS - First 10 pages	\$4,500	1/8 entry (per year)	\$2,750
Second DPS - First 10 pages	\$4,300	CLASSIFIEDS SECTION	
After table of content	\$4,200	3 CONSECUTIVE MONTHS	
COVERS		Real estate	\$3,500
Inside front cover	\$3,900	Employment	\$3,500
Inside front cover spread	\$5,100	Half page	\$2,500
Back cover	\$5,100	Quarter page	\$1,600
Inside back cover	\$3,300		
Gatefold	\$8,000		
PART PAGES			
Half page horizontal	\$1,700		
Half page square - news section only	\$1,700		
Half page vertical- news section only	\$2,000		
Quarter page banner	\$1,200		
Quarter page square - news section only	\$1,200		
Quarter page vertical - news section only	\$1,500		

All position requests or special instructions: Ten percent surcharge
 Incentive: 5 paid + 1 free **except** on covers, First 10 and 20 pages, and special positions
 VAT will be added to all above rates

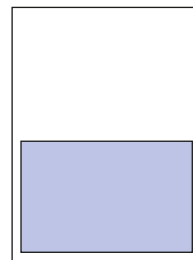
ARTWORK SPECIFICATIONS: LEBANON OPPORTUNITIES



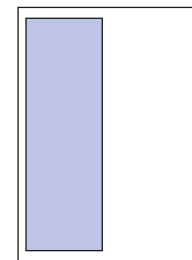
FULL PAGE
20.5 x 26.8 cm



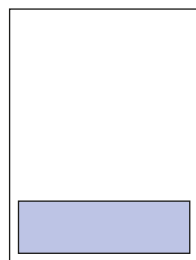
DOUBLE PAGE SPREAD
41.0 x 26.8 cm



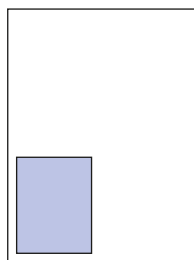
HALF PAGE HORIZONTAL
17.4 x 11.5 cm



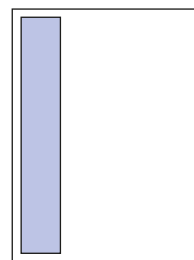
HALF PAGE VERTICAL
8.5 x 20.5 cm



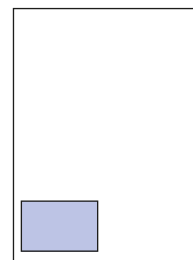
QUARTER PAGE BANNER
17.4 x 5.7 cm



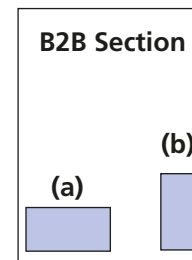
QUARTER PAGE
8.5 x 11.5 cm



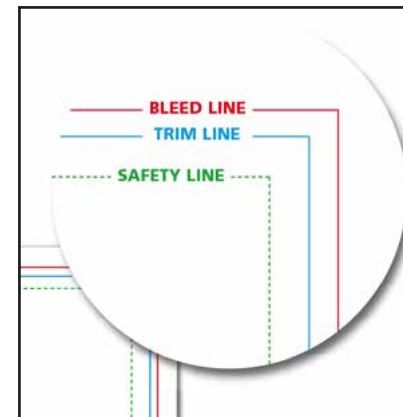
QUARTER PAGE VERTICAL
4 x 20.5 cm



1/8 page
8.45 x 5.7 cm



B2B Section
(a) 8.7 x 4.5 cm
(b) 4.1 x 10.2 cm



Allow 0.5 cm bleed around the ad pages for cutting to avoid white blank.

Allow 1 cm safety away from the trim for binding.

Required for full pages and spreads only

AD SUBMISSION INSTRUCTIONS

- The magazines are published the first week of every month. Booking orders and artwork must be received by the third week of the previous month. For last minute submissions, please contact your account manager.
- The magazines are printed on 70-80 grams mechanical semi-glossy paper inside. The cover is 150 grams coated with light varnish. Advertisers should be aware that color output

- results are different on this paper than on glossy, 90-130 grams traditionally used in local magazines.
- Artwork must be submitted in pdf format, 300 dpi, with fonts embedded, flattened format, CMYK with no Pantone colors. Color proofs (Sherpa or equivalent) are highly recommended, without which customers loose any claims on printing errors including color, fonts, positioning, and other elements.

ADVERTISING RATES: GALLERY

POSITION 2023

► For corporate and brand advertisers

FULL PAGES

First 10 pages	\$3,000
Regular page	\$2,500

DOUBLE PAGE SPREADS (DPS)

First DPS	\$4,500
Second DPS	\$4,200
Regular DPS	\$3,800

COVERS

Back Cover	\$5,000
Inside Front Cover	\$3,500
Inside Front DPS	\$5,000
Inside Back Cover	\$3,000
Gatefold	\$7,500

FLYERS (Max. size = smaller than magazine)

1-4 pages	\$3,000
5-8 pages	\$3,500
9-12 pages	\$4,000
>12 pages	\$4,500

(A folded page counts double for each fold
Page = 1 face regardless of size)

SPECIAL OFFER

All non-cover pages benefit from 1 free page for every three consecutive pages

VAT will be added to all above rates

POSITION 2023

► For businesses in the arts

Businesses directly engaged in the art business are offered alternative packages for coverage, highlighting their listings and announcements such as galleries, venues, art supplies, art courses, and events to be placed in the listings of the magazine

LISTING HIGHLIGHT (1/3 PAGE)

Includes a picture, enhanced listing (See dummy)



1 issue	\$1,000
1 year/4 prepaid issues	\$2,000

Size: 7.6cm (width) x 22.5cm (height)

LISTING HIGHLIGHT (1/2 PAGE)

Includes a picture, enhanced listing (See dummy)



1 issue	\$1,500
1 year/4 prepaid issues	\$2,500

Size: 22.4cm (width) x 10cm (height)

1 PAGE AD IN LISTINGS SECTION

1 issue	\$2,000
2 issues	\$3,000
3 issues	\$4,000
4 issues	\$4,500

EVENT COVERAGE (WITH PICTURES)

1 page	\$1,500
2 pages	\$2,000

SPONSORED CONTENT Please contact us

GALLERY

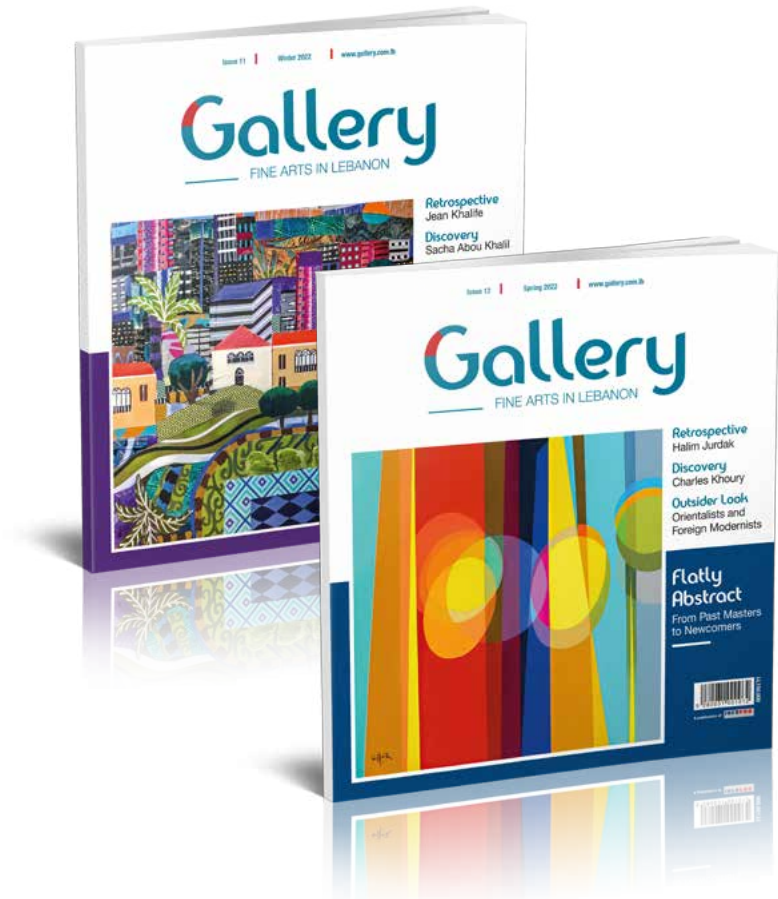
Gallery is a quarterly magazine focused on art in Lebanon. The magazine is published in English. It is directed to the general public that is interested in art appreciation, home décor, collecting, luxury, and art connoisseurs. The target market is genderless, age 30+, middle and high income brackets. Topics tackle all types of visual arts (paintings, sculptures, installations, etc.) of all periods and the various actors in that ecosystem. Artists from Lebanon, and foreign artists present inside Lebanon, are covered. How-to-sections introduce novice collectors on how to purchase art, take care of it, and price it.

ADVERTISERS

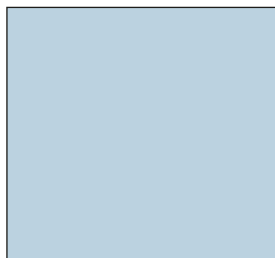
- Private Banking
- Luxury & sports cars
- High-end watches
- Designer furniture & furnishings
- Boats & yachts
- Upper-end real estate
- Jewelry
- Gold and Platinum credit cards
- First class travel
- 5-star hotels
- Mobile phones
- High-end electronics
- Carpets

CIRCULATION

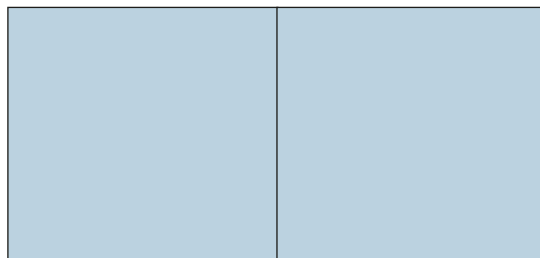
- 8,000 copies per issue
- Issue is available for sale at prime bookstores and remains 3 months on newsstands
- Distributed to a qualified list of art aficionados , free to take in art galleries and hotels



ARTWORK SPECIFICATIONS: GALLERY

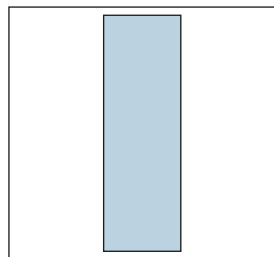


FULL PAGE
27 X 29 CM

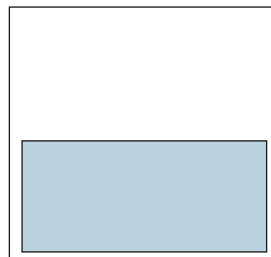


DOUBLE PAGE SPREAD
54 X 29 CM

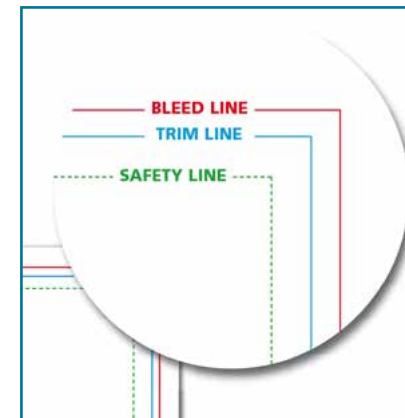
LISTINGS HIGHLIGHT



1/3 PAGE
7.6 X 22.5 CM



1/2 PAGE
22.4 X 10 CM



Allow 0.5 cm bleed around the ad pages for cutting to avoid white blank.

Allow 1 cm safety away from the trim for binding.

Required for full pages and spreads only

- **The magazine is printed on 130 grams couche matt paper inside.** The cover is 300 grams coated with cellophane.
- Artwork must be submitted in pdf format, 300 dpi, with fonts embedded, flattened format, CMYK with no Pantone colors.
- Color proofs (Sherpa or equivalent) are highly recommended, without which customers lose any claims on printing errors including color, fonts, positioning, and other elements

ADVERTISING RATES: INFOPRO WEBSITES

businessnews.com.lb

	1 month	3 months
Banner advertising		
Top banner on home page + banner on each page	\$3,000	\$7,500
1st banner	\$1,500	\$3,500
2nd banner	\$1,200	\$2,500
3rd banner	\$1,000	\$2,000
Pop-up or Pop-down	\$2,000	\$5,000
Inside pages (per page)	\$1,000	\$2,000
Takeover	\$3,000/5 consecutive days	

Newsletter Adv.	4 shots*	2 shots*	1shot
*Consecutive	\$2,500	\$1,500	\$1,000

Video advertising	1 month	3 months
Video – first show	\$2,000	\$5,000
Together with Ad in Lebanon Opportunities (same months)	30% off	50% off



gallery.com.lb

	1 month	3 months
Banner advertising		
Top banner on home page + banner on each page	\$2,500	\$5,000
1st banner	\$1,500	\$2,500
2nd banner	\$1,250	\$3,000
3rd banner	\$1,000	\$2,500
Pop-up or Pop-down	\$2,000	\$5,000
Inside pages (per page)	\$1,000	\$2,000



BANNER SPECIFICATIONS: INFOPRO WEBSITES

Desktop Sizes	468px * 60px	728px * 90px	250px * 250px	234px * 234px	300px * 300px	Pop-down
businessnews.com.lb	✓	✓	✓	✓ (Right column banner)	✓ (News letter or Pop-up banner)	✓ Open 900px * 140px Close 900px * 90px
lebanonrevival.news	✓	✓	✓	✓ (Right column banner)	✓ (News letter or Pop-up banner)	✓ Open 900px * 140px Close 900px * 90px
gallery.com.lb	✗	✓	✓	✗	✗	✗

Mobile Sizes for all websites	300px * 250px	728px * 90px



File types: gif, jpg, png, or HTML5 | File size: Maximum 150 kb

HTML5 Standard Tag

```
<A HREF="https://ad.doubleclick.net/ddm/jump/.....?">
<IMG SRC="https://ad.doubleclick.net/ddm/ad/....." ALT="Advertisement">
</A>
```

WEBSITE USER PROFILES

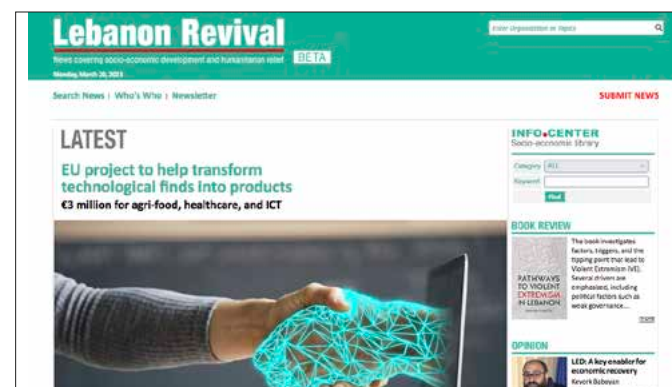
businessnews.com.lb

A website dedicated to economic and business news on Lebanon. It is managed by the team of Lebanon Opportunities. It was launched in 2012. The site is mobile friendly with Android and iOS platforms, and is connected to a facebook page as well as a twitter service. The service includes a weekly summary newsletter. It is free of charge and does not require registration, making it easily and freely accessible to all users, readers of Lebanon Opportunities, as well as the public at-large.



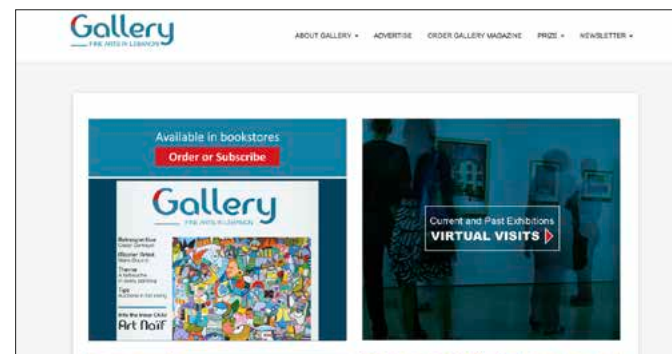
lebanonrevival.news

Lebanon Revival is a news website reporting on activities, reports, and funding by organizations and stakeholders in the socio economic development and humanitarian relief ecosystem, especially international and local donor institutions, civil society organizations, and implementing parties



gallery.com.lb

Gallery.com.lb is the companion site for Gallery magazine. It includes extensive listings of upcoming events in visual arts in Lebanon, including museums, art spaces, galleries, pop-up venues, and public art. The website also includes reviews of recent art exhibitions and includes a newsletter and alert service to subscribers.



ABOUT BUSINESSNEWS.COM.LB

This website was created to provide up-to-the-hour economic and business news on Lebanon. It includes all sectors include trade, services, finance, manufacturing, and general economic and socio-economic news. It also covers related government and public service developments. Its access is possible without registration and is free of charge.



click here to see the website Ad sample www.businessnews.com.lb/adsample/

FEATURES

The site has many features, many of which as unique

SEARCH

In addition to general search capabilities, the site has predefined search categories including **people, companies, sectors, and topics**

PERSONAL FINANCE

Updated information on deposit and loan interest rates from banks

FINANCIAL MARKETS

Market closing for the Beirut Stock Exchange as well as from most regional and international exchanges

EVENTS AND LISTINGS

Comprehensive listing of upcoming business events such as local conferences, local and international trade exhibition, trade missions, and other business networking opportunities

JOB AND REAL ESTATE ADS

The website is powered also by jobs.com.lb and properties.com.lb that allow the display of the latest entries on those sites

