

ARN



الموسيقى أتت أولاً

INTRODUCTION

Al Arabiya 99 is the UAE's number one radio station for Arab Expats.

With 'Music First' as the slogan, the station plays the most popular Arabic songs from across the region appealing to a cosmopolitan audience of local and expat Arabs.

Al Arabiya 99 audience is trendy & ambitious professionals who are constantly looking to excel in their careers and live the UAE lifestyle to the fullest. Al Arabiya 99 is the preferred and natural choice for both males and females across the pan arab nationalities as it's the only station that caters to their choice of new and classic hits.

There is no bigger Arabic radio station in the UAE then Al Arabiya 99



SHOWS

EXIT 99 with Heba, Wael & Rafat Weekdays 7am - 10am

Wake up to Heba, Wael & Rafat and feel the positive energy that flows between them. Their on-air banter will keep you entertained and is sure to plaster a smile on your face. Tune in and get updated on various topics like: technology, health and fun. Interact with Heba, Wael & Rafat via SMS, Al Arabiya 99 App or Al Arabiya social media platforms and share your opinion or win great prizes.

Bala Routine with Mirna Weekdays 2pm - 5pm

Allow Mirna to change your routine with the Bala Routine show. The show covers a wide range of ideas to enjoy your life. In addition to celebrity updates, let's not forget Mirna's tips on lifestyle, fashion, fitness and nutrition.

Show Helou with Khalid Weekdays 5pm - 8pm

Keep up to date with Khalid on what's trending in the UAE. Show Helou covers the latest hot spots in the UAE, features the top trending hashtags and YouTube videos. If you're interested in sports, tune in to Khalid as he gives you your daily dose of sports updates in his own charismatic way.

DJ Saed Murad Fri to Sat from 10pm to 12am

DJ Saed Murad is the king of mixing and remixing. His signature style is all about selecting the hottest Arabic hits but also adding some international flavour. He is a true superstar DJ and has huge fan following across various nationalities and ages.

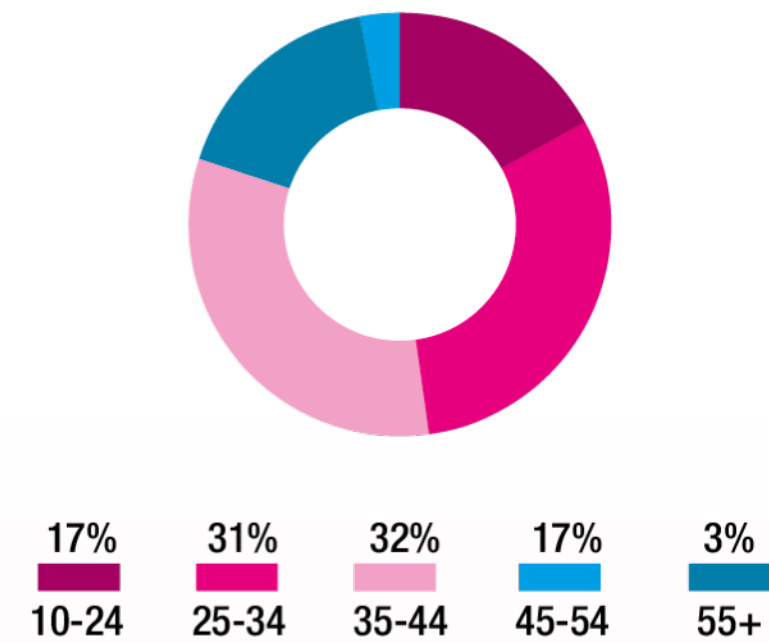
INSIGHTS - RADIO

Dubai's #1 breakfast show for Expat Arabs

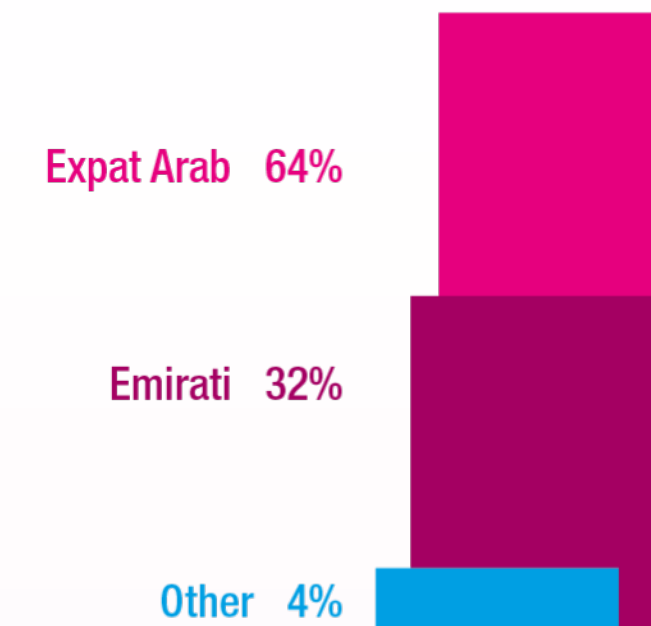
***WEEKLY REACH**
611,000

TARGETING
18-45 Year Olds

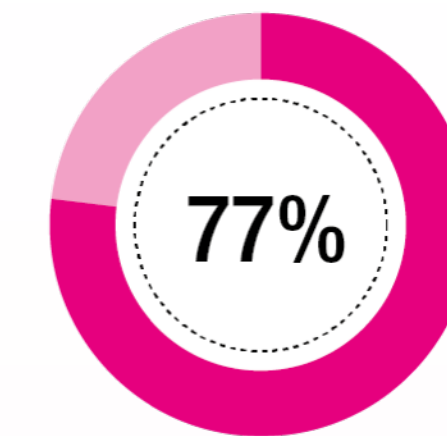
*AGE



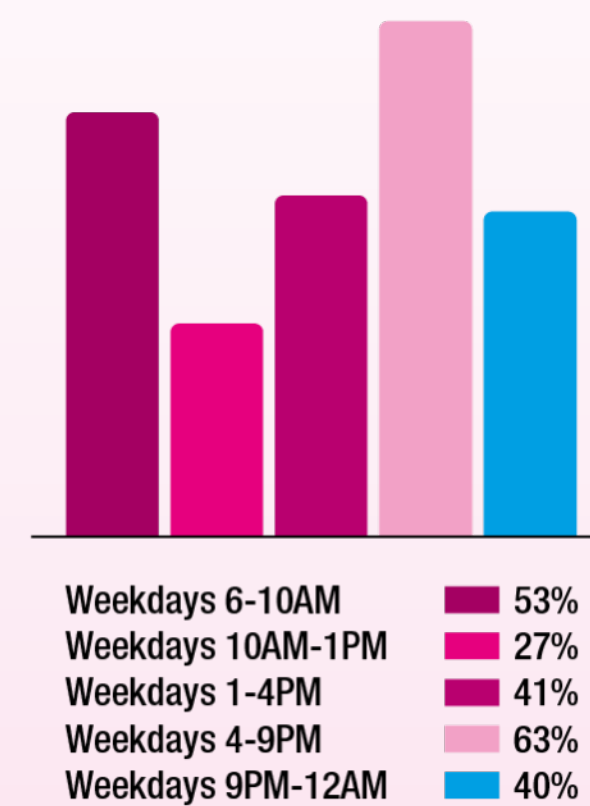
*NATIONALITY



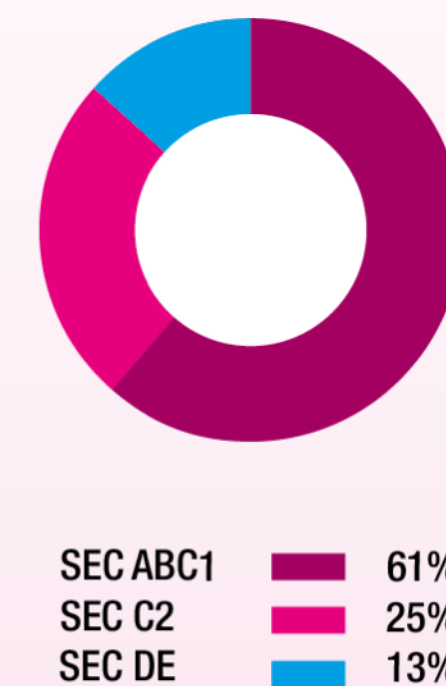
*LIVING WITH FAMILY



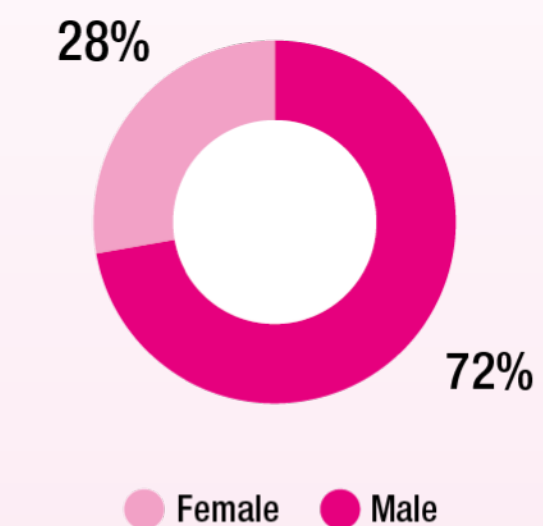
*LISTENERSHIP BREAKDOWN



**SOCIO ECONOMIC CLASS



*GENDER



*Source: Nielsen

** SEC ABC1 - 10,000 - 60,000+ | SEC C2 - 4,500 - 10,000 | SEC DE - 4,500 or Below Including Housewives, Students & Refused to say

INSIGHTS - SOCIAL MEDIA

The UAE's #1 radio station for Expat Arabs

Social Followers
187,708

* Monthly Social Impressions
1,023,333

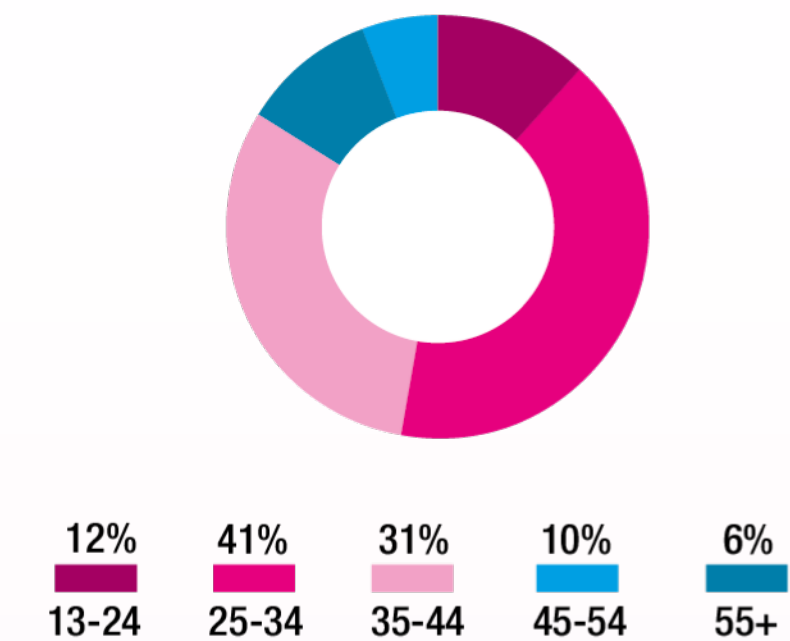
* Daily Reach
91,332

* Engagement Rate
7.35% 8x Media industry average

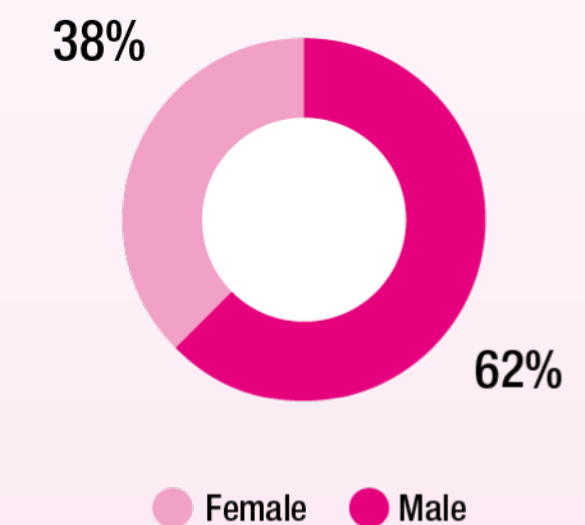
* Campaign Messaging
54,500 Per campaign

Reach an audience of Arab Nationals
of up to 25 nationalities listening to the latest
Arabic music from across the region

*AGE



*GENDER



* Based on historical performance

**Media Industry Average 0.87% (RivalQ 16th Feb 2021)

ON AIR RATE CARD

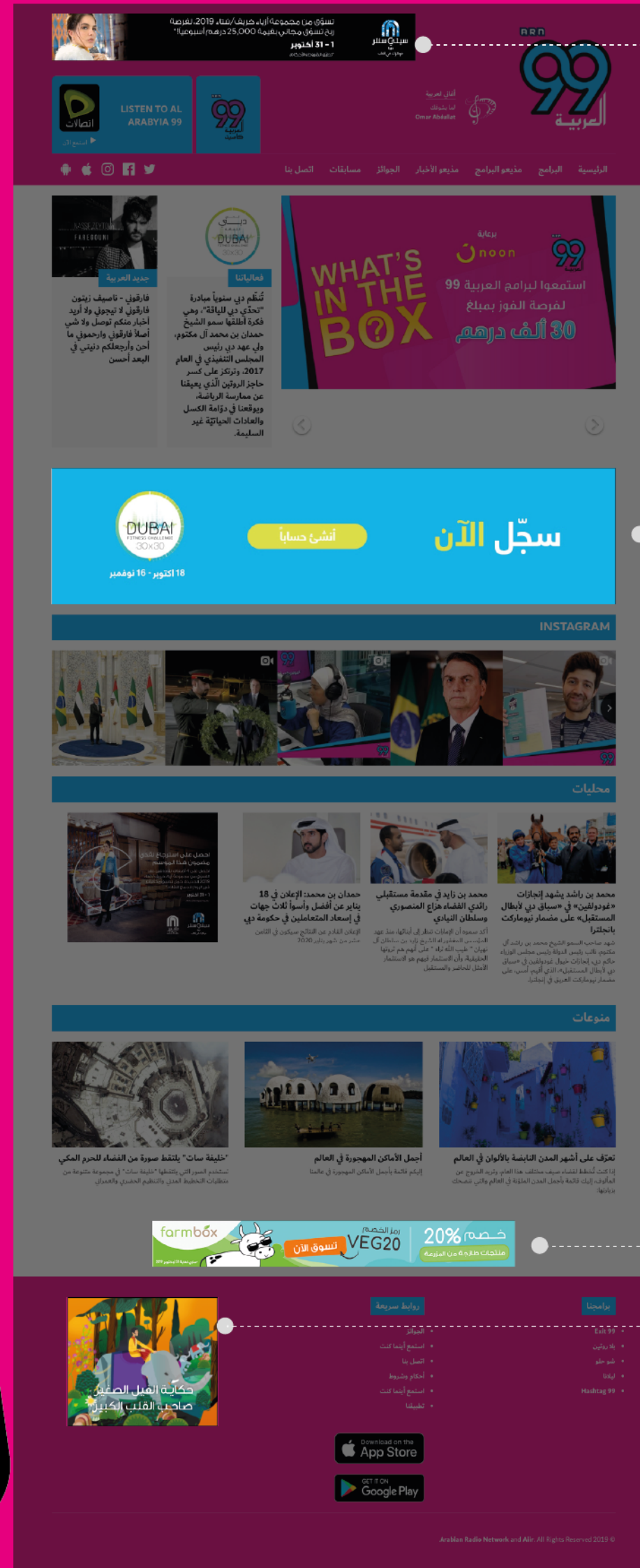
	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	750	500	600	750	350	75	600	525
Weekend	125	250	350	400	250	75	250	225

Loading % on 30s spot rate							
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%

Al Arabiya 99	Live Reads	15 sec	30 sec	Creative Rates Commercial Production*30 sec 3,500
	ROS Placement	1,500	2,000	
	Specific Placement	1,750	2,250	

DIGITAL

www.99fm.ae



Leaderboard

Size: 720 X 90 (width X height)
320 X 50 & 640 X 200
320 X 100 & 640 X 200

Format: jpg, png,gif
HTML5 (Google Ads)
and Google Ad script

Featured content

Custom made by ARN
and requires PD approval

Leaderboard

Size / Format
(same as above)

MPU

Size: 300 X 250
Format : jpg, png, gif
HTML5 (Google Ads)
Google Ad script

CPM based components	Weekly based components			
Banner* (MPU or Leaderboard)	Featured Sections	Online Contest	Social Contest	Pre-Roll Audio*
90	4000	5000	8000	5000
		Pre-Roll Video*	APP SMS POP-UP*	Banner*
		4000	3000	1500

Online Contest

Custom made by ARN
and requires PD approval

Pre-Roll Audio

Duration: 15 Seconds
Format: MP3

APP SMS Pop-up

size: 320 X 250
640 X 20
Format: jpg, gif, HTML5

Social Contest

Custom made by ARN
and requires PD approval

Pre-Roll Video

Duration: 15 Seconds
Format: MP4 or AVI (H.264)