Website Summary
Advertising and Listing with us
www.dubai24-7.com
Our Website

Benefits

- Provides 24/7 online information at your fingertips
- Give tourists options to dining, attractions and much more 24/7
- Book online tickets for tours & activities, deals and events
- A portal that supports & enables the government to promote its tourism strategy
- International partnership with travel agents to help promote Dubai
- Enables you to build your brand globally due to your unique travel partnerships
- Utilise our Extensive marketing budgets to reach a wide range of audience
- Empowers you with a unique, dynamic and low cost listings & advertising space
- Help local businesses get online, if they are not already

We at 24/7 Group have launched an online and mobile platform called www.duba24-7.com. Our vision is to promote your brand, product and services in the tourism industry and help its growth within Dubai. Our platform allows the tourists and residents of Dubai to plan their travel itinerary, provide up to date listings and options on restaurants, tours, accommodation, events etc.
Listing Page with Dubai 24-7

Listings will be placed in the appropriate category – **Listings (L1)** (Accommodation Detail Page – Sample Only)

---

**Listing – (L1) Category**

**Some Features**

- Image Size: 360 x 361px
- Randomly changes Listings
- Displays up to 9 listings per page
- Can be sorted by A to Z or Z to A
- Detailed Listing information
- Scroll down option
- Advance Search functions
- Full description when clicking on Listing
- TripAdvisor or Zomato reviews
- Links to Website
- Links to Social Media
- Location Maps
- Photo Gallery uploads of up to 8 images
- Up to 7 Search Listings as per your Requirements
- Optional Upload of Menu/Price at an additional Cost of AED 500
Listing Category & Price list (L1)

We have the following categories where you can list your business with us:

<table>
<thead>
<tr>
<th>Main Category</th>
<th>Sub Category</th>
<th>List Price (L1) 1+</th>
<th>Discount 3+</th>
<th>Discount 5+</th>
<th>Current Offers 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>Dubai Bus</td>
<td>AED Yearly</td>
<td>1995</td>
<td>-10%</td>
<td>-20%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>1-3 Star Hotels</td>
<td>AED Yearly</td>
<td>2995</td>
<td>-10%</td>
<td>-20%</td>
</tr>
<tr>
<td>Things To Do</td>
<td>Cinemas &amp; Theatres</td>
<td>AED Yearly</td>
<td>2495</td>
<td>-10%</td>
<td>-20%</td>
</tr>
<tr>
<td>Dining</td>
<td>Afternoon Tea</td>
<td>AED Yearly</td>
<td>1995</td>
<td>-10%</td>
<td>-20%</td>
</tr>
<tr>
<td>Attractions</td>
<td>Desert Safari’s</td>
<td>AED Yearly</td>
<td>2495</td>
<td>-10%</td>
<td>-20%</td>
</tr>
<tr>
<td>Deals</td>
<td>2 for 1 Offers</td>
<td>AED Monthly</td>
<td>995</td>
<td>-10%</td>
<td>-20%</td>
</tr>
<tr>
<td>City Info</td>
<td>About Dubai</td>
<td>AED Yearly</td>
<td>2495</td>
<td>-10%</td>
<td>-20%</td>
</tr>
</tbody>
</table>

Price is subject to change without prior notice

Current Offers 2018
www.dubai24-7.com

Transportation | Accommodation | Things to do | Dining | Attractions | City Info
AED 1295 any categories fixed price

FREE offers also Includes:

- Home page advertising for 3 months A6 & A7 advert
- Deals advertising for 3 month
- Social media marketing for 1 month
- Company Article Blog
- Coming soon online | Book your tour, activities, deals, events, travel

“Promote your business for less than AED 4 per day on the fastest growing tourism website, fully supported by our international travel partners”

Our Website

Our website attracts 2000-3000 new global visitors daily

Over 100 high ranked keywords on google search

Highly active in social media & digital marketing (FB, Instagram, Twitter)

Our Blog articles are ranked on google page 1 to 4 within 2-4 weeks

On average we are 75% cheaper in terms of advertising than other sites

“Let’s work together to help promote tourism in Dubai!”
Listings will be placed in the appropriate category – **Video Library (L3)** (Sample only)

**Listing – (L3) Video Library**

**Some Features**
- Rotating Video Library
- Quarterly Basis

Same Layout to L1 Listing Page

AED 1995 / Quarterly (Corporate Categories Only)

Listings will be placed in the appropriate category – **Menu Feature (L4)** (Sample only)

**Listing – (L4) Menu Feature**

**Some Features**
- Image Size: 229 x 191px
- 1 Advert Only in Menu Page
- Monthly Basis
- Subject to availability

Same Layout to L1 Listing Page

AED 700 / Monthly (Appropriate Categories)

Listings will be placed in the appropriate category – **Calendar Events (L5)** (Sample only)

**Listing – (L5) Calendar Events**

**Some Features**
- Rotating Adverts
- Monthly Basis

Same Layout to L1 Listing Page

AED 995 / Monthly (Event Categories Only)

Listings will be placed in the appropriate category – **Video Library (L3)** (Sample only)

**Listing – (L3) Video Library**

**Some Features**
- Image Size: 300 x 185px
- Rotating Adverts
- Monthly Basis

Same Layout to L1 Listing Page

AED 1995 / Monthly (All Categories)
How to advertise with us
Advertising with Dubai24-7

Premium Advertising
Advert (A1) Main
- Image Size: 1440 x 600px
- Maximum of 8 Adverts on Home Page
- Monthly/Yearly Basis

Advertising
Advert (A2) (Top Right)
- Image Size: 360 x 360px
- Maximum of 10 Adverts on Home Page
- Scrolling Basis
- Monthly/Yearly Basis

Advert (A3) or (A4) (Top Right)
- Image Size: 360 x 180px
- Maximum of 10 Adverts on Home Page
- Scrolling Basis
- Monthly/Yearly Basis

Advert (A5) (Top Right)
- Image Size: 360 x 360px
- Maximum of 10 Adverts on Home Page
- Scrolling Basis
- Monthly/Yearly Basis
Advertising
Advert (A6) (Bottom Right)
- Image Size: 360 x 360px
- Maximum of 10 Adverts on Home Page
- Scrolling Basis
- Monthly/Yearly Basis

Advertising
Advert (A7) (Bottom Right)
- Image Size: 360 x 360px
- Maximum of 10 Adverts on Home Page
- Scrolling Basis
- Monthly/Yearly Basis

Advertising
Advert (A8) (Bottom Right)
- Image Size: 360 x 360px
- Maximum of 10 Adverts on Listing & Detail Page
- Scrolling Basis
- Monthly/Yearly Basis

Advertising
Advert (A9) (Bottom Right)
- Image Size: 355 x 265px
- Maximum of 10 Adverts on Listing & Detail Page
- Scrolling Basis
- Monthly/Yearly Basis

<table>
<thead>
<tr>
<th>Category</th>
<th>Home Page Advertising</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page – Middle Advertising</td>
<td>Monthly 50% Off</td>
<td>1400 700</td>
</tr>
<tr>
<td>Advert A6 or A7</td>
<td>One Yearly Payment</td>
<td>-10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Home Page Advertising</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page – Bottom Advertising</td>
<td>Monthly 50% Off</td>
<td>800 450</td>
</tr>
<tr>
<td>Advert A8 or A9</td>
<td>One Yearly Payment</td>
<td>-10%</td>
</tr>
</tbody>
</table>
How to advertise with us

Listing Page

**Advertising**

**Advert (A10) (Listing Page)**
- Image Size: 360 x 360px
- Maximum of 10 Adverts on Listing & Detail Page
- Scrolling Basis
- Monthly/Yearly Basis

<table>
<thead>
<tr>
<th>Category</th>
<th>Listing Page</th>
<th>Advertising</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing Page – Top Advertising</td>
<td>A10</td>
<td>Monthly 50% Off</td>
<td>500</td>
</tr>
<tr>
<td>Listing Page – Top Advertising</td>
<td>A11</td>
<td>Monthly 50% Off</td>
<td>300</td>
</tr>
<tr>
<td>Listing Page – Top Advertising</td>
<td>A12</td>
<td>Monthly 50% Off</td>
<td>500</td>
</tr>
</tbody>
</table>

**Advertising**

**Advert (A11) (Listing Page)**
- Image Size: 360 x 180px
- Maximum of 10 Adverts on Listing Page
- Scrolling Basis
- Monthly/Yearly Basis

**Advertising**

**Advert (A12) (Listing Page)**
- Image Size: 360 x 360px
- Maximum of 10 Adverts on Listing Page
- Scrolling Basis
- Monthly/Yearly Basis
How to advertise with us
Online.Dubai24-7.com

## Premium Advertising

### Online Main Advert
- **Image Size:** 2000 x 400px
- **Maximum of 5 Adverts online**

<table>
<thead>
<tr>
<th>Category</th>
<th>Home Page Advertising</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Banner Advert</td>
<td>Monthly 50% Off</td>
<td>2500</td>
</tr>
<tr>
<td>Online Banner Advert</td>
<td>One Yearly Payment</td>
<td>1750</td>
</tr>
</tbody>
</table>

### Online Banner Advert
- **Image Size:** 1022 x 185px
- **Maximum of 1 Banner**
- **Monthly/Yearly Basis**

<table>
<thead>
<tr>
<th>Category</th>
<th>Home Page Advertising</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Banner Advert</td>
<td>Monthly 50% Off</td>
<td>1000</td>
</tr>
<tr>
<td>Online Banner Advert</td>
<td>One Yearly Payment</td>
<td>500</td>
</tr>
</tbody>
</table>

### Online Advert
- **Monthly 50% Off**
- **AED 3500, 1750**

<table>
<thead>
<tr>
<th>Category</th>
<th>Home Page Advertising</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Advert</td>
<td>One Yearly Payment</td>
<td>-10%</td>
</tr>
</tbody>
</table>

### Online Banner
- **AED 1000, 500**

<table>
<thead>
<tr>
<th>Category</th>
<th>Home Page Advertising</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Banner</td>
<td>One Yearly Payment</td>
<td>-10%</td>
</tr>
</tbody>
</table>
Benefits for your Company

Marketing Online

“Internet is a place where millions of people interact with each other from around the world and thus it provides a virtual platform to interact with such a huge community without actually meeting with them in person. Companies and businesses take great advantage of this opportunity with putting their products and services online in front of these people, letting them know about what a company offers and what advantages it offers for the customers.”

Our Marketing Strategies

Social Media Marketing
Facebook | Twitter | LinkedIn | Instagram | YouTube | Google+

Search Engine Optimisation
5 SEO consultants are continuing to add new key words to our SEO campaigns; this will help us to be ranked highly on google searches. Our website will index your name and images so they will be searchable on google.

Email (250k Worldwide + 35k in Dubai every 2 weeks) & SMS Marketing (100k worldwide Monthly)
Email | SMS | WhatsApp Marketing to promote our website

Other Marketing Activity
YouTube Marketing of our video | Blog | Tele-Sales | Flyer Distribution

Google Analytics Stats

Our Partners

With tourism on the increase, and a targeted 9% annual growth in tourist numbers, as quoted by the director general of DTCM (Dubai’s Department of Tourism and Commerce Marketing), it is only prudent for the service industry to support this growth with complete transparency on what Dubai has to offer.

As you know tourism is just as much about restaurants, museums, attractions and activities as it is about transport and accommodation. It is with this in mind we wish to partner with you, as it is important for us to market and advertise your business as it is for you. We share the vision of DTCM to make Dubai a leading tourist destination, which makes you our number one client.

Our affiliated travel partners will potentially market our platform to tourist travelling in to Dubai. Here are some of our affiliated partners: