The National Human Rights Committee

Labour Campaign

1/4/2013 - 20/6/2013
Overview

Based on the principles of social justice, equality and communication between all segments of society, The National Human Rights Committee of Qatar conducts several annual awareness campaigns and events.
Target group:

Age: all ages
Gender: 85% male - 15% female
Nationality: Indian, Filipino, Arabs … etc.
Communication languages: Arabic, English, Hindi
location: across the State
Objectives of the campaign

- Communication between expatriates and their employers.
- Motivating employers to grant workers their rights, including wages, health insurance and safety.
- Spreading the awareness on workers’ rights and the proper ways to do so.
- Achieving justice and equality among all categories of labor.
- Achieving the NHRC mandate relating to social responsibility on the awareness and the necessary actions to do so.
Advertising channels

- Street ads
- Magazine advertising
- Leaflets (available in three languages)
- Gifts
- Outreach centers
- TV adverts
- Radio advertisements
• Street ads: 33 flags
Street ads:

- 9 Poles For VIP at Ras Aboud Bridge
- 9 Poles at Four Season RA (Diplomatic St.)
- 9 Poles From the Post Office TL. To salam TL (from MBT TL. to Ministry Of labor)
- 6 Poles in Front Of City Center
Newspapers advertising:
17 advertisements

<table>
<thead>
<tr>
<th>اليوم</th>
<th>التاريخ</th>
<th>اسم الصحيفة</th>
</tr>
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<tbody>
<tr>
<td>الاثنين</td>
<td>31 مارس 2013</td>
<td>صحيفة الوطن</td>
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<td>اعلان الخارج تابع</td>
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<td>17 ابريل 2013</td>
<td>Tamil Times</td>
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<td>اعلان العرب</td>
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<td>NGAYON</td>
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<td>5 مايو 2013</td>
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<td>12 مايو 2013</td>
<td>صحيفة الرانية</td>
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<td>Tamil Times</td>
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<td>اعلان الشرق</td>
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<tr>
<td>الاثنين</td>
<td>20 مايو 2013</td>
<td>NGAYON</td>
</tr>
</tbody>
</table>
Newspapers advertising:

Know Your Rights. Achieve, Maintain, Protect, Your Rights.

Achieve.. Your success by upholding your entitlements
Maintain.. Your health and make sure your medical care is provided
Protect.. Your Life by following the safety instructions and claiming its presence

Protect Worker's Rights Campaign
One of the Initiatives of National Human Rights Committee in The State of Qatar

For More Information:
Tel: 022914544. Fax: 022914537
Website: www.nhrc-qc.org. e-mail: nhrc@nhrc.org.qa
Hot Line 00974 66625663

To know your rights:
Achieve. Maintain, Protect Your Rights.

Know Your Rights...
Gifts: 3000 T-shirts, 3000 Caps
**Outreach centers:**

1. Industrial area
2. Al Alam al jadid area
3. Lulu hupermarket, Al Khor
4. Souq Waqif area
Outreach centers:
TV adverts:

QuickTime™ and a decompressor are needed to see this picture.
Radio advertisements (Arabic)
## Revised Booking Order

**Campaign Name:** QBS English

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Time</th>
<th>Position</th>
<th>RC</th>
<th>Unit Price in QR</th>
<th>Frequency</th>
<th>Total Cost in QR</th>
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<tbody>
<tr>
<td>The Breakfast Show</td>
<td>6:30 AM</td>
<td>Inside</td>
<td>10°</td>
<td>520.00</td>
<td>12</td>
<td>6,240.00</td>
</tr>
<tr>
<td>The Breakfast Show</td>
<td>7:05 AM</td>
<td>Inside</td>
<td>10°</td>
<td>520.00</td>
<td>11</td>
<td>5,720.00</td>
</tr>
<tr>
<td>Evening Show</td>
<td>8:15 PM</td>
<td>Inside</td>
<td>10°</td>
<td>520.00</td>
<td>12</td>
<td>6,240.00</td>
</tr>
<tr>
<td>Afternoon Show</td>
<td>13:10 PM</td>
<td>Inside</td>
<td>30°</td>
<td>0.00</td>
<td>7</td>
<td>0.00</td>
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</table>

**Total Spots:** 42
**Paid Spots:** 35
**Free Spots:** 7
**Total Cost in QR:** 18,200.00

**Discount:** 15%

**Net Amount to Be Paid:** QR 15,470.00

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**Terms and Conditions**

1. Payments: 30% advance check
2. In case of a missed spot(s), the client will be reimbursed with spots and not money
3. In case of cancellation of the contract, the client will be liable to pay 50% of the net amount
4. A media schedule will be sent to the client after signing the quotation.
5. The format should be WAV or MP3

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Marwa Ammar
Senior Account Executive

**Rest Regards,**

Qatar Media Services L.L.C. CR 29156 Al Jazeera Tower, Conference Centre Street, West P.O. Box: 24553 Doha – Qatar Tel.: +974 4282828 Fax: +974 4282829
With greetings of Media and Public Relations unit