**EXPANDING THE NATIONAL CONVERSATION** 

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# ADVERTISEMENT RATE

EFFECTIVE APRIL 1, 2024

## **COLOUR**

nal Development

Inside Front Cover	N1, 200, 000
Inside Back Cover	N1, 100, 000
Back Page	N2, 000, 000
Full Page	N900, 000
Half Page	N500, 000
Quarter Page	N350, 000
Center Spread	N1, 800, 000
Center Spread Half Page	N1, 300, 000
Double Spread	N1, 550, 000
Double Spread Half Page	N1, 200, 000
10X6	N700, 000
10X5	N650, 000
10X4	N600, 000
10X3	N500, 000
9X6	N440, 000
9X5	N395, 000
9X4	N335, 000
9X3	N310,000
8X6	N410, 000
8X5	N380,000
7X5	N320, 000
7X4	N315, 000
6X5	N280, 000
6X3	N145, 000
6X2	N85, 000
5X2	N70,000
4X4	N160, 000
4X3	N95, 000
4X2	N65, 000
3X3	N60,000
3X2	N50, 000
2X2	N30, 000
2X1	N15, 000
1X1	N7,000

# **BLACK AND WHITE**

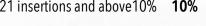
Full Page	N600, 000
Half Page	N400, 000
Quarter page	N300,000
10X6	N500,000
10X5	N480, 000
10X4	N470, 000
10X3	N460, 000
9X6	N400, 000
9X5	N390, 000
9X4	N380, 000
9X3	N370, 000
8X6	N300, 000
8X5	N250, 000
7X5	N240,000
7X4	N190, 000
6X5	N150,000
6X3	N95, 000
6X2	N70, 000
5X2	N50, 000
4X4	N80, 000
4X3	N60, 000
4X2	N40, 000
3X3	N50, 000
3X2	N30, 000
2X2	N20, 000
2X1	N10,000
1X1	N5, 000

#### **SPECIAL SPOTS**

Under Masthead –	N4, 000, 000
Full Wrap Around –	N26, 000, 000
Half Wrap Around –	N14, 000, 000
10x6 Front Page –	N13, 000, 000
Half Page Front –	N10, 000, 000
Front Page 5X6 –	N5, 000, 000
Front Page Strip- 4x6 -	N1, 400, 000
Front Page Strip 3x6 -	N800, 000
Change of Name (Classified)	N5, 000
Page/Column Branding –	Negotiable

#### **SERIES DISCOUNT**

5-10 insertions	2.5%
11-20 insertions	7.5%
21 insertions and above 10%	10%





- \*\*\* ALL ADVERTISEMENTS MUST BE PREPAID
- \*\*\* ALL RATES ARE VAT INCLUSIVE
- \*\*\* ALL COLOUR ADVERTS MUST COME WITH COLOUR GUIDES

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