

# ADVERTISING RATES

For more information, contact our  
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## TECHNICAL SPECIFICATION

### WIDTH

COLUMN	0.5	1	2	2.5	3	3.5	4	5	10
WIDTH (CM)	2.45	4.9	10.3	13.25	15.7	18.65	21.1	26.5	54.5

### HEIGHT

HEIGHT TYPES	SIZE (CM)
Full Page	36
Half Page	17.75
Quarter Page	17.75
Front/Back Page Strip	7
Inside Page Strip	8

## ADVERTISEMENT SIZES

DESCRIPTION	AD SIZE (CM)	FULL COLOUR	BLACK & WHITE
Full Page	5 col x 36cm	B\$ 3,040.00	B\$ 1,440.00
Half Page	5 col x 17.75cm	B\$ 1,910.00	B\$ 710.00
Quarter Page	2.5 col x 17.75cm	B\$ 1,355.00	B\$ 355.00
Half Page Vertical	2.5 col x 35cm	B\$ 1,700.00	B\$ 700.00
Front Page Strip	5 col x 7cm	B\$ 2,080.00	-
Back Page Strip	5 col x 7cm	B\$ 1,480.00	-
Inner Page Strip	5 col x 8cm	B\$ 1,820.00	B\$ 320.00
Centerspread	10 col x 36cm	B\$ 5,680.00	B\$ 2,880.00
Junior Page	4 col x 25cm	B\$ 2,300.00	B\$ 800.00

## PREMIUM POSITION LOADING

LOCATION	LOADING
<b>Section A</b>	
Pages 2 & 3	30%
Page 5	20%
Page 7	10%
Preferred Page	10%
Specified Pages/Position	25%
Odd-size / Fancy shapes (subject to acceptance)	25%

## CUSTOM SIZES

Colour Surcharge

**B\$ 1,600.00**

Measurement

**B\$ 8.00 per col x cm**

## CLASSIFIED ADVERTISEMENT RATES

**Rates Calculation (Min. Height = 4.2cm)**

= Height (cm) x No. of Columns x B\$ 4.00

Single Box: 1 col x 4.2cm B\$ 16.80

## SERIES DISCOUNTS

SERIES	INSERTIONS	COLOUR	B&W
SD1	6-12 inserts annually	20%	15%
SD2	13-24 inserts annually	25%	20%
SD3	25-47 inserts annually	30%	25%
SD4	48 inserts and above annually	50%	30%

## PERSONAL MESSAGE ADVERTS [CONGRATULATIONS/CONDOLENCE]

DESCRIPTION	FULL COLOUR	B&W
Full Page	\$1,520.00	\$720.00
Half Page	\$955.00	\$380.00
Quarter Page	\$677.50	\$260.00

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