

THE NATION

Weekend NATION

	VAT Exclusive	16.5% VAT	VAT Inclusive
BLACK AND WHITE			
Quarter Page	98,163.50	16,196.98	114,360.48
Half Page (18x6/36x3)	168,554.88	27,811.56	196,366.43
Full Page	299,087.10	49,349.37	348,436.47
Column rate / cm	1,807.74	298.28	2,106.02
Earpiece (5x2)	17,312.39	2,856.54	20,168.93
Half Page (27x4)	237,892.65	39,252.29	277,144.93
Centre Spread	573,237.73	94,584.23	667,821.95

	VAT Exclusive	16.5% VAT	VAT Inclusive
BLACK AND WHITE			
Quarter Page	101,492.29	16,746.23	118,238.52
Half Page (18x6/36x3)	182,039.27	30,036.48	212,075.75
Full Page	323,014.07	53,297.32	376,311.39
Column rate / cm	1,948.90	321.57	2,270.47
Earpiece (5x2)	18,709.28	3,087.03	21,796.32
Half Page (27x4)	260,647.45	43,006.83	303,654.28
Centre Spread	617,940.40	101,960.17	719,900.56

FULL COLOUR			
Quarter Page	147,626.05	24,358.30	171,984.35
Half Page (18x6/36x3)	195,016.82	32,177.77	227,194.59
Full Page	376,907.85	62,189.80	439,097.65
Column rate / cm	2,748.07	453.43	3,201.51
2x6 Front Strip	50,110.56	8,268.24	58,378.80
5X6 back page strip	159,249.30	26,276.13	185,525.43
5X6 front page strip	166,173.03	27,418.55	193,591.58
5x6 inside strip	125,888.71	20,771.64	146,660.34
Earpiece (5x2)	33,766.62	5,571.49	39,338.11
Half Page (27x4)	299,173.54	49,363.63	348,537.17
Centre Spread	737,400.55	121,671.09	859,071.64

FULL COLOUR			
Quarter Page	166,368.18	27,450.75	193,818.93
Half Page (18x6/36x3)	219,775.46	36,262.95	256,038.42
Full Page	424,758.78	70,085.20	494,843.98
Column rate / cm	2,967.89	489.70	3,457.59
5X6 back page strip	179,466.91	29,612.04	209,078.95
5X6 front page strip	187,269.79	30,899.52	218,169.31
5x6 inside strip	141,871.08	23,408.73	165,279.81
Earpiece (5x2)	36,355.14	5,998.60	42,353.73
Half Page (27x4)	323,107.38	53,312.72	376,420.10
Centre Spread	814,120.96	134,329.96	948,450.92

OTHER CHARGES	
Page Sponsorship	70% of page value
Column Sponsorship	70% of page value
Special page request (Individual clients)	10% of advertising cost
Special page request (Advertising agencies)	20% of advertising cost
Advert design	15% of advertising cost (if published by another Media House)

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2 Farms in Muthama Area Kasungu, bordering Kamuzu Academy.

- Total of 1100 HA, mostly arable land
- 2 dams
- Eskom power
- Managers house and staff housing
- Office building, workshop etc
- Underground pipes
- Cattle Handling Facility

WAREHOUSES FOR RENT

WAREHOUSE 1: 1000 sqm - KSh 1000 per sqm
 WAREHOUSE 2: 2000 sqm - KSh 2000 per sqm
 WAREHOUSE 3: 3000 sqm - KSh 3000 per sqm

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NPS More than just NEWS

NATION on SUNDAY FUKO

Connect with the world around you.
 For cost-effective online impact, advertise with NOL

	VAT Exclusive	16.5% VAT	VAT Inclusive
BLACK AND WHITE			
Quarter Page	77,746.58	12,828.18	90,574.76
Half Page (18x6/36x3)	139,301.55	22,984.76	162,286.31
Full Page	247,178.74	40,784.49	287,963.23
Column rate / cm	1,431.75	236.24	1,667.99
Earpiece (5x2)	14,317.28	2,362.35	16,679.63
Half Page (27x4)	200,245.94	33,040.58	233,286.52
Centre Spread	494,358.76	81,569.20	575,927.96

	VAT Exclusive	16.5% VAT	VAT Inclusive
FULL COLOUR			
Quarter Page	127,309.58	21,006.08	148,315.65
Half Page (18x6/36x3)	168,178.36	27,749.43	195,927.79
Full Page	325,037.31	53,631.16	378,668.47
Column rate / cm	2,369.88	391.03	2,760.90
5X6 back page strip	120,853.14	19,940.77	140,793.91
5X6 front page strip	126,107.59	20,807.75	146,915.34
5x6 inside strip	95,536.09	15,763.45	111,299.54
Earpiece (5x2)	23,698.88	3,910.31	27,609.19
Half Page (27x4)	228,569.68	37,714.00	266,283.68
Centre Spread	624,071.63	102,971.82	727,043.45

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Description	Cost	VAT @ 16.5%	Total Incl. VAT
WEB PAGES (Designing and Hosting)	Full web page (per month)	150,000	174,750
	Full web page (1-year contract): 15% discount applied	1,530,000	1,780,450
	Full web page (6-month contract): 10% discount applied	810,000	943,650
PRESS STATEMENTS/ TENDERS	Per day regardless of size of advert	10,000.00	11,650
PICTORIALS / SOCIAL PAGES	Per day (max. 20 photographs)	35,000.00	40,775
ONLINE CLASSIFIED ADVERTS	Rate per word	32.00	37.28
	Rate per image/photograph	500.00	582.50
	<i>For every 4 Classified Adverts, you get 1 free!</i>		

EDUCATION SECTOR	Once-off Rate (per day)	16,000	18,640
	3-day Package	25,000	29,125
	7-day Package	50,000	58,250
	10-day Package	60,000	69,900
	14-day Package	70,000	81,550

NGOs	Once-off Rate (per day)	16,000	18,640
	3-day Package	25,000	29,125
	7-day Package	50,000	58,250
	10-day Package	60,000	69,900
	14-day Package	65,000	75,725

SMEs	Once-off Rate (per day)	15,000	17,475
	3-day Package	20,000	23,300
	7-day Package	25,000	29,125
	10-day Package	30,000	34,950
	14-day Package	32,500	37,862.5

COMMERCIAL	Once-off Rate (per day)	22,500	26,212.5
	3-day Package	40,000	46,600
	7-day Package	50,000	58,250
	10-day Package	75,000	87,375
	14-day Package	100,000	116,500

ADVERTISING BANNERS ON HOME PAGE OR OTHER SITE PAGES	Top horizontal Banner (Fixed dimensions: 728w x 90h)	25,751.07	30,000.00
	Right Widget (Fixed dimensions: 300wx600 h)	21,459.22	25,000.00
	Middle Widget (Fixed dimensions: 160wx600 h)	19,742.48	23,000.00
	Right Widget (Fixed dimensions: 300wx250h)	17,167.38	20,000.00
	Right Widget (Fixed dimensions: 300wx150h)	15,450.64	18,000.00

LINKS	Hyperlink per day	8,000	9,320
	Hyperlink per month	248,000	288,920
	Hyperlink (6-month contract: 10% discount applied)	1,339,200	1,560,168
	Text Link per link per day	525.00	611.63

Twittering and FB service

CONTACTS | BT: 01 874 419 0888 843 266 | LL 01 757 438 0884 551 612 | Mzuzu 01 312 194 0888 743 754 | Zomba 0888 504 916 | Email: sales@mwntion.com

• Total of 1100 HA, mostly arable land
 • 2 dams
 • Escrow power
 • Managers house and staff housing
 • Office building, workshop etc.
 • Underground pipes
 • Cattle Handling Facility

• **Twittering and FB service**
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 • **WEB PAGES (Designing and Hosting)**

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