

THE NATION

Weekend NATION

Description VAT Exclusive 16.5% VAT VAT Inclusive

BLACK AND WHITE	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Quarter Page	94,073.36	15,522.10	109,595.46
	Half Page (18x6/36x3)	161,226.41	26,602.36	187,828.76
	Full Page	286,083.31	47,203.75	333,287.06
	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)	227,549.49	37,545.67	265,095.15
	Centre Spread	548,314.35	90,471.87	638,786.22

FULL COLOUR	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Quarter Page	141,207.53	23,299.24	164,506.77
	Half Page (18x6/36x3)	186,537.82	30,778.74	217,316.56
	Full Page	360,520.56	59,485.89	420,006.45
	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	152,325.42	25,133.69	177,459.11
	5X6 front page strip	158,948.12	26,226.44	185,174.56
	5x6 inside strip	120,415.28	19,868.52	140,283.81
	Earpiece (5x2)	33,766.62	5,571.49	39,338.11
	Half Page (27x4)	288,093.04	47,535.35	335,628.39
	Centre Spread	705,339.66	116,381.04	821,720.70

ACTION ADS (Classified) B&W	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Rate per word	69.97	11.55	81.52
	Minimum of 10 words	699.72	115.45	815.17
	3cm x1 picture	1,521.29	251.01	1,772.30
	3cm x 2 picture	2,744.23	452.80	3,197.03

ACTION ADS (Classified) COLOUR	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Rate per word	88.52	14.61	103.13
	Minimum of 10 words	885.14	146.05	1,031.19
	3cm x1 picture	1,924.43	317.53	2,241.96
	3cm x 2 picture	3,471.48	572.79	4,044.27

INSERTS	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	A4 sheets	11.09	1.83	12.92
	A3 sheets	21.91	3.62	25.53
	A2 sheets	32.86	5.42	38.28
	A1 Sheets	40.20	6.63	46.83

VOUCHERS	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Collected	29,892.49	4,932.26	34,824.75
	Delivered	44,843.26	7,399.14	52,242.40

BLOCK ADS ON ACTION AD PAGES B&W	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	6x2	7,623.00	1,257.80	8,880.80
	9x2	11,434.50	1,886.69	13,321.19
	10x3	19,057.50	3,144.49	22,201.99
	12x3	22,869.00	3,773.39	26,642.39
	15x3	28,586.26	4,716.73	33,302.99
	10x8	46,464.00	7,666.56	54,130.56

BLOCK ADS ON ACTION AD PAGES COLOUR	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	6x2	9,592.73	1,582.80	11,175.52
	9x2	14,424.93	2,380.11	16,805.04
	10x3	20,588.91	3,397.17	23,986.08
	12x3	25,829.73	4,261.90	30,091.63
	15x3	35,094.73	5,790.63	40,885.35
	10x8	52,937.50	8,734.69	61,672.19

OTHER CHARGES	Description	Percentage
	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)

Description VAT Exclusive 16.5% VAT VAT Inclusive

BLACK AND WHITE	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Quarter Page	97,263.45	16,048.47	113,311.92
	Half Page (18x6/36x3)	174,454.30	28,784.96	203,239.26
	Full Page	296,096.23	48,855.88	344,952.11
	Column rate / cm	1,870.94	308.71	2,179.65
	Earpiece (5x2)	18,397.46	3,035.58	21,433.04
	Half Page (27x4)	238,926.83	39,422.93	278,349.76
	Centre Spread	592,192.88	97,711.83	689,904.70

FULL COLOUR	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Quarter Page	152,504.17	25,163.19	177,667.35
	Half Page (18x6/36x3)	201,460.84	33,241.04	234,701.88
	Full Page	389,362.22	64,244.77	453,606.98
	Column rate / cm	2,838.85	468.41	3,307.26
	5X6 back page strip	164,511.34	27,144.37	191,655.71
	5X6 front page strip	171,663.98	28,324.56	199,988.53
	5x6 inside strip	130,048.49	21,458.00	151,506.49
	Earpiece (5x2)	35,008.65	5,776.43	40,785.08
	Half Page (27x4)	311,140.44	51,338.17	362,478.61
	Centre Spread	778,724.40	128,489.53	907,213.92

ACTION ADS (Classified) B&W	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Rate per word	71.54	11.80	83.35
	Minimum of 10 words	715.48	118.05	833.53
	3cm x1 picture	1,552.56	256.17	1,808.73
	3cm x 2 picture	2,922.44	482.20	3,404.65

ACTION ADS (Classified) COLOUR	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Rate per word	89.41	14.75	104.16
	Minimum of 10 words	894.34	147.57	1,041.90
	3cm x1 picture	1,940.70	320.22	2,260.92
	3cm x 2 picture	3,653.05	602.75	4,255.81

INSERTS	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	A4 sheets	12.47	2.06	14.53
	A3 sheets	23.38	3.86	27.23
	A2 sheets	34.87	5.75	40.63
	A1 Sheets	40.69	6.71	47.41

VOUCHERS	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	Collected	33,004.64	5,445.77	38,450.41
	Delivered	49,506.96	8,168.65	57,675.61

BLOCK ADS ON ACTION AD PAGES B&W	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	6x2	9,547.78	1,575.38	11,123.16
	9x2	14,357.53	2,368.99	16,726.52
	10x3	20,691.00	3,414.02	24,105.02
	12x3	24,829.20	4,096.82	28,926.02
	15x3	30,219.76	4,986.26	35,206.02
	10x8	52,800.00	8,712.00	61,512.00

BLOCK ADS ON ACTION AD PAGES COLOUR	Description	VAT Exclusive	16.5% VAT	VAT Inclusive
	6x2	13,724.92	2,264.61	15,989.53
	9x2	20,638.96	3,405.43	24,044.38
	10x3	24,829.20	4,096.82	28,926.02
	12x3	29,795.04	4,916.18	34,711.22
	15x3	37,243.80	6,145.23	43,389.03
	10x8	58,080.00	9,583.20	67,663.20

OTHER CHARGES	Description	Percentage
	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)

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@mwntation.com

• Total of 1100 HA, mostly arable land

- Escrow power
- Managers house and staff housing
- Office building, workshop etc.
- Underground pipes
- Cattle Handling Facility

• 2000 sqm - 4 bedrooms - 2 bathrooms - 2 balconies - 1000 sqm - 4 bedrooms - 2 bathrooms - 2 balconies - 1000 sqm - 4 bedrooms - 2 bathrooms - 2 balconies

• 2000 sqm - 4 bedrooms - 2 bathrooms - 2 balconies - 1000 sqm - 4 bedrooms - 2 bathrooms - 2 balconies

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More than just NEWS

NATION on SUNDAY FUKO

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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

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	

ACTION ADS (Classified) B&W	Rate per word	58.22	9.61	67.82
	Minimum of 10 words	582.08	96.04	678.12
	3cm x 1 picture	1,150.49	189.83	1,340.32
	3cm x 2 picture	2,165.60	357.32	2,522.93

ACTION ADS (Classified) COLOUR	Rate per word	64.67	10.67	75.34
	Minimum of 10 words	646.59	106.69	753.28
	3cm x 1 picture	1,353.53	223.33	1,576.86
	3cm x 2 picture	2,707.01	446.66	3,153.67

INSERTS	A4 sheets	7.96	1.31	9.28
	A3 sheets	15.90	2.62	18.52
	A2 sheets	23.86	3.94	27.80
	A1 sheets	29.05	4.79	33.84

VOUCHERS	Collected	33,101.24		33,101.24
	Delivered	49,651.86		49,651.86

BLOCK ADS ON ACTION AD PAGES B&W	6x2	6,468.75	1,067.34	7,536.09
	9x2	9,703.13	1,601.02	11,304.14
	10x3	16,171.88	2,668.36	18,840.23
	12x3	19,406.25	3,202.03	22,608.28
	10x8	46,000.00	7,590.00	53,590.00

BLOCK ADS ON ACTION AD PAGES COLOUR	6x2	8,022.89	1,323.78	9,346.66
	9x2	12,064.48	1,990.64	14,055.11
	10x3	17,789.19	2,935.22	20,724.40
	12x3	21,347.25	3,522.30	24,869.55
	10x8	50,312.50	8,301.56	58,614.06

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)		

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

Description	Cost	VAT @ 16.5%	Total Incl. VAT	
WEB PAGES (Designing and Hosting)	Full web page (per month)	150,000	24,750	174,750
	Full web page (1-year contract): 15% discount applied	1,530,000	252,450	1,780,450
	Full web page (6-month contract): 10% discount applied	810,000	133,650	943,650
PRESS STATEMENTS/ TENDERS	Per day regardless of size of advert	10,000.00	1,650	11,650

PICTORIALS / SOCIAL PAGES	Per day (max. 20 photographs)	35,000.00	5,775	40,775
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ONLINE CLASSIFIED ADVERTS	Rate per word	32.00	5.28	37.28
	Rate per image/photograph	500.00	82.50	582.50
	For every 4 Classified Adverts, you get 1 free!			

EDUCATION SECTOR	Once-off Rate (per day)	16,000	2,640	18,640
	3-day Package	25,000	4,125	29,125
	7-day Package	50,000	8,250	58,250
	10-day Package	60,000	9,900	69,900
	14-day Package	70,000	11,550	81,550

NGOs	Once-off Rate (per day)	16,000	2,640	18,640
	3-day Package	25,000	6,600	46,600
	7-day Package	50,000	8,250	58,250
	10-day Package	60,000	9,900	69,900
	14-day Package	65,000	10,725	75,725

SMEs	Once-off Rate (per day)	15,000	2,475	17,475
	3-day Package	20,000	3,300	23,300
	7-day Package	25,000	4,125	29,125
	10-day Package	30,000	4,950	34,950
	14-day Package	32,500	5,362.5	37,862.5

COMMERCIAL	Once-off Rate (per day)	22,500	3,712.5	26,212.5
	3-day Package	40,000	6,600	46,600
	7-day Package	50,000	8,250	58,250
	10-day Package	75,000	12,375	87,375
	14-day Package	100,000	16,600	116,500

ADVERTISING BANNERS ON HOME PAGE OR OTHER SITE PAGES	Top horizontal Banner (Fixed dimensions: 728w x 90h)	25,751.07	4,248.93	30,000.00
	Right Widget (Fixed dimensions: 300wx600 h)	21,459.22	3540.78	25,000.00
	Middle Widget (Fixed dimensions: 160wx600 h)	19,742.48	3257.52	23,000.00
	Right Widget (Fixed dimensions: 300wx250h)	17,167.38	2,832.62	20,000.00
	Right Widget (Fixed dimensions: 300wx150h)	15,450.64	2549.36	18,000.00

LINKS	Hyperlink per day	8,000	1,320	9,320
	Hyperlink per month	248,000	40,920	288,920
	Hyperlink (6-month contract: 10% discount applied)	1,339,200	220,968	1,560,168
	Text Link per link per day	525.00	86.63	611.63

Twitting and FB service

CONTACTS

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