

# NATION ONLINE

*Your Window on Malawi*

[www.mwnation.com](http://www.mwnation.com)

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

## 2017 Nation On line Rates

### WEB PAGES (Designing and Hosting)

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Full web page (per month)	150,000	24,750	174,750	350
Full web page (1-year contract: 15% discount applied)	1,530,000	252,450	1,780,450	3,565
Full web page (6-month contract: 10% discount applied)	810,000	133,650	943,650	1,890

### PRESS STATEMENTS/TENDERS

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Per day regardless of size of advert	10,000.00	1,650	11,650	23.30

### PICTORIALS / SOCIAL PAGES

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Per day (max. 20 photographs)	35,000.00	5,775	40,775	81.55

### ONLINE CLASSIFIED ADVERTS

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Rate per word	32.00	5.28	37.28	0.10
Rate per image/photograph	500.00	82.50	582.50	1.60

For every 4 Classified Adverts you place with us, we will give you 2 placements free!

### EDUCATION SECTOR

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Once-off Rate (per day)	16,000	2,640	18,640	37.30
3-day Package	25,000	4,125	29,125	58.25
7-day Package	50,000	8,250	58,250	116.50
10-day Package	60,000	9,900	69,900	140.00
14-day Package	70,000	11,550	81,550	165

### NGOs

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Once-off Rate (per day)	16,000	2,640	18,640	37.28
3-day Package	25,000	6,600	46,600	93.2
7-day Package	50,000	8,250	58,250	116.5
10-day Package	60,000	9,900	69,900	139.8
14-day Package	65,000	10,725	75,725	151.45

### SMEs

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Once-off Rate (per day)	15,000	2,475	17,475	34.95
3-day Package	20,000	3,300	23,300	46.6
7-day Package	25,000	4,125	29,125	58.25
10-day Package	30,000	4,950	34,950	69.90

14-day Package	32,500	5,362.5	37,862.5	75.75
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### COMMERCIAL

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Once-off Rate (per day)	22,500	3,712.5	26,212.5	52.45
3-day Package	40,000	6,600	46,600	93.20
7-day Package	50,000	8,250	58,250	116.5
10-day Package	75,000	12,375	87,375	175
14-day Package	100,000	16,600	116,500	500

### ADVERTISING BANNERS ON HOME PAGE OR OTHER SITE PAGES

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Top horizontal Banner (Fixed dimensions: 728w x 90h)	25,751.07	4,248.93	30,000.00	45
Right Widget (Fixed dimensions: 300wx600 h)	21,459.22	3540.78	25,000.00	40
Middle Widget (Fixed dimensions: 160wx600 h)	19,742.48	3257.52	23,000.00	37
Right Widget (Fixed dimensions: 300wx250h)	17,167.38	2,832.62	20,000.00	35
Right Widget (Fixed dimensions: 300wx150h)	15,450.64	2549.36	18,000.00	30

### LINKS

	Cost	VAT @ 16.5%	Total Incl. VAT	USD
Hyperlink per day	8,000	1,320	9,320	18.64
Hyperlink per month	248,000	40,920	288,920	577.84
Hyperlink (6-month contract: 10% discount applied)	1,339,200	220,968	1,560,168	3,120.34
Text Link per link per day	525.00	86.63	611.63	1.22

### Twitting and FB service