

NATION PUBLICATIONS LIMITED

ADVERTISING RATES - LOCAL

EFFECTIVE 1st AUGUST 2017

NATION ON SUNDAY RATES

BLACK AND WHITE	VAT Exclusive	VAT 16.5%	VAT Inclusive
Quarter Page	62,197.26	10,262.55	72,459.80
Half Page (18x6/36x3)	111,441.24	18,387.81	129,829.05
Full Page	197,742.99	32,627.59	230,370.59
Column rate / cm	1,145.40	188.99	1,334.39
Earpiece (5x2)	11,453.82	1,889.88	13,343.70
Half Page (27x4)	160,196.75	26,432.46	186,629.21
Centre Spread	395,487.01	65,255.36	460,742.37

FULL COLOUR	VAT Exclusive	VAT 16.5%	VAT Inclusive
Quarter Page	101,847.66	16,804.86	118,652.52
Half Page (18x6/36x3)	134,542.69	22,199.54	156,742.23
Full Page	260,029.85	42,904.92	302,934.77
Column rate / cm	1,895.90	312.82	2,208.73
5X6 back page strip	109,866.49	18,127.97	127,994.46
5X6 front page strip	114,643.26	18,916.14	133,559.40
5x6 inside strip	86,850.99	14,330.41	101,181.40
Earpiece (5x2)	18,959.10	3,128.25	22,087.35
Half Page (27x4)	175,822.83	29,010.77	204,833.60
Centre Spread	520,059.69	85,809.85	605,869.54

ACTION ADVERTS (CLASSIFIED) - BLACK AND WHITE			
Rate per word	52.92	8.73	61.66
Minimum of 10 words	529.16	87.31	616.47
3cm x1 picture	1,045.90	172.57	1,218.48
3cm x 2 picture	1,968.73	324.84	2,293.57
Poster (15x3)	19,406.25	3,202.03	22,608.28

ACTION ADVERTS (CLASSIFIED) - COLOUR			
Rate per word	58.79	9.70	68.49
Minimum of 10 words	587.81	96.99	684.80
3cm x1 picture	1,230.48	203.03	1,433.51
3cm x 2 picture	2,460.92	406.05	2,866.97
Poster	-	-	-

INSERTS			
A4 sheets	6.37	1.05	7.42
A3 sheets	12.72	2.10	14.82
A2 sheets	19.09	3.15	22.24
A1 sheets	23.24	3.83	27.08

VOUCHERS			
Collected	26,480.99	4,369.36	30,850.35
Delivered	39,721.49	6,554.04	46,275.53

BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE			
6x2	5,175.00	853.88	6,028.88
9x2	7,762.50	1,280.81	9,043.31
10x3	12,937.50	2,134.69	15,072.19
12x3	15,525.00	2,561.63	18,086.63
15x3 (Poster)	19,406.25	3,202.03	22,608.28
10x8	36,800.00	6,072.00	42,872.00

BLOCK ADS ON ACTION AD PAGES - COLOUR			
6x2	6,418.31	1,059.02	7,477.33
9x2	9,651.58	1,592.51	11,244.09
10x3	14,231.25	2,348.16	16,579.41
12x3	17,077.50	2,817.79	19,895.29
15x3 (Poster)	19,770.29	3,262.10	23,032.39
10x8	40,250.00	6,641.25	46,891.25

OTHER CHARGES	
Page Sponsorship	70% of page value
Column Sponsorship	30% of page value
Special page request (Individual clients)	PLUS 10% of advertising cost
Special page request (Advertising agencies)	PLUS 20% of advertising cost
Advert design	PLUS 15% of advertising cost

NATION PUBLICATIONS LIMITED

ADVERTISING RATES - LOCAL

EFFECTIVE 1st AUGUST 2017

WEEKEND NATION RATES

BLACK AND WHITE	VAT Exclusive	VAT 16.5%	VAT Inclusive
Quarter Page	84,576.91	13,955.19	98,532.10
Half Page (18x6/36x3)	151,699.39	25,030.40	176,729.79
Full Page	269,178.39	44,414.43	313,592.82
Column rate / cm	1,559.12	257.25	1,816.37
Earpiece (5x2)	15,591.07	2,572.53	18,163.60
Half Page (27x4)	217,206.21	35,839.02	253,045.23
Centre Spread	514,950.33	84,966.80	599,917.13

FULL COLOUR	VAT Exclusive	VAT 16.5%	VAT Inclusive
Quarter Page	138,640.15	22,875.62	161,515.77
Half Page (18x6/36x3)	183,146.22	30,219.13	213,365.34
Full Page	353,965.65	58,404.33	412,369.98
Column rate / cm	2,580.77	425.83	3,006.59
5X6 back page strip	149,555.76	24,676.70	174,232.46
5X6 front page strip	156,058.16	25,749.60	181,807.75
5x6 inside strip	118,225.90	19,507.27	137,733.17
Earpiece (5x2)	26,929.73	4,443.40	31,373.13
Half Page (27x4)	239,338.80	39,490.90	278,829.71
Centre Spread	707,931.27	116,808.66	824,739.93

ACTION ADVERTS (CLASSIFIED) - BLACK AND WHITE			
Rate per word	59.62	9.84	69.46
Minimum of 10 words	596.23	98.38	694.61
3cm x1 picture	1,293.80	213.48	1,507.27
3cm x 2 picture	2,435.37	401.84	2,837.20
Poster	22,893.75	3,777.47	26,671.22

ACTION ADVERTS (CLASSIFIED) - COLOUR			
Rate per word	74.51	12.29	86.81
Minimum of 10 words	745.28	122.97	868.25
3cm x1 picture	1,617.25	266.85	1,884.10
3cm x 2 picture	3,044.21	502.29	3,546.50
Poster	31,036.50	5,121.02	36,157.52

INSERTS			
A4 sheets	10.39	1.71	12.10
A3 sheets	18.70	3.09	21.79
A2 sheets	29.06	4.80	33.86
A1 Sheets	33.91	5.60	39.51

VOUCHERS			
Collected	27,503.87	4,538.14	32,042.01
Delivered	41,255.80	6,807.21	48,063.00

BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE			
6x2	7,956.48	1,312.82	9,269.29
9x2	11,964.61	1,974.16	13,938.77
10x3	17,242.50	2,845.01	20,087.51
12x3	20,691.00	3,414.02	24,105.02
15x3	25,183.13	4,155.22	29,338.34
10x8	44,000.00	7,260.00	51,260.00

BLOCK ADS ON ACTION AD PAGES - COLOUR			
6x2	11,437.43	1,887.18	13,324.60
9x2	17,199.13	2,837.86	20,036.98
10x3	20,691.00	3,414.02	24,105.02
12x3	24,829.20	4,096.82	28,926.02
15x3	31,036.50	5,121.02	36,157.52
10x8	48,400.00	7,986.00	56,386.00

OTHER CHARGES	
Page Sponsorship	70% of page value
Column Sponsorship	30% of page value
Special page request (Individual clients)	PLUS 10% of advertising cost
Special page request (Advertising agencies)	PLUS 20% of advertising cost
Advert design	PLUS 15% of advertising cost

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THE NATION RATES

BLACK AND WHITE	VAT	VAT	VAT
	Exclusive	16.5%	Inclusive
Quarter Page	81,802.92	13,497.48	95,300.40
Half Page (18x6/36x3)	146,569.46	24,183.96	170,753.42
Full Page	260,075.74	42,912.50	302,988.24
Column rate / cm	1,506.45	248.56	1,755.01
Earpiece (5x2)	15,064.25	2,485.60	17,549.85
Half Page (27x4)	206,863.17	34,132.42	240,995.60
Centre Spread	498,467.59	82,247.15	580,714.74

FULL COLOUR			
Quarter Page	128,370.48	21,181.13	149,551.61
Half Page (18x6/36x3)	169,579.84	27,980.67	197,560.51
Full Page	327,745.96	54,078.08	381,824.04
Column rate / cm	2,389.63	394.29	2,783.92
5X6 back page strip	138,477.68	22,848.82	161,326.50
5X6 front page strip	144,498.29	23,842.22	168,340.51
5x6 inside strip	109,468.44	18,062.29	127,530.73
Earpiece (5x2)	25,974.32	4,285.76	30,260.09
Half Page (27x4)	221,610.03	36,565.65	258,175.68
Centre Spread	641,217.87	105,800.95	747,018.82

ACTION ADVERTS (CLASSIFIED) - BLACK AND WHITE			
Rate per word	58.31	9.62	67.93
Minimum of 10 words	583.10	96.21	679.31
3cm x1 picture	1,267.74	209.18	1,476.92
3cm x 2 picture	2,286.88	377.33	2,664.21
Poster	23,821.88	3,930.61	27,752.48
Column rate / cm		-	-

ACTION ADVERTS (CLASSIFIED) - COLOUR			
Rate per word	73.77	12.17	85.94
Minimum of 10 words	737.62	121.71	859.32
3cm x1 picture	1,603.69	264.61	1,868.30
3cm x 2 picture	2,892.90	477.33	3,370.23
Poster	28,075.78	4,632.50	32,708.29

INSERTS			
A4 sheets	8.87	1.46	10.33
A3 sheets	17.53	2.89	20.42
A2 sheets	26.29	4.34	30.63
A1 Sheets	32.16	5.31	37.47

VOUCHERS			
Collected	23,913.99	3,945.81	27,859.80
Delivered	35,874.61	5,919.31	41,793.92

BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE			
6x2	6,352.50	1,048.16	7,400.66
9x2	9,528.75	1,572.24	11,100.99
10x3	15,881.25	2,620.41	18,501.66
12x3	19,057.50	3,144.49	22,201.99
15x3	23,821.88	3,930.61	27,752.48
10x8	38,720.00	6,388.80	45,108.80

BLOCK ADS ON ACTION AD PAGES - COLOUR			
6x2	7,674.18	1,266.24	8,940.42
9x2	11,539.94	1,904.09	13,444.02
10x3	16,471.13	2,717.74	19,188.86
12x3	20,663.78	3,409.52	24,073.30
15x3	28,075.78	4,632.50	32,708.29
10x8	42,350.00	6,987.75	49,337.75

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