WHERE TO PRINT RATE CARD+SPECIFICATION

WHERE To Print magazine is circulated to targeted print and print-related stakeholders in print and online www.wheretoprintmagazine.com As an advertiser in WHERE To Print magazine, your organization, business, or service will be disseminated to targeted high-quality decision makers in the printing and allied industries in Nigeria and worldwide vide www.wheretoprintmagazine.com With 2, 000 printed copies and over 6, 000 clicks online per month, WHERE To Print magazine is the most widely read print magazine in Nigeria.

Regulars

<table>
<thead>
<tr>
<th>Nigeria Naira</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
</tr>
<tr>
<td>Half page</td>
</tr>
<tr>
<td>Quarter page</td>
</tr>
<tr>
<td>New Product Block</td>
</tr>
</tbody>
</table>

Special Positions

<table>
<thead>
<tr>
<th>Nigeria Naira</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
</tr>
<tr>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Sign-Off Page</td>
</tr>
<tr>
<td>Page 1 (Flap)</td>
</tr>
<tr>
<td>Page 2 (Inner Flap)</td>
</tr>
<tr>
<td>Page 4 or Page 5 or Page 6</td>
</tr>
<tr>
<td>Cover Page</td>
</tr>
<tr>
<td>Spread (Center Spread)</td>
</tr>
<tr>
<td>Wrap Round</td>
</tr>
</tbody>
</table>

Special Editorial Features

<table>
<thead>
<tr>
<th>Nigeria Naira</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Full-page Editorial Feature (Inside)</td>
</tr>
<tr>
<td>2 x Full-page Editorial Feature (Inside)</td>
</tr>
</tbody>
</table>

ADVERT DESIGN/ MARK-UP COST+SPECIFICATION

Regulars

<table>
<thead>
<tr>
<th>Nigeria Naira</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page/ Spread</td>
</tr>
<tr>
<td>Half page/ Quarter page</td>
</tr>
</tbody>
</table>

DEDICATED BULK SMS COST+SPECIFICATION

<table>
<thead>
<tr>
<th>Nigeria Naira</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 pages x Single Bulk SMS</td>
</tr>
<tr>
<td>1-2 pages x Multiple Bulk SMS (5x max)</td>
</tr>
<tr>
<td>1-3 pages x Multiple Bulk SMS (5x max)</td>
</tr>
<tr>
<td>1-3 pages x Multiple Bulk SMS (10x max)</td>
</tr>
</tbody>
</table>

* When specification is different from above, we are open to mutual agreement on type and cost.

DEDICATED EMAIL BLAST COST+SPECIFICATION

<table>
<thead>
<tr>
<th>Nigeria Naira</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 x Email Blast</td>
</tr>
<tr>
<td>3-7 x Email Blast</td>
</tr>
<tr>
<td>8-15 x Email Blast</td>
</tr>
</tbody>
</table>

* When specification is different from above, we are open to mutual agreement on type and cost.

NOTE:
- All rates are pre-paid and inclusive of VAT. Cheques must be written in favour of NUMBERS CMYK LIMITED.

Technical SPECIFICATIONS –

<table>
<thead>
<tr>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>Centre Spread</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
</tr>
<tr>
<td>Half Page Vertical</td>
</tr>
<tr>
<td>Quarter Page</td>
</tr>
<tr>
<td>New Product Block</td>
</tr>
</tbody>
</table>

ARTWORK

Artwork can be supplied in the following formats:
- EPS (please ensure fonts are converted to paths and all images are embedded CMYK)
- TIFF (CMYK, 300dpi)
- JPEG (CMYK, 300dpi)
- PDF (please ensure fonts and all images are embedded CMYK)

BLEEDS: Artwork for all adverts must include a 3mm bleed on all sides (see sizes above), all text and images should be at least a further 5mm from the crop guides. To ensure correct printing, an appropriate white border will be added to all artwork supplied without correct bleeds. TYPE: All fonts used should be embedded (PDF’s) or converted to outlines (EPS, Illustrator).