



NUMBERS CMYK LIMITED

(RC 728214)

RATE CARD (WHERE To Print & DAILY)

REGULARS

	All rates are VAT inclusive NIGERIAN NAIRA	SA RAND	\$USD
Full page	N215, 000	8,000	500
Half page (Vertical/ Horizontal)	N118, 250	4,500	300
Quarter page	N68, 500	3,000	200
New Product Block	N20, 500	1,000	150

SPECIAL POSITIONS

Back Cover	N377, 375	14,500	900
Inside Back Cover	N231, 480.69	9,000	550
Sign-Off Page	N231, 480.69	9,000	550
Page 1 & 2 (Flap & Inner Flap)	N231, 480.69	9,000	550
Page 4 or Page 5 or Page 6	N231, 480.69	9,000	550
Cover Page	N485, 750	18,500	1,100
Spread (Centre Spread)	N591, 591.19	22,000	1,300
Wrap Round	N1, 250, 800	47,000	2,800

SPECIAL EDITORIAL FEATURES

1 x Full-page Editorial Feature (Inside)	N231, 480.69	9,000	550
2 x Full-page Editorial Feature (Inside)	N347, 221.04	13,000	800

ADVERT DESIGN/ MARK-UP COST+SPECIFICATION

Full page/ Spread	N36, 250	1,500	90
Half page/ Quarter page	N31, 000	1,000	60

ONLINE ADVERTISEMENT

Top Banner (290x100 pixel)	N430,000	16,000	950
Header Banner (468x90 pixel)	N322,500	12,000	750
Wide Skyscraper (290x820 pixel)	N397,750	14,900	890
Deluxe Banner (290x100 pixel)	N215,000	8,000	500

- *Cost is per 2 months duration with VAT. Other novel options are available on request and are open to mutual agreement on type and cost.*

DEDICATED EMAIL BLAST COST+SPECIFICATION

Email Type	Nigeria Naira		
1-2 x Email Blast	N231, 480.69	9,000	550
3-7 x Email Blast	N295, 312.50	11,000	650
8-15 x Email Blast	N472, 500	17,700	1,060

- *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 –

	Bleed Size	Trim Size
Full Page	216x303mm	210x297mm
Centre Spread	426x303mm	420x297mm
Half Page Horizontal	216x154mm	210x148mm
Half Page Vertical	111x303mm	105x297mm
Quarter Page	111x154mm	105x148mm
New Product Block	58x70mm	58x70mm

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).



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