



NUMBERS CMYK LIMITED

(RC 728214)

RATE CARD (WHERE To Print & DAILY) All rates are VAT inclusive

REGULARS	NIGERIAN ₦	SOUTH AFRICAN ZAR	KENYAN KSH	GHANA ₵	USD \$
Full-page (ROP)	N215,000	R7,200	26,000KSh	₵3,200	\$400
Half-page (Vertical/ Horizontal)	N120,000	R4,500	16,250KSh	₵2,000	\$250
Quarter-page	N70,000	R2,700	9,750KSh	₵1,200	\$150
New Product Block	N38,000	R900	3,250KSh	₵400	\$50
SPECIAL POSITIONS					
Page 1 (Flap)	N340,000	R8,100	29,250KSh	₵2,600	\$1,200
Page 2 (Inner Flap)	N160,000	R4,500	16,250KSh	₵2,600	\$700
Page 4 or Page 5 or Page 6	N375,000	R9,000	32,500KSh	₵2,600	\$1,500
Cover Page	N750,000	R10,800	39,000KSh	₵2,600	\$2,500
Spread (Centre Spread)	N1,500,000	R14,400	52,000KSh	₵2,600	\$2,000
Wrap Round	N2,000,000	R18,000	65,000KSh	₵2,600	\$500
SPECIAL EDITORIAL FEATURES					
2 x Full-page Editorial Feature	N800,000	R14,400	52,000KSh	₵6,400	\$800
4 x Full-page Editorial Feature	N1,500,000	R21,000	78,000KSh	₵9,600	\$1,200
ONLINE ADVERTISEMENT					
Header Banner (468x90 pixel)	N1,500,000	R21,000	78,000KSh	₵9,600	\$1,200
Top Banner (290x100 pixel)	N900,000	R14,400	52,000KSh	₵6,400	\$800
Deluxe Banner (290x100 pixel)	N800,000	R12,600	45,500KSh	₵5,600	\$700
Wide Skyscraper (290x820 pixel)	N750,000	R10,800	39,000KSh	₵4,800	\$600
• Cost is per 2 months duration. Other novel options are welcome and are open to mutual agreement on type and cost.					
WTP TV - ONLINE VIDEO SLOT/ PRODUCTION					
Single Product/ Brand Showcase	N1,600,000	R18,000	65,000KSh	₵8,000	\$1,000
Multiple P/B Showcase (6 max)	N8,000,000	R90,000	325,000KSh	₵40,000	\$5,000
Single Client Interview	N2,400,000	R27,000	97,500KSh	₵12,000	\$1,500
Multiple Client Interview (6 max)	N12,400,000	R144,000	520,000KSh	₵64,000	\$8,000
Event Coverage	N24,000,000	R270,000	975,000KSh	₵120,000	\$15,000
• Above cost is for Lagos ONLY. For outside Lagos and overseas, rate (inclusive of minimum 3nights accommodation for Production Team) to be mutually agreed with client.					
DEDICATED EMAIL BLAST COST+SPECIFICATION					
Email Type					
1-2 x Email Blast	N215,000	R8,000	26,000KSh	₵3,200	\$400
3-7 x Email Blast	N800,000	R12,600	45,500KSh	₵5,600	\$700
8-15 x Email Blast	N1,600,000	R18,000	65,000KSh	₵8,000	\$1000
• 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 for ads

	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 can be supplied in the following formats:

- EPS (ensure fonts are converted to paths and images are embedded CMYK)
- TIFF (CMYK, 300dpi)
- JPEG (CMYK, 300dpi)
- PDF (please ensure fonts and images are embedded CMYK)



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