



NUMBERS CMYK LIMITED

(RC 728214)

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

REGULARS	NIGERIAN ₦	SOUTH AFRICA ZAR	KENYAN KSH	GHANA ₵	USD\$
Full-page (ROP)	₦215,000	R3,500	23,900KSh	₵2,750	\$200
Half-page (Vertical/ Horizontal)	₦120,000	R1,950	13,500KSh	₵1,550	\$120
Quarter-page	₦70,000	R1,150	7,800KSh	₵900	\$70
New Product Block	₦38,000	R650	4,300KSh	₵500	\$40

SPECIAL POSITIONS

Page 1 (Flap)	₦340,000	R5,500	37,800KSh	₵4,500	\$300
Page 2 (Inner Flap)	₦160,000	R2,700	17,800KSh	₵2,100	\$150
Page 4 or Page 5 or Page 6	₦375,000	R6,100	41,700KSh	₵4,800	\$350
Cover Page	₦750,000	R12,100	83,500KSh	₵9,500	\$700
2-Page Spread (Centrespread)	₦1,500,000	R24,200	166,700KSh	₵19,000	\$1,400
Wrap Round	₦2,000,000	R32,300	222,500KSh	₵25,500	\$1,800

SPECIAL EDITORIAL FEATURES

2 x Full-page Editorial Feature	₦800,000	R13,000	89,000KSh	₵11,500	\$750
4 x Full-page Editorial Feature	₦1,550,000	R24,500	167,000KSh	₵20,000	\$1,500

ONLINE ADVERTISEMENT

Header Banner (468x90 pixel)	₦1,500,000	R24,200	166,700KSh	₵19,000	\$1,400
Top Banner (290x100 pixel)	₦900,000	R14,600	100,000KSh	₵11,400	\$800
Deluxe Banner (290x100 pixel)	₦900,000	R14,600	100,000KSh	₵11,400	\$800
Wide Skyscraper (290x820 pixel)	₦750,000	R12,100	83,500KSh	₵9,500	\$700

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

WTP TV - ONLINE VIDEO SLOT/ PRODUCTION

Single Product/ Brand Showcase	₦1,600,000	R26,000	178,000KSh	₵20,300	\$1,450
Multiple P/B Showcase (6 max)	₦8,000,000	R130,000	889,000KSh	₵101,300	\$7,000
Single Client Interview	₦2,400,000	R39,000	267,000KSh	₵30,400	\$2,150
Multiple Client Interview (6 max)	₦12,400,000	R200,000	1,400,000KSh	₵157,000	\$10,800
Event Coverage	₦24,000,000	R390,000	2,700,000KSh	₵304,000	\$21,000

- *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 (E-SHOTS) – COST+SPECIFICATION

Email Type

1-2 x Email Blast	₦215,000	R3,500	29,900KSh	₵2,750	\$200
3-7 x Email Blast	₦800,000	R13,000	89,000KSh	₵11,500	\$750
8-15 x Email Blast	₦1,600,000	R26,000	178,000KSh	₵20,300	\$1,450

OVERALL NOTE:

- *When specification (like Wrap Round etc) is different from the above, we are open to mutual agreement on type and cost.*
- *All rates are pre-paid and inclusive of VAT. Cheques to be written in favour of NUMBERS CMYK LTD.*

Technical SPECIFICATIONS for ads

	Bleed Size	Trim Size
Full-page	216x303mm	210x297mm
Centrespread	426x303mm	420x297mm
Half-page (Horizontal)	216x303mm	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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46B, Adekunle Fajuyi Way, GRA - Ikeja, Lagos. P.O. Box 17871 General Post Office, Ikeja - Lagos, Nigeria 2341

Tel (Nigeria Mobile): +234 (0)803 862 9114.

Email: numberscmkylimited@yahoo.com, wheretoprint@yahoo.com

Website: www.wheretoprintmagazine.com