

# NEW ADVERTISING RATES

Effective  
October 1, 2011

Columns (Sizes in inches)	Advert sizes in Centimeters	Black & White (Product)		Black & White (Public Notice)		Colour	
		RATE	VAT (%)	RATE	VAT (%)	RATE	VAT (%)
FULL PAGE	36.83x26.67	250,000.00	12,500.00	340,000.00	17,000.00	450,000.00	22,500.00
HALF PAGE	18.41x26.67	160,000.00	8,000.00	200,000.00	10,000.00	270,000.00	13,500.00
13 X 4	13.02x16.58	195,000.00	9,750.00	280,000.00	14,000.00	305,000.00	15,250.00
10 X 6	25.4x26.67	203,000.00	10,150.00	223,000.00	11,150.00	350,000.00	17,500.00
10 X 5	25.4x21.61	180,000.00	9,000.00	203,000.00	10,150.00	335,000.00	16,750.00
10 X 4	25.4x16.58	150,000.00	7,500.00	180,000.00	9,000.00	290,000.00	14,500.00
10 X 3	25.4x13.33	130,000.00	6,500.00	160,000.00	8,000.00	210,000.00	10,500.00
9 X 6	22.86x26.67	180,000.00	9,000.00	205,000.00	10,250.00	330,000.00	16,500.00
9 X 5	22.86x21.61	160,000.00	8,000.00	165,000.00	8,250.00	280,000.00	14,000.00
9 X 4	22.86x16.58	140,000.00	7,000.00	160,000.00	8,000.00	250,000.00	12,500.00
9 X 3	22.86x13.33	108,000.00	5,400.00	125,000.00	6,250.00	210,000.00	10,500.00
8 X 5	20.32x21.61	125,000.00	6,250.00	160,000.00	8,000.00	220,000.00	11,000.00
8 X 4	20.32x16.58	113,000.00	5,650.00	120,000.00	6,000.00	200,000.00	10,000.00
8 X 3	20.32x13.33	86,300.00	4,315.00	110,000.00	5,500.00	150,000.00	7,500.00
7 X 4	17.78x16.58	98,000.00	4,900.00	100,000.00	5,000.00	175,000.00	8,750.00
QUARTER PAGE	19.68x14.22	100,000.00	5,000.00	120,000.00	6,000.00	170,000.00	8,500.00
6 X 3	15.24x13.33	60,000.00	3,000.00	65,000.00	3,250.00	120,000.00	6,000.00
6 X 2	15.24x8.38	36,000.00	1,800.00	45,000.00	2,250.00	84,000.00	4,200.00
4 X 2	10.16x8.38	25,000.00	1,250.00	28,000.00	1,400.00	56,000.00	2,800.00
3 X 2	7.62x8.38	18,000.00	900.00	21,000.00	1,050.00	42,000.00	2,100.00
2 X 2	5.08x8.38	12,000.00	600.00	14,000.00	700.00	28,000.00	1,400.00
1 X 1	2.54x2.54	3,500.00	175.00	4,000.00	200.00	7,000.00	350.00
3X6 STRIP INSIDE PAGE	7.62x26.67	120,000.00	6,000.00	130,000.00	6,500.00	230,000.00	11,500.00
4X6 STRIP INSIDE PAGE	10.16x26.67	140,000.00	7,000.00	180,000.00	9,000.00	250,000.00	12,500.00
2X6 STRIP INSIDE PAGE	5.08x26.67	100,000.00	5,000.00	120,000.00	6,000.00	210,000.00	10,500.00

## SPECIAL POSITIONS

Positions	Sizes	Black & White		Colour	
		RATE	VAT (%)	RATE	VAT (%)
FRONT PAGE STRIP	- 2X6	350,000.00	17,500.00	600,000.00	30,000.00
BACK PAGE STRIP	- 2X6	280,000.00	12,500.00	400,000.00	20,000.00
FRONT PAGE STRIP	- 3X6	400,000.00	20,000.00	600,000.00	30,000.00
BACK PAGE STRIP	- 3X6	350,000.00	17,500.00	500,000.00	25,000.00
FRONT PAGE STRIP	- 4X6	750,000.00	37,500.00	1,000,000.00	50,000.00
BACK PAGE STRIP	- 4X6	600,000.00	30,000.00	700,000.00	35,000.00
FRONT PAGE SOLUS	- 6X2	350,000.00	17,500.00	550,000.00	27,500.00
BACK PAGE SOLUS	- 6X2	300,000.00	15,000.00	350,000.00	17,500.00
CENTRESPREAD		1,100,000.00	55,000.00	1,300,000.00	65,000.00
CENTRESPREAD	- HALF PAGE	850,000.00	42,500.00	950,000.00	47,500.00
DOUBLE SPREAD		800,000.00	40,000.00	1,200,000.00	60,000.00
FRONT PAGE EARPIECE		-	-	255,000.00	12,750.00
BACK PAGE EARPIECE		-	-	200,000.00	10,000.00
PAGE 2		-	-	800,000.00	40,000.00
PAGE 3		-	-	800,000.00	40,000.00
PAGE 5		-	-	700,000.00	35,000.00
FULL WRAP AROUND		-	-	20,000,000.00	1,000,000.00
HALF WRAP AROUND		-	-	12,000,000.00	600,000.00

## SPECIAL PROJECTS / SUPPLEMENTS RATE

Sizes	Black & White		Colour	
	RATE	VAT %	RATE	VAT %
Full page	400,000.00	20,000.00	450,000.00	22,500.00
10" x 5 col	245,000.00	12,250.00	350,000.00	17,500.00
Half page	250,000.00	12,500.00	300,000.00	15,000.00
Quarter page	125,000.00	6,250.00	160,000.00	8,000.00

For advert enquiries, Bookings & Placement Contact:  
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# BUSINESSDAY

NEWS YOU CAN TRUST

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businessdayadvert@gmail.com



## LOOSE INSERTS

Rate per 1,000 copies N20,000.00  
Handling charges N80,000.00

NOTE: Cancellations will only be accepted if done in writing at least five working days before publication

## PAYMENT

**ALL ADVERTS MUST BE PREPAID**

Change of name - N4,000

## TECHNICAL DATA

Numbers of columns Six (6)  
Full page depth 14.5 inches  
Full page width 10.5 inches  
Print process web offset litho

## SERIES DISCOUNT ON ALL PUBLICATIONS

5 - 10 days insertions 2.5%  
11-20 days insertions 5%  
21-50 days insertion 10%

## DEADLINES

Within Lagos  
5 days to publication  
Outside Lagos  
7 days to publication