

Vanguard ADVERT RATE

SIZE	COLOUR	BLACK & WHITE
CENTRE SPREAD	1,575,000	N/A
DOUBLE SPREAD	1,365,000	N/A
CENTRE SPREAD HALF PAGE	892,500	N/A
DOUBLE SPREAD HALF PAGE	735,000	N/A
FULL PAGE	567,500	430,500
HALF PAGE	335,500	241,500
QUARTER PAGE	168,500	136,500
10X6	425,250	367,500
10x5	415,500	325,250
10x4	335,500	241,500
10x3	267,750	182,250
9X6	415,500	325,250
9X5	367,500	273,250
9X4	315,750	220,500
9X3	294,250	205,250
8X6	385,750	288,750
8X5	357,250	232,500
7X5	300,000	220,500
7X4	294,000	178,500
6X5	267,500	141,750
6X3	135,750	90,250
6X2	81,250	63,750
5X2	68,250	47,250
4X4	155,250	75,250
4X3	84,750	56,700
4X2	57,750	37,800
3X3	63,750	42,525
3X2	42,525	28,350
2X2	23,650	17,250
2X1	13,650	9,450
1X1	6,825	4,725

Surcharge: page 2 - 75%, page 3 - 100%, page 4 - 100%, page 7-100%

P.S All colour adverts must be accompanied by colour guides

Special Positions

FULL WRAP AROUND	N25M
HALF PAGE WRAP AROUND	N15M
FRONT PAGE 10X6	N15M
HALF PAGE FRONT	N10M
FRONT PAGE 5X6	N6M
FRONT PAGE 4X6	N4M
UNDER MASTHEAD	N3.5M
FRONT PAGE STRIP (6X2, 2X6)	N625,000
BACK PAGE STRIP (6x2, 2x6)	N525,000
FRONT PAGE EAR PIECE (1.5x2cols)	N336,000
EARPIECE BACK PAGE (1.5x2cols)	N262,500
CHANGE OF NAME CLASSIFIED	5,000 NET

ALLURE RATE

SIZE	RATE	5%VAT	TOTAL
CENTRESPREAD	1,800,000	90,000	1,890,000
DOUBLESPPREAD	1,500,000	75,000	1,575,000
(IBC) Inside Back Cover	700,000	35,000	735,000
(IFC) Inside Front Cover	800,000	40,000	840,000
(BC) Back Cover	900,000	45,000	945,000
Full Page	650,000	32,500	682,500
10X5	550,000	27,500	577,500
Half page	450,000	22,500	472,000

SERIES DISCOUNT

5 PAGES	2.5%
10 PAGES	5%
20 PAGES	7.5%

**ALL RATES ARE
VAT INCLUSIVE**

SPECIAL INSERTS

Special Inserts (8 pages) -	80,000
Special Inserts (4 pages) -	45,000 per 1,000 Copies
Loose Inserts -	35,000 per 1000 Copies
(Leaflets, Posters)	
Handling charge N200,000 From 30,000 & above	
N150,000 for less than 30,000 copies	
Page Sponsorship negotiable	
Number of columns	- 6
Full page depth in inches	- 10.5x14.8 inches
Print Process	- Web Offset litho
Artwork Guide	- CD or Flash Disk
Copy Date	- 1 days

PROPERTY, VACANCIES RATE, ETC

SIZE	COLOUR	BLACK & WHITE
FULL PAGE	388,500	336,000
HALF PAGE	252,500	210,000
QUARTER PAGE	157,500	126,000
6x2	65,500	50,500
4x2	50,500	43,750

E-mail Address

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OR 01-8737028, 7924470,

Terms and Conditions apply

**WITH EFFECT FROM
JULY 1ST, 2012**

For Enquiries Please Call:

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