

COLUMN SIZES IN INCHES	Advert Sizes in centimeters	Colour		Black & White (Public Notice)		Black & White (Product)	
		Rate	Vat(5%)	Rate	Vat(5%)	Rate	Vat(5%)
FULL PAGE	36.83X26.67	620,000.00	31,000.00	468,500.00	23,425.00	344,500.00	17,225.00
HALF PAGE	18.41X26.67	372,000.00	18,600.00	275,600.00	13,780.00	220,500.00	11,025.00
13X4	13.02X16.58	420,300.00	21,015.00	385,800.00	19,290.00	268,700.00	13,435.00
10X6	25.4X26.67	482,300.00	24,115.00	307,300.00	15,365.00	279,700.00	13,985.00
10X5	25.4X21.61	461,600.00	23,080.00	279,700.00	13,985.00	248,000.00	12,400.00
10X4	25.4X16.58	399,600.00	19,980.00	248,000.00	12,400.00	206,700.00	10,335.00
10X3	25.4X13.33	289,400.00	14,470.00	220,500.00	11,025.00	179,200.00	8,960.00
9X6	22.86X26.67	454,700.00	22,735.00	282,500.00	14,125.00	248,000.00	12,400.00
9X5	22.86X21.61	385,800.00	19,290.00	227,400.00	11,370.00	220,500.00	11,025.00
9X4	22.86X16.58	344,500.00	17,225.00	220,500.00	11,025.00	192,900.00	9,645.00
9X3	22.86X13.33	289,400.00	14,470.00	172,300.00	8,615.00	148,800.00	7,440.00
8X5	20.32X21.61	303,200.00	15,160.00	220,500.00	11,025.00	172,300.00	8,615.00
8X4	20.32X16.58	275,600.00	13,780.00	165,400.00	8,270.00	155,700.00	7,785.00
8X3	20.32X13.33	206,700.00	10,335.00	151,600.00	7,580.00	119,000.00	5,950.00
7X4	17.78X16.58	241,200.00	12,060.00	137,800.00	6,890.00	135,100.00	6,755.00
QUARTER PAGE	19.68X14.22	234,300.00	11,715.00	165,400.00	8,270.00	137,800.00	6,890.00
6X3	15.24X13.33	165,400.00	8,270.00	89,600.00	4,480.00	82,700.00	4,135.00
6X2	15.24X8.38	115,800.00	5,790.00	62,000.00	3,100.00	49,600.00	2,480.00
4X2	10X16X8.38	77,200.00	3,860.00	38,600.00	1,930.00	34,500.00	1,725.00
3X2	7.62X8.38	57,900.00	2,895.00	29,000.00	1,450.00	24,800.00	1,240.00
2X2	5.08X8.38	38,600.00	1,930.00	19,300.00	965.00	16,600.00	830.00
1X1	2.54X2.54	9,700.00	485.00	5,600.00	280.00	4,900.00	245.00
3X6 INSIDE STRIP	7.62X26.67	316,900.00	15,845.00	179,200.00	8,960.00	165,400.00	8,270.00
4X6 INSIDE STRIP	10.16X26.67	344,500.00	17,225.00	248,000.00	12,400.00	192,900.00	9,645.00
2X6 INSIDE STRIP	5.08X26.67	289,400.00	14,470.00	165,400.00	8,270.00	137,800.00	6,890.00

SPECIAL POSITION

Positions	Colour		Black & White		
	RATE	RATE	VAT (%)	RATE	VAT (%)
FRONTPAGE STRIP 2X6	600,000.00	30,000.00	-	-	-
BACKPAGE STRIP 2X6	551,200.00	27,560.00	385,800.00	19,290.00	-
FRONTPAGE STRIP 3X6	830,000.00	41,500.00	-	-	-
BACKPAGE STRIP 3X6	688,900.00	34,445.00	482,300.00	24,115.00	-
FRONTPAGE STRIP 4X6	1,377,800.00	68,890.00	-	-	-
BACKPAGE STRIP 4X6	964,500.00	48,225.00	826,700.00	41,335.00	-
FRONTPAGE SOLUS 6X2	757,800.00	37,890.00	-	-	-
BACKPAGE SOLUS 6X2	482,300.00	24,115.00	413,400.00	20,670.00	-
CENTRESPREAD	1,791,200.00	89,560.00	1,515,600.00	75,780.00	-
CENTRESPREAD HALFPAGE	1,308,900.00	65,445.00	1,171,200.00	58,560.00	-
DOUBLESREAD	1,653,400.00	82,670.00	1,102,300.00	55,115.00	-
FRONTPAGE EARPIECE	351,400.00	17,570.00	-	-	-
BACKPAGE EARPIECE	275,600.00	13,780.00	-	-	-
PAGE 2	1,102,300.00	55,115.00	-	-	-
PAGE 3	1,102,300.00	55,115.00	-	-	-
PAGE 5	964,500.00	48,225.00	-	-	-
FULL WRAP AROUND	28,000,000.00	1,400,000.00	-	-	-
HALF WRAP AROUND	17,000,000.00	850,000.00	-	-	-

BUSINESSLIFE MAGAZINE		
SIZE	Rate	Vat(5%)
Centrespread	1,900,000	95,000
Doublespread	1,700,000	85,000
Full Page	700,000	35,000
10x5	550,000	27,500
Half Page	400,000	20,000
Quarter	250,000	12,500
Back Page	800,000	40,000

LOOSE INSERT

Rate per 1,000 copies	N30,000
Handling Charges	N100,000
Double page	N50,000

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 - N 5,500

TECHNICAL DATA

Number 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 PUBLICATION

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

DEADLINE

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

SPECIAL PROJECTS/SUPPLEMENTS RATE

SIZES	BLACK&WHITE		COLOUR	
	RATE	VAT (%)	RATE	VAT (%)
FULLPAGE	552,000.00	27,555.56	650,000.00	32,500.00
10X5 COLOUR	340,000.00	17,000	483,000.00	24,150.00
HALFPAGE	330,000.00	16,500	415,000.00	20,750.00
QUARTER PAGE	173,000.00	8,611.11	250,000.00	12,500.00

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