

SPACE	COLOUR			BLACK AND WHITE		
	RATE	VAT	TOTAL	RATE	VAT	TOTAL
FULL PAGE	627,264.00	31,363.20	658,627.20	490,050.00	24,502.50	514,552.50
HALF PAGE	414,950.00	20,747.50	435,697.50	338,625.00	16,931.25	355,556.25
QUARTER. PAGE	274,450.00	13,722.50	288,172.50	150,356.25	7,517.81	157,874.06
10"X6 COL	607,200.00	30,360.00	637,560.00	408,342.00	20,417.10	428,759.10
10"X5 COL	506,000.00	25,300.00	531,300.00	340,285.00	17,014.25	357,299.25
10"X4 COL	404,800.00	20,240.00	425,040.00	272,228.00	13,611.40	285,839.40
10"X3 COL	303,600.00	15,180.00	318,780.00	204,171.00	10,208.55	214,379.55
9"X6 COL	546,480.00	27,324.00	573,804.00	367,507.80	18,375.39	385,883.19
9"X5 COL	455,400.00	22,770.00	478,170.00	306,256.50	15,312.83	321,569.33
9"X4 COL	364,320.00	18,216.00	382,536.00	245,005.20	12,250.26	257,255.46
9"X3 COL	273,240.00	13,662.00	286,902.00	183,753.90	9,187.70	192,941.60
8"X6 COL	485,760.00	24,288.00	510,048.00	326,673.60	16,333.68	343,007.28
8"X5 COL	404,800.00	20,240.00	425,040.00	272,228.00	13,611.40	285,839.40
8"X4 COL	323,840.00	16,192.00	340,032.00	217,782.40	10,889.12	228,671.52
8"X3 COL	242,880.00	12,144.00	255,024.00	163,336.80	8,166.84	171,503.64
7"X6 COL	425,040.00	21,252.00	446,292.00	285,839.40	14,291.97	300,131.37
7"X5 COL	354,200.00	17,710.00	371,910.00	238,199.50	11,909.98	250,109.48
7"X4 COL	283,360.00	14,168.00	297,528.00	190,559.60	9,527.98	200,087.58
6"X6 COL	364,320.00	18,216.00	382,536.00	245,005.20	12,250.26	257,255.46
6"X5 COL	303,600.00	15,180.00	318,780.00	204,171.00	10,208.55	214,379.55
6"X4 COL	242,880.00	12,144.00	255,024.00	163,336.80	8,166.84	171,503.64
6"X3 COL	182,160.00	9,108.00	191,268.00	122,502.60	6,125.13	128,627.73
6"X2 COL	121,440.00	6,072.00	127,512.00	81,668.40	4,083.42	85,751.82
5"X5 COL	253,000.00	12,650.00	265,650.00	170,142.50	8,507.13	178,649.63
5"X4 COL	202,400.00	10,120.00	212,520.00	136,114.00	6,805.70	142,919.70
5"X3 COL	151,800.00	7,590.00	159,390.00	102,085.50	5,104.28	107,189.78
5"X2 COL	101,200.00	5,060.00	106,260.00	68,057.00	3,402.85	71,459.85
4"X6 COL	242,880.00	12,144.00	255,024.00	163,336.80	8,166.84	171,503.64
4"X5 COL	202,400.00	10,120.00	212,520.00	136,114.00	6,805.70	142,919.70
4"X4 COL	161,920.00	8,096.00	170,016.00	108,891.20	5,444.56	114,335.76
4"X3 COL	121,440.00	6,072.00	127,512.00	81,668.40	4,083.42	85,751.82
4"X2 COL	80,960.00	4,048.00	85,008.00	54,445.60	2,722.28	57,167.88
3"X3 COL	91,080.00	4,554.00	95,634.00	61,251.30	3,062.57	64,313.87
3"X2 COL	60,720.00	3,036.00	63,756.00	40,834.20	2,041.71	42,875.91
2"X2 COL	40,480.00	2,024.00	42,504.00	27,222.80	1,361.14	28,583.94
1"X1 COL	10,120.00	506.00	10,626.00	6,805.70	340.29	7,145.99

SPECIAL POSITIONS

SPACE	RATE
PAGE 2 OR 3	1,437,004
PAGE 4 OR 5	1,306,368
PAGE 6 OR 7	748,440
FRONT PAGE EAR PIECE	489,600
FRONT PAGE STRIP	835,200
FRONT PAGE SOLOS	691,200
BACK PAGE EARPIECE	446,398
BACK PAGE STRIP	576,000
CENTRE SPREAD (COLOUR)	1,847,579
CENTRE SPREAD (BLACK & WHITE)	1,365,000
DOUBLE SPREAD (COLOUR)	1,575,546
DOUBLE SPREAD BLACK & WHITE	1,260,000
ROP STRIP (COLOUR)	239,500
ROP STRIP (B & W)	195,955
FRONT PAGE (10X6)	18,900,000
WRAP AROUND	28,000,000
FRONT PAGE (1"X1)	179,000

TRUST CLASSIFIEDS

POSITION	SIZE	RATE (N)	VAT (5%)	TOTAL
Registration of Trustees	3' x 2 cols	18,000	900	18,900
Loss of Documents	2' x 2 cols	9,000	450	9,450
Change of Name	Per Box	3,000	NIL	3,000

LOOSE INSERTS

	RATE (N)	VAT (N)
Handling for the First 40,000 copies	142,000	7,100
Per 1000 copies (1 Sheet)	36,000	1,800
Per 1000 copies (Magazines 4-8 pgs)	60,000	3,000
Per 1000 copies (Magazines 8-16 pgs)	85,000	4,250

POLITICAL

SPACE	RATE
FRONT PAGE EARPIECE	734,400
FRONT PAGE STRIP	1,252,800
BACK PAGE EARPIECE	669,597
FULL PAGE (COLOUR)	741,312
FULL PAGE (BLACK & WHITE)	579,150
HALF PAGE (COLOUR)	482,500
HALF PAGE (BLACK & WHITE)	393,750
QTR PAGE (COLOUR)	324,350
QTR PAGE (BLACK & WHITE)	177,693

PROPERTY & IT (MONDAYS), VACANCY (TUESDAY), AGRIC (THURSDAY) AND EVENTS/EDUCATION DAILY

	RATE	
	BLACK&WHITE	COLOUR
7x3	110,000	190,000
6x3	100,000	180,000
6x2	56,500	79,500
5x3	65,500	93,500
5x2	43,500	74,500
4x3	53,500	83,500
4x2	38,000	58,000
3x3	40,500	60,500
3x2	25,000	40,000
2x2	16,000	28,000
2x1	8000	13,500

TECHNICAL DATA

6 Columns	
Depth	- 36.83 (cm)
Width	- 25.4 (cm)
Depth	- 13.5 (inches)
Width	- 10 (inches)

Terms of Advert Placement:

- 1) All adverts are expected to be prepaid in cash or draft in favour of Media Trust Limited
- 2) Series discount is subject to the stipulated number of insertions, and it is payable ONLY at the end of a campaign (to be deducted from balance pay).
- 3) Copy date is two days for the North and three days for the South.
- 4) Cancellation of advert placement in less than 24 hours to publication date will attract 50% surcharge.
- 5) Advertisers/Agencies are to supply their camera ready artworks in electronic copies and in (PDF 1x) format
- 6) Advertisers will be surcharged 20% of the applicable rate where artworks are not provided
- 7) Adverts may not be published if the visuals given are considered too poor as to affect the reproduction.
- 8) Alterations to original order should be conveyed in writing at least 24 hours to desired alteration date.
- 9) The management of Media Trust Limited reserves the right to reject an advert or any publication in any of its titles where such materials are considered distasteful for public exposure or libelous.

DAILY TRUST DIGITAL PLATFORM RATE

S/n	Position	Size	Duration	Where	Device	Amount N
1	Masthead	468x60px	1 week	Home, section and article page	Desktop and mobile	250,000
2	Left skyscraper	160x600px	1 week	Home, section and article page	Desktop Only (900px above)	160,000
3	Home sidebar	300x250px	1 week	Home page	Desktop and mobile	120,000
4	Home leaderboard middle	468x60px	1 week	Home page	Desktop and mobile	180,000
5	Home leaderboard bottom	468x60px	1 week	Home page	Desktop and mobile	120,000
6.	Right skyscraper	300x600px / 160x600	1 week	Article page	Desktop and mobile	160,000
7.	Article Sidebar	300x250px	1 week	Article page	Desktop and mobile	15 0,000
8.	Article Leadboard top	468x60px	1 week	Article page	Desktop and mobile	150,000
9.	Article leadboard bottom	468x60px	1 week	Article page	Desktop and mobile	120,000
10	Section page sidebar	350x300px	1 week	Section page	Desktop and mobile	150,000
11	Sponsored post (Political)	Advertorial	daily	Home page and article	Desktop and mobile	180,000
12	Sponsored post (Public sector) Pinned	Advertorial	Daily	Home page and article	Desktop and mobile	150,000
13	Sponsored post (Corporate sector) Pinned	Advertorial	Daily	Home page and article	Desktop and mobile	120,000
14	Sponsored post (SME Product) Pinned	Advertorial	Daily	Home page, section and article	Desktop and mobile	70,000
15	Sponsored post (SME Product with Link)	1 Advertorial	Daily	Home page and article	Desktop and mobile	100,000
16	Below the Post Text Link	Max 35 word s	Weekly	On all article	Desktop and mobile	80,000
17	Between the Post Text Link	Max 35 word s	Weekly	On all article	Desktop and mobile	100,000
18	CPM	Banner	Minimum of \$500	Home page and article	Desktop and mobile	\$1.0 per Impression
19	Social media (with link)	Either face book or twitter	Daily	Home page and article	Desktop and mobile	30,000

For advert booking, please call David Shodeinde on 08169583912 and email: dailytrustdigital@gmail.com