

ConsumerConnect

ADVERTISEMENT RATES

(PRINT)

SIZE	RATE
Full Page (ROP)	N850,250
Half Page	N500,200
Quarter Page	N300,250
Centre Spread	N1,250,050
Inside Front Cover (IFC)	N900,550
Inside Back Cover (IBC)	N850,000
Outside Back Cover (OBC)	N1,275,000
Front Cover Promo (Full)	N1,770,000
Front Cover Promo (Minor)	N920,000
Front Cover Strip (Product)	N800,000
Run Off Page Strip	N200,700
Eight-Page Pull-Out (Brand/Executive Profile)	N3,000,000
Masthead Strip	N2,000,750
Logo Placement (FP)	N72,650
Logo Placement (ROP)	N28,700
Classifieds Mart (2" x 4")	N25,500
WRAP AROUND	
Cover + OBC	N6,500,000
Cover + OBC + IFC	N7,200,000
Cover + OBC + IFC + IBC	N8,150,620
Cover + OBC + IFC + IBC + Centre Spread	N9,200,000
Special Focus/Project (8-in-One Pull Out)	N5,500,000

(WEB SITE)

- Ad Theme (Background colour across all pages)	-1 Month	N1,500,000
- Top Banner across all pages (728 x 90 pixel)	-1 Month	N500,000
- Flash Banner (Middle Home Page) 468 x 60 pixel	-1 Month	N450,000
- Left Sidebar/Footer Square Home Page 250 x 250 pixel	-1 Month	N370,000
- Vacancy Advert (Flash Banner)	-2 Weeks	N250,000
- Picture Splash	-1 Month	N450,000
- Corporate Profiling	-1 Month	N450,000

LOOSE INSERTS:

- Rate per 1,000 copies - N26,800
- Handling charges - N76,400
- Bulk Inserts attract special rates

TECHNICAL DATA:

- Number of columns -Three (3)
- Full page depth -11.59 inches
- Full page width -8.2 inches
- Print Process -Direct Imaging (DI)

ACCEPTABLE COPY FORMAT:

- Only electronically-stored advertisement materials are acceptable.
- A storage device should be a Compact Disk (CD) or Flash Disk, with the final artwork in PDF format.

INFORMATION FOR ADVERTISERS:

- All advert bookings should be pre-paid.
- Series Discount is negotiable from 5 insertions.
- All rates are exclusive of 7.5% Value-Added Tax (VAT).
- *ConsumerConnect* is printed on all-colour, all-gloss paper.

For further enquiries, please contact:

ConsumerConnect

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