



BENDEL NEWSPAPERS COMPANY LIMITED

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ADVERTISEMENT RATES/VAT FOR THE NIGERIAN OBSERVER TITLES: EFFECTIVE DATE 01/02/2020

SIZE	PRODUCT			PUBLIC NOTICE			MULTI-NATIONAL BANKS /COMMUNICATION ORGANISATIONS		
	B/W N	7.5% VAT N	TOTAL N	B/W N	7.5% VAT N	TOTAL N	B/W N	7.5% VAT N	TOTAL N
FULL PAGE	242,000	18,150	260,150	275,000	20,625	295,625	330,000	24,750	354,750
13 X 4	154,000	11,550	165,550	220,000	16,500	236,500	275,000	20,625	295,625
10 X 4	132,000	9,900	141,900	203,500	15,262	218,762	220,000	16,500	236,500
HALF PAGE	110,000	8,250	118,250	176,000	13,200	189,200	203,500	15,263	218,763
10 X 3	88,000	6,650	94,650	110,000	8,250	118,250	187,000	14,025	201,025
13 X 2	77,000	5,775	82,775	99,000	7,425	106,425	110,000	8,250	118,250
QUARTER PAGE	66,000	4,950	70,950	88,000	6,600	94,600	99,000	7,425	106,425
	PRODUCT			PUBLIC			MULTI-NATIONAL BANK		
6 X 2	36,575	2,743	39,318	45,210	3,390	48,510	88,000	6,600	94,600
5 X 2	31,350	2,351	33,701	38,665	2,900	41,565	66,000	4,950	70,950
4 X 2	25,600	1,920	27,520	33,963	2,250	36,213			
3 X 2	19,800	1,485	21,285	22,990	1,724	24,714			
2 X 2	11,600	870	12,470	13,900	1,043	14,943			
2 X 1	5,016	376	5,932	9,240	693	9,933			
CAC				27,750	2,250	30,000			

SPECIAL POSITIONS

POSITION	BLACK/WHITE N	7.5% VAT N	TOTAL N	COLOUR N	7.5% VAT N	TOTAL N
STRIP	88,000	6,600	94,600	110,000	8,250	118,250
STRIP INSIDE	66,000	4,950	70,950	88,000	6,600	94,600

SPECIAL POSITION

FRONT PAGE	ADD 70% SURCHARGE
PAGES 2 & 3	ADD 55% SURCHARGE
PAGES 4 & 5	ADD 40% SURCHARGE
BACK PAGE	ADD 60% SURCHARGE
CENTER SPREAD	N1,064,250

LOOSE INSERTS: N30 PER SHEET

MINIMUM ORDER: 5000 COPIES

HANDLING CHARGES: N30,000 PER 1000 COPIES

NEWSPAPER DIMENSION: 14.5" X 10.5"

NOTE: Booking for Colour Advert should be done 48 hours (i.e 2 days) before Publication.

Signed
Management



THE NIGERIAN OBSERVER