

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

SIZE	PRODUCT			PUBLIC NOTICE			MULTI NATIONAL/BANKS /COMMUNICATION ORGANISATIONS		
	COLOUR N	7.5% VAT N	TOTAL N	COLOUR N	7.5% VAT N	TOTAL N	COLOUR N	7.5% VAT N	TOTAL N
FULL PAGE	308,000	23,100	331,100	385,000	28,875	413,875	495,000	37,125	532,125
13 X 4	220,000	16,500	236,500	275,000	20,625	295,625	330,000	24,750	354,750
10 X 4	198,000	14,850	212,850	253,000	18,975	271,975	275,000	20,625	295,625
HALF PAGE	165,000	12,375	177,375	220,000	16,500	236,500	253,000	18,975	271,975
10 X 3	132,000	9,900	141,900	165,000	12,375	177,375	198,000	14,850	212,850
13 X 2	88,000	6,600	94,600	154,000	11,550	165,550	165,000	12,375	177,375
QUARTER PAGE	99,000	7,425	106,425	143,000	10,725	153,725	176,000	13,200	189,200
OTHER POSITION	COLOUR N	7.5% N	TOTAL N	COLOUR N	7.5% N	TOTAL N			
FP 6 X 2	66,880	5,016	71,896	78,480	5,886	84,366			
FP 5 X 2	60,362	4,527	64,889.69	72,419	5,431	77,850			
FP 4 X 2	54,340	4,075	58,415.50	60,350	4,526	64,876			
FP 3 X 2	48,279	3,620	51,899.93	54,340	4,080	58,420			
FP 2 X 2	43,890	3,292	47,181.75	48,279	3,620	51,899			

**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	94,000	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
CENTRE SPREAD	N1,596,375

**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**