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# ADVERTISEMENT CONTRACT

This advertisement contract is entered into by and between **SOUTHERN TAGALOG HERALD CAVITE**, a weekly newspaper of general circulation in the Province of Cavite and Southern Tagalog Province, herein referred to as “**Publisher**”

-and-

\_\_\_\_\_ with address  
at \_\_\_\_\_, herein referred  
to as “**Advertiser.**”

For and in consideration of this mutual agreement, Publisher agrees to print and publish the specifications herein approved by the Advertiser; while Advertiser hereby covenant, consent and agree to pay the amount as stated.

## COMMERCIAL ADVERTISEMENT RATE

(P200.00 per col. cm. Please check/highlight your preferred ad specifications)

| AD SIZE         | MEASUREMENT   | BLACK      | COLORED    |
|-----------------|---|------------|------------|
| Full Page       | 41.90 col. cm. x 6 cols.                                  | P50,280.00 | P80,448.00 |
| Half Page       | 20.95 col. cm. x 6 cols.<br>or 41.90 col. cm. x 3 cols.   | P25,140.00 | P40,224.00 |
| One-Fourth Page | 10.475 col. cm. x 6 cols.<br>or 20.95 col. cm. x 3 cols.  | P12,570.00 | P20,112.00 |
| One-Eight Page  | 5.2375 col. cm. x 6 cols.<br>or 10.475 col. cm. x 3 cols. | P6,285.00  | P10,058.00 |

Date/s of Publication: \_\_\_\_\_  
Total Amount Due: \_\_\_\_\_

Page of Ad Insertion: \_\_\_\_\_  
Other Particulars: \_\_\_\_\_

This agreement is signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

For the Publisher:

For the Advertiser:

**NENA ESTRELLADO MALLARI**  
Signature above printed name  
Designation: **PUBLISHER**  
Date:

Signature above printed name  
Designation:  
Date: