

### Rate Card

FULL COLOUR	COST PER INSERTION (ZMW)
INSIDE FRONT COVER	12,000
DOUBLE SPREAD	18,000
BACK COVER	15,000
INSIDE BACK COVER	12,000
FULL PAGE	10,000
HALF PAGE	6,500
QUARTER PAGE	4,000
TWO THIRDS	7,500
BOTTOM STRIP	2,000
LOOSE INSERTS	To be agreed
<b>CLASSIFIEDS</b>	
1 – 20 WORDS	K60
21 – 40 WORDS	K100
41 – 60 WORDS	K150
PICTURE INSERTION	K200

### Advert Sizes

Specifications	Width x Height
<b>Full Page</b> Trim size Type Area Bleed	210mm x 297mm 186mm x 270mm 216mm x 303mm
<b>Double Spread Page</b> Trim size Type Area	420mm x 297mm 396mm x 276mm
<b>Half Page</b> Horizontal Type Area Horizontal Bleed Size Vertical Type Area Vertical Bleed	186mm x 132mm 216mm x 152mm 90mm x 270mm 104mm x 303mm
<b>Quarter Page</b> Horizontal Type Area Vertical Type Area	186mm x 62mm 90mm x 130mm
<b>Bottom Strip</b>	216mm x 80mm
<b>Two Thirds</b>	216mm x 223mm

Ads should only ever be delivered to exact dimensions of bleed or type size, never to trim.

- **Trim area** is for information only and represents the physical size of the finished product after bleed has been removed during printing. Adverts that 'bleed' off the page will be trimmed to this size.
- **Type area** (also called Live area) is the area within the trim area where the type (or live information - text and images) should be contained. This ensures all vital information is visible to the reader.
- **Bleed** is an area 3mm larger than the trim size on all four sides and is required when adverts have pictures or colours going right to the edge of the page. So, for full colour adverts, please supply to the exact dimensions of bleed size. If you don't want to have bleed on your ad it should be supplied to the exact type area size.