NATION PUBLICATIONS LIMITED

Government Advertising RATES

EFFECTIVE JANUARY 2022

THE NATION

Description	VAT Exlusive	16.5% VAT	VAT Inclusive
BLACK AND WHITE			
Quarter Page	124,120.17	20,479.83	144,600.00
Half Page (18x6/36x3)	211,587.98	34,912.02	246,500.00
Full Page	377,339.06	62,260.94	439,600.00
Column rate / cm	2,532.19	417.81	2,950.00
Earpiece (5x2)	24,206.01	3,993.99	28,200.00
Half Page (27x4)	300,515.02	49,584.98	350,100.00
Centre Spread	723,605.15	119,394.85	843,000.00
FULL COLOUR			
Quarter Page	186,523.61	30,776.39	217,300.00
Half Page (18x6/36x3)	246,334.76	40,645.24	286,980.00
Full Page	474,678.11	78,321.89	553,000.00
Column rate / cm	3,347.64	552.36	3,900.00
2x6 Front Strip	64,377.68	10,622.32	75,000.00
5X6 back page strip	200,085.84	33,014.16	233,100.00
5X6 front page strip	208,841.20	34,458.80	243,300.00
5x6 inside strip	157,897.00	26,053.00	183,950.00
Earpiece (5x2)	47,381.97	7,818.03	55,200.00
Half Page (27x4)	379,313.30	62,586.70	441,900.00
Centre Spread	935,622.32	154,377.68	1,090,000.00
INSERTS			
A4 sheets	14.59	2.41	17.00
A3 sheets	28.33	4.67	33.00
A2 sheets	39.48	6.52	46.00
A1 Sheets	48.07	7.93	56.00
VOUCHERS			
Collected	31,759.66	5,240.34	37,000.00
Delivered	47,210.30	7,789.70	55,000.00

Weekend NATION

Description	VAT Exlusive	16.5% VAT	VAT Inclusive
BLACK AND WHITE			
Quarter Page	127,467.81	21,032.19	148,500.00
Half Page (18x6/36x3)	230,729.61	38,070.39	268,800.00
Full Page	390,987.12	64,512.88	455,500.00
Column rate / cm	2,618.03	431.97	3,050.00
Earpiece (5x2)	24,721.03	4,078.97	28,800.00
Half Page (27x4)	314,506.44	51,893.56	366,400.00
Centre Spread	779,141.63	128,558.37	907,700.00
FULL COLOR			
Quarter Page	200,515.02	33,084.98	233,600.00
Half Page (18x6/36x3)	266,695.28	44,004.72	310,700.00
Full Page	512,961.37	84,638.63	597,600.00
Column rate / cm	3,433.48	566.52	4,000.00
5X6 back page strip	216,223.18	35,676.82	251,900.00
5X6 front page strip	224,206.01	36,993.99	261,200.00
5x6 inside strip	170,557.94	28,142.06	198,700.00
Earpiece (5x2)	48,583.69	8,016.31	56,600.00
Half Page (27x4)	409,442.06	67,557.94	477,000.00
Centre Spread	1,025,751.07	169,248.93	1,195,000.00
INSERTS			
A4 sheets	14.59	2.41	17.00
A3 sheets	28.33	4.67	33.00
A2 sheets	39.48	6.52	46.00
A1 Sheets	48.07	7.93	56.00
VOUCHERS			
Collected	35,193.13	5,806.87	41,000.00
Delivered	52,360.52	8,639.48	61,000.00

NATION PUBLICATIONS LIMITED

Government Advertising RATES

EFFECTIVE JANUARY 2022

NATION on SUNDAY / FUKO

Description	VAT Exlusive	16.5% VAT	VAT Inclusive
Black and white			
Quarter Page	109,785.41	18,114.59	127,900.00
Half Page (18x6/36x3)	194,806.87	32,143.13	226,950.00
Full Page	336,995.71	55,604.29	392,600.00
Column rate / cm	2,051.50	338.50	2,390.00
Earpiece (5x2)	19,656.65	3,243.35	22,900.00
Half Page (27x4)	274,592.27	45,307.73	319,900.00
Centre Spread	661,802.58	109,197.42	771,000.00
Full colour			
Quarter Page	166,523.61	27,476.39	194,000.00
Half Page (18x6/36x3)	229,270.39	37,829.61	267,100.00
Full Page	429,527.90	70,872.10	500,400.00
Column rate / cm	3,004.29	495.71	3,500.00
5X6 back page strip	158,454.94	26,145.06	184,600.00
5X6 front page strip	163,948.50	27,051.50	191,000.00
5x6 inside strip	126,351.93	20,848.07	147,200.00
Earpiece (5x2)	39,055.79	6,444.21	45,500.00
Half Page (27x4)	301,545.06	49,754.94	351,300.00
Centre Spread	824,549.36	136,050.64	960,600.00
Inserts			
A4 sheets	14.59	2.41	17.00
A3 sheets	28.33	4.67	33.00
A2 sheets	39.48	6.52	46.00
A1 sheets	48.07	7.93	56.00
Vouchers			
Collected	30,042.92	4,957.08	35,000.00
Delivered	45,493.56	7,506.44	53,000.00

Page Sponsorship	70% of page value
Column Sponsorship	70% of page value
Special page request (Individual clients)	PLUS 10% of advertising cost
Special page request (Advertising agencies)	PLUS 20% of advertising cost
Advert design	PLUS 15% of advertising cost if taken to another Media House

DIGITAL RATE CARD

: Poster / Video, www.mwnation.com/epaper

Description	VAT Exlusive	16.5% VAT	VAT Inclusive
SOCIAL MEDIA			
30 days 4 postings (fb,linkedin &tweeter) & Listing on www.mwnation.com)	171,673.82	28,326.18	200,000.00
15 days 2 postings (fb,linkedin &tweeter) & Listing on www.mwnation.com)	85,836.91	14,163.09	100,000.00
Single post (fb,linkedin &tweeter) & Listing on www.mwnation.com)	42,918.45	7,081.55	50,000.00
Live streaming per hour	300,429.18	49,570.82	350,000.00
Live streaming half a day	643,776.82	106,223.18	750,000.00
Live streaming whole day	858,369.10	141,630.90	1,000,000.00
NATION ON LINE			
728x90 pixels top banner home page 30 days	214,592.27	35,407.73	250,000.00
728x90 pixels top banner home page 15 days	107,296.14	17,703.86	125,000.00
728x90 pixels top banner home page 7 days	51,502.15	8,497.85	60,000.00
970x90 pixels bottom banner home page 30 days	103,004.29	16,995.71	120,000.00
970x90 bottom pixels banner home page 15 days	51,502.15	8,497.85	60,000.00
970x90 pixels bottom banner home page 7 days	25,751.07	4,248.93	30,000.00
350x300 pixels right widget home page 30 days	103,004.29	16,995.71	120,000.00
350x300 pixels right widget home page 15 days	51,502.15	8,497.85	60,000.00
350x300 pixels right widget home page 7 days	25,751.07	4,248.93	30,000.00
350x600 pixels right widget home page 30 days	128,755.36	21,244.64	150,000.00
350x600 pixesl right widegt home page 15 days	64,377.68	10,622.32	75,000.00
350x600 pixels right widget home page 7 days	30,042.92	4,957.08	35,000.00
350x300 pixels right widget Inside page 30 days	85,836.91	14,163.09	100,000.00
350x300 pixels right widget Inside page 15 days	42,918.45	7,081.55	50,000.00
350x300 pixels right widget Inside page 7 days	21,459.23	3,540.77	25,000.00
350x600 pixels right widget Inside page 30 days	107,296.14	17,703.86	125,000.00
350x600 pixels right widget Inside page 15 days	51,502.15	8,497.85	60,000.00
350x600 pixels right widget Inside page 7 days	25,751.07	4,248.93	30,000.00
Hyperlink/sponsored content 30 days	214,592.27	35,407.73	250,000.00
Hyperlink/sponsored content 15 days	128,755.36	21,244.64	150,000.00
Hyperlink/sponsored content 7 days	85,836.91	14,163.09	100,000.00
Advertising Tab 30 days	42,918.45	7,081.55	50,000.00
Advertising Tab 15 days	21,459.23	3,540.77	25,000.00

MORE THAN JUST **NEWS**

CONTACTS:
gsibale@mwnation.com **0881 762 272**
dgondwe@mwnation.com **0882 955 604**

@nationonlinemw

NATION PUBLICATIONS LIMITED 2021 MEDIA HOUSE OF THE YEAR - PRINT 4 TIMES CHAMPIONS