NATION PUBLICATIONS LIMITED

LOCAL ADVERTISING RATES

Effective 1 July 2022

Weekend Nation

DESCRIPTION	VAT EXCLUSIVE	VAT 16.5%	VAT INCLUSIVE
BLACK & WHITE			
Quarter Page	153,648.07	25,351.93	179,000.00
Half Page (18x6/36x3)	279,828.33	46,171.67	326,000.00
Full Page	475,536.48	78,463.52	554,000.00
Column rate / cm	3,433.48	566.52	4,000.00
Earpiece (5x2)	29,184.55	4,815.45	34,000.00
Half Page (27x4)	380,257.51	62,742.49	443,000.00
Centre Spread	950,214.59	156,785.41	1,107,000.00
FULL COLOUR			
Quarter Page	242,918.45	40,081.55	283,000.00
Half Page (18x6/36x3)	316,738.20	52,261.80	369,000.00
Full Page	618,025.75	101,974.25	720,000.00
Column rate / cm	4,721.03	778.97	5,500.00
5X6 back page strip	248,068.67	40,931.33	289,000.00
5X6 front page strip	269,527.90	44,472.10	314,000.00
5x6 inside strip	190,557.94	31,442.06	222,000.00
Earpiece (5x2)	53,218.88	8,781.12	62,000.00
Half Page (27x4)	490,987.12	81,012.88	572,000.00
Centre Spread	1,246,351.93	205,648.07	1,452,000.00
ACTION ADVERTS - BLACK AND WHITE			
Rate per word	111.59	18.41	130.00
Minimum of 10 words	1,115.88	184.12	1,300.00
3cm x1 picture	2,575.11	424.89	3,000.00
3cm x 2 picture	3,605.15	594.85	4,200.00
ACTION ADVERTS - FULL COLOUR			
Rate per word	128.76	21.24	150.00
Minimum of 10 words	1,287.55	212.45	1,500.00
3cm x1 picture	3,175.97	524.03	3,700.00
3cm x 2 picture	4,120.17	679.83	4,800.00
INSERTS			
A4 sheets	21.46	3.54	25.00
A3 sheets	31.76	5.24	37.00
A2 sheets	48.07	7.93	56.00
A1 Sheets	53.22	8.78	62.00
VOUCHERS			
Collected	43,776.82	7,223.18	51,000.00
Delivered	65,236.05	10,763.95	76,000.00
BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE			
6x2	12,875.54	2,124.46	15,000.00
9x2	17,167.38	2,832.62	20,000.00
10x3	27,467.81	4,532.19	32,000.00
12x3	34,334.76	5,665.24	40,000.00
15x3	40,343.35	6,656.65	47,000.00
10x8	66,952.79	11,047.21	78,000.00
BLOCK ADS ON ACTION AD PAGES - FULL COLOUR			
6x2	15,450.64	2,549.36	18,000.00
9x2	21,459.23	3,540.77	25,000.00
10x3	30,901.29	5,098.71	36,000.00
12x3	41,201.72	6,798.28	48,000.00
15x3	48,068.67	7,931.33	56,000.00
10x8	77,253.22	12,746.78	90,000.00
OTHER CHARGES			
Page Sponsorship	70% of page value		
Column Sponsorship	70% of page value		
Special page request (Individual clients)	PLUS 15% 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		

The Nation

DESCRIPTION	VAT EXCLUSIVE	VAT 16.5%	VAT INCLUSIVE
BLACK & WHITE			
Quarter Page	150,214.59	24,785.41	175,000.00
Half Page (18x6/36x3)	257,510.73	42,489.27	300,000.00
Full Page	446,351.93	73,648.07	520,000.00
Column rate / cm	3,004.29	495.71	3,500.00
Earpiece (5x2)	29,184.55	4,815.45	34,000.00
Half Page (27x4)	367,381.97	60,618.03	428,000.00
Centre Spread	890,987.12	147,012.88	1,038,000.00
FULL COLOUR			
Quarter Page	224,034.33	36,965.67	261,000.00
Half Page (18x6/36x3)	293,562.23	48,437.77	342,000.00
Full Page	572,532.19	94,467.81	667,000.00
Column rate / cm	4,291.85	708.15	5,000.00
2x6 Front Strip	76,394.85	12,605.15	89,000.00
5X6 back page strip	216,309.01	35,690.99	252,000.00
5X6 front page strip	253,218.88	41,781.12	295,000.00
5x6 inside strip	192,274.68	31,725.32	224,000.00
Earpiece (5x2)	58,369.10	9,630.90	68,000.00
Half Page (27x4)	461,802.58	76,197.42	538,000.00
Centre Spread	1,140,772.53	188,227.47	1,329,000.00
ACTION ADVERTS - BLACK AND WHITE			
Rate per word	103.00	17.00	120.00
Minimum of 10 words	1,030.04	169.96	1,200.00
3cm x1 picture	2,403.43	396.57	2,800.00
3cm x 2 picture	3,433.48	566.52	4,000.00
ACTION ADVERT - FULL COLOUR			
Rate per word	120.17	19.83	140.00
Minimum of 10 words	1,201.72	198.28	1,400.00
3cm x1 picture	2,746.78	453.22	3,200.00
3cm x 2 picture	4,034.33	665.67	4,700.00
INSERTS			
A4 sheets	13.73	2.27	16.00
A3 sheets	31.76	5.24	37.00
A2 sheets	44.64	7.36	52.00
A1 Sheets	54.94	9.06	64.00
VOUCHERS			
Collected	39,484.98	6,515.02	46,000.00
Delivered	58,369.10	9,630.90	68,000.00
BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE			
6x2	11,158.80	1,841.20	13,000.00
9x2	16,309.01	2,690.99	19,000.00
10x3	25,751.07	4,248.93	30,000.00
12x3	32,618.03	5,381.97	38,000.00
15x3	37,768.24	6,231.76	44,000.00
10x8	61,802.58	10,197.42	72,000.00
BLOCK ADS ON ACTION AD PAGES - FULL COLOUR			
6x2	13,733.91	2,266.09	16,000.00
9x2	18,884.12	3,115.88	22,000.00
10x3	29,184.55	4,815.45	34,000.00
12x3	36,051.50	5,948.50	42,000.00
15x3	40,343.35	6,656.65	47,000.00
10x8	74,678.11	12,321.89	87,000.00

Contacts: gsibale@mwnation.com, giftsibale.npl@gmail.com 0881 762 272 | dgondwe@mwnation.com, deliwegondwe.npl@gmail.com 0882 955 604

NATION PUBLICATIONS LIMITED

LOCAL ADVERTISING RATES

Effective 1 July 2022

NATION on SUNDAY

DESCRIPTION	VAT EXCLUSIVE	VAT 16.5%	VAT INCLUSIVE
BLACK & WHITE			
Quarter Page	128,755.36	21,244.64	150,000.00
Half Page (18x6/36x3)	234,334.76	38,665.24	273,000.00
Full Page	403,433.48	66,566.52	470,000.00
Column rate / cm	2,575.11	424.89	3,000.00
Earpiece (5x2)	24,034.33	3,965.67	28,000.00
Half Page (27x4)	331,330.47	54,669.53	386,000.00
Centre Spread	806,866.95	133,133.05	940,000.00
FULL COLOUR			
Quarter Page	197,424.89	32,575.11	230,000.00
Half Page (18x6/36x3)	266,094.42	43,905.58	310,000.00
Full Page	509,012.88	83,987.12	593,000.00
Column rate / cm	3,862.66	637.34	4,500.00
5X6 back page strip	188,841.20	31,158.80	220,000.00
5X6 front page strip	216,309.01	35,690.99	252,000.00
5x6 inside strip	150,214.59	24,785.41	175,000.00
Earpiece (5x2)	42,918.45	7,081.55	50,000.00
Half Page (27x4)	310,729.61	51,270.39	362,000.00
Centre Spread	1,014,592.27	167,407.73	1,182,000.00
ACTION ADVERTS - BLACK AND WHITE			
Rate per word	85.84	14.16	100.00
Minimum of 10 words	858.37	141.63	1,000.00
3cm x1 picture	1,974.25	325.75	2,300.00
3cm x 2 picture	3,261.80	538.20	3,800.00
ACTION ADVERTS - FULL COLOUR			
Rate per word	103.00	17.00	120.00
Minimum of 10 words	1,030.04	169.96	1,200.00
3cm x1 picture	3,261.80	538.20	3,800.00
3cm x 2 picture	3,433.48	566.52	4,000.00
INSERTS			
A4 sheets	13.73	2.27	16.00
A3 sheets	34.33	5.67	40.00
A2 sheets	44.64	7.36	52.00
A1 sheets	54.94	9.06	64.00
VOUCHERS			
Collected	39,484.98	6,515.02	46,000.00
Delivered	58,369.10	9,630.90	68,000.00
BLOCK ADS ON ACTION AD PAGES - BLACK AND WHITE			
6x2	9,442.06	1,557.94	11,000.00
9x2	14,592.27	2,407.73	17,000.00
10x3	24,034.33	3,965.67	28,000.00
12x3	30,901.29	5,098.71	36,000.00
15x3	36,051.50	5,948.50	42,000.00
10x8	55,793.99	9,206.01	65,000.00
BLOCK ADS ON ACTION AD PAGES - FULL COLOUR			
6x2	12,017.17	1,982.83	14,000.00
9x2	17,167.38	2,832.62	20,000.00
10x3	26,609.44	4,390.56	31,000.00
12x3	34,334.76	5,665.24	40,000.00
15x3	38,626.61	6,373.39	45,000.00
10x8	72,961.37	12,038.63	85,000.00

Digital and Social Media

DESCRIPTION	VAT EXCLUSIVE	VAT 16.5%	VAT INCLUSIVE
4 postings (fb,linkedin &instagram)	171,673.82	28,326.18	200,000.00
2 postings (fb,linkedin &instagram)	85,836.91	14,163.09	100,000.00
Single post (fb,linkedin &instagram)	42,918.45	7,081.55	50,000.00
Pinning per day (T&C apply)	42,918.45	7,081.55	50,000.00
Live streaming per hour	300,429.18	49,570.82	350,000.00
Llive 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
WEBSITE www.mwnation.com			
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 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 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
website listing 3 months	42,918.45	7,081.55	50,000.00

Contacts: gsibale@mwnation.com, giftsibale.npl@gmail.com 0881 762 272 | dgondwe@mwnation.com, deliwegondwe.npl@gmail.com 0882 955 604