



RATE CARD

Display/Classified Rate Card - P160.00 per col. cms.

DISPLAY ADS

<u>Insertion Type</u>	<u>Size</u>	<u>Price</u>
Full Page, BW	6col. x 28cms	Php 28,800.00
Full Page + 1-Color	6col. x 28cms	Php 37,440.00
Half Page, BW	6col. x 14cms	Php 15,000.00
Half Page + 1-Color	6col. x 14cms	Php 19,500.00
One Fourth, BW	3col. x 14cms	Php 7,500.00
One Fourth + 1-Color	3col. x 14cms	Php 9,750.00

PREMIUM ADS

<u>Insertion Type</u>	<u>Size</u>	<u>Price</u>
Foot Ad (Front Page)	6col. x 4cms	Php 10,000.00
Side Page + 1-Color	2col. x 5cms	Php 5,000.00

Color Surcharge

Plus 1-color + 30%
Plus 2-colors + 50%

Ad Size

Full Page 26cms x 28cms
Centerspread 55cms x 28cms

Position Surcharge

Page 3 +15%
Pages 5 & 7 +10%
Back Page +20%
Centerspread+20%
Creative +30%

Ad Specifications

1-column - 4.0cms.
2-columns - 7.9cms.
3-columns - 12.8cms.
4-columns - 17.2cms.
5-columns - 21.6cms.
6-columns - 26.0cms.

Note:

Page 3+1 color ad space available only for ½ page ad and up

Page 5 ad space available only for ¾ page ad

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ALTED PUBLICATIONS

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