

Vanguard ADVERT RATE

PUBLIC NOTICE COLOUR

PRODUCT COLOUR

EFFECTIVE FROM NOVEMBER 1, 2024

SIZE	TOTAL RATE
FULL PAGE	= 745,000.00
HALF PAGE	= 426,000.00
QUARTER PAGE	= 213,000.00
14x2	= 236,000.00
10X6	= 523,171.00
10X5	= 510,476.00
10X4	= 413,781.00
10X3	= 359,216.00
9X6	= 509,954.00
9X5	= 451,476.00
9X4	= 387,000.00
9X3	= 332,477.00
8X6	= 450,737.00
8X3	= 213,869.00
7X4	= 360,347.00
6X4	= 200,869.00
6X3	= 165,500.00
6X2	= 104,999.00
5X6	= 247,499.00
5X5	= 220,000.00
5X4	= 153,666.00
5X3	= 133,750.00
5X2	= 85,833.00
4X4	= 120,333.00
4X3	= 72,999.00
4X2	= 58,667.00
3X3	= 56,000.00
3X2	= 34,800.00
2X2	= 26,000.00
2X1	= 17,200.00
1X1	= 8,800.00

SIZE	TOTAL RATE
FULL PAGE	= 659,737.00
HALF PAGE	= 385,000.00
QUARTER PAGE	= 200,000.00
14x2	= 219,000.00
10X6	= 485,000.00
10X5	= 475,000.00
10X4	= 385,000.00
10X3	= 342,000.00
9X6	= 465,000.00
9x5	= 412,000.00
9X4	= 355,000.00
9X3	= 300,000.00
8X6	= 432,000.00
8X3	= 197,000.00
7X4	= 328,004.00
6X4	= 188,021.00
6X3	= 157,000.00
6X2	= 95,000.00
5X5	= 200,000.00
5X4	= 123,000.00
5X3	= 115,638.00
5X2	= 80,759.00
4X4	= 110,000.00
4X3	= 62,000.00
4X2	= 44,007.00
3X2	= 34,520.00
2X2	= 25,890.00
2X1	= 17,260.00
1X1	= 8,630.00

POLITICAL COLOUR

SIZE	RATE
CENTRESPREAD	= 2,400,000.00
DOUBLE SPREAD	= 1,770,000.00
FULL PAGE	= 840,000.00
HALF PAGE	= 426,500.00
QUARTER PAGE	= 230,025.00

POLITICAL BLACK & WHITE

SIZE	RATE
CENTRESPREAD	= 2,100,000.00
DOUBLESPPREAD	= 1,490,000.00
FULL PAGE	= 631,555.00
HALF PAGE	= 369,400.00
QUARTER PAGE	= 190,445.00

CORPORATE BLACK & WHITE

SIZE	RATE
FULL PAGE	= 509,067.00
HALF PAGE	= 285,575.00
QUARTER PAGE	= 161,413.00
14x2	= 156,445.00
10X6	= 435,660.00
10X5	= 384,611.00
10X4	= 285,575.00
10X3	= 242,711.00
9X6	= 384,611.00
9X3	= 215,515.00
8X6	= 341,450.00
8X3	= 140,780.00
7X4	= 117,333.00
6X4	= 134,096.00
6X3	= 106,723.00
6X2	= 75,388.00
5X6	= 167,700.00
5X4	= 111,800.00
5X3	= 87,410.00
5X2	= 55,876.00
4X4	= 88,986.00
4X3	= 67,048.00
4X2	= 44,700.00
3X2	= 33,527.00
2X2	= 21,754.00
2X1	= 11,177.00
1X1	= 5,591.00

SPECIAL POSITIONS

2X6 FRONT PAGE	1,400,000.00
2X6 BACK PAGE	600,000.00
2X6 INSIDE PAGE	310,000.00
3X6 FRONT PAGE	2,400,000.00
4x6 FRONT PAGE	4,500,000.00
5x6 FRONT PAGE	6,700,000.00
10x6 FRONT PAGE	16,500,000.00
EARPIECE FRONT PAGE(1.5x2)	493,000.00
EARPIECE INSIDE PAGE(1.5x 2)	235,750.00
EARPIECE BACK PAGE	473,593.00
CENTRESPREAD COLOUR (PUBLIC NOTICE)	2,054,000.00
CENTRESPREAD COLOUR (PRODUCT)	1,858,000.00
CENTRESPREAD B&W	1,600,000.00
CENTRE SPREAD HALF COLOUR	1,150,000.00
CENTRESPREAD STRIP COLOUR	383,337.00
DOUBLE SPREAD COLOUR	1,443,000.00
DOUBLE SPREAD HALF COLOUR	865,762.00
DOUBLE SPREAD STRIP COLOUR	288,588.00
CENTRE SPREAD B & W	1,670,000.00
CENTRE SPREAD HALF PAGE B&W	1,100,000.00
DOUBLE SPREAD B&W	1,450,000.00
DOUBLE SPREAD HALF B&W	850,000.00
FULL WRAP AROUND	30,000,000.00
HALF WRAP AROUND	17,000,000.00
HALF PAGE FRONT	11,000,000.00

PUBLIC NOTICE BLACK & WHITE	
SIZE	RATE
FULL PAGE	= 561,380.00
HALF PAGE	= 328,356.00
QUARTER PAGE	= 169,283.00
10X6	= 456,000.00
10X5	= 403,200.00
10X4	= 298,880.00
10X3	= 254,216.00
9X6	= 403,200.00
9X5	= 338,100.00
9X4	= 275,750.00
9X3	= 225,750.00
8X6	= 358,737.00
8X5	= 287,000.00
8X4	= 187,000.00
8X3	= 164,869.00
7X4	= 222,347.00
6X4	= 164,869.00
6X3	= 118,500.00
6X2	= 80,000.00
5X6	= 197,499.00
5X4	= 131,666.00
5X3	= 98,750.00
5X2	= 65,833.00
4X4	= 105,333.00
4X3	= 78,999.00
4X2	= 52,667.00
3X2	= 39,500.00
2X2	= 26,000.00
2X1	= 13,000.00
1X1	= 6,584

PRODUCT BLACK & WHITE	
SIZE	RATE
FULL PAGE	= 421,591.00
HALF PAGE	= 248,472.00
QUARTER PAGE	= 141,900.00
14X2	= 152,256.70
10X6	= 389,922.00
10X5	= 324,444.89
10X4	= 207,926.00
10X3	= N/A
9X6	= 324,444.89
9X5	= 336,383.00
9x4	= N/A
8X6	= N/A
8X3	= N/A
7X4	= 145,352.00
6X4	= 130,000.00
6X3	= 82,249.00
6X2	= 59,716.00
5X6	= 142,756.00
5X4	= 85,650.00
5X3	= 59,716.00
5X2	= 45,682.00
4X4	= N/A
4X3	= N/A
4X2	= 35,475.00
3x3	= 46,916.00
3X2	= 29,846.00
2X2	= 20,400.00
2X1	= 10,879.00
1X1	= 5,400.00

ALLURE RATE		
SIZE	RATE	TOTAL
CENTRESPREAD		1,935,000.00
DOUBLESPPREAD		1,612,500.00
ALLURE COVER		1,500,000.00
(IBC) Inside Back Cover		752,500.00
(IFC) Inside Front Cover		860,000.00
(BC) Back Cover		967,500.00
Full Page		860,000.00
10X5		591,250.00
Half Page		450,000.00
EVENT		500,000.00

PICTURE & CAPTION			
SIZE	RATE	7.5% VAT	TOTAL
PHOTO NEWS PAGE 2	100,000.00	7,500.00	107,500.00
PHOTO NEWS (3X3)	60,000.00	4,500.00	64,500.00
PHOTO NEWS (4X4)	106,666.60	8,500.00	115,166.60
PRESS RELEASE (4X4)	60,000.00	4,500.00	64,500.00
EVENT COVERAGE	200,000.00	15,000.00	215,000.00
FEATURES	400,000.00	30,000.00	430,000.00

GENERAL INFORMATION

SERIES DISCOUNT
5 PAGES 2.5%
10 PAGES 5%
15 PAGES & ABOVE 7.5%

SURCHARGE
PAGE 3 (100%)
PAGE 4, 5, 6, 7 and 8 (50%)
PAGES 2 (75%)

LOOSE INSERT
 Leaflet, Posters 1,000 Copies
 Special Inserts (8 Pages) Copies
 Special Inserts (4 Pages) 1,000 Copies
 Handling Charges for Less than 35,000 Copies
 Handling Charges More than 35,000 Copies

CLASSIFIED ADVERTS RATES
CHANGE OF NAME
GUIDE BLACK & WHITE.
GUIDE COLOUR

50,000.00
90,000.00
60,000.00
150,000.00
200,000.00

4,000.00
7,500.00
8,500.00

PLEASE CALL ADVERT MANAGER

LAGOS: 01-4544821, 0802-776-7834
 ABUJA: 09-2921024

Call the Editor on 08023145566

E-mail Address:

advertproduction@vanguardngr.com
 advertproduction@yahoo.com

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