

# Vanguard ADVERT RATE

## PUBLIC NOTICE COLOUR

## PRODUCT COLOUR

## EFFECTIVE FROM MAY 1, 2026

SIZE	TOTAL RATE
FULL PAGE	= 860,000.00
HALF PAGE	= 485,000.00
QUARTER PAGE	= 245,000.00
14.5 X5	= 700,000.00
14.5 X4	= 580,000.00
14X2	= 310,000.00
10X6	= 565,000.00
10X5	= 500,000.00
10X4	= 416,000.00
10X3	= 379,000.00
10X2	= 217,000.00
9X6	= 540,000.00
9X5	= 519,000.00
9X4	= 450,000.00
9X3	= 342,000.00
8X6	= 480,000.00
8X5	= 485,000.00
8X4	= 290,000.00
8X3	= 245,000.00
7X5	= 455,000.00
7X4	= 330,000.00
7X2	= 130,000.00
6X4	= 240,000.00
6X3	= 180,000.00
6X2	= 120,000.00
5x6	= 290,000.00
5x5	= 251,000.00
5X3	= 147,000.00
5x4	= 200,000.00
5X2	= 100,182.00
4X4	= 149,000.00
4X3	= 91,000.00
4X2	= 75,000.00
3X3	= 64,000.00
3X2	= 54,500.00
2X2	= 37,000.00
2X1	= 19,000.00
1X1	= 9,500.00

SIZE	TOTAL RATE
FULL PAGE	= 700,000.00
HALF PAGE	= 430,000.00
QUARTER PAGE	= 216,000.00
14.5 X5	= 500,000.00
14.5 X4	= 400,000.00
14X2	= 263,340.00
10X6	= 490,000.00
10X5	= 421,050.00
10X4	= 339,500.00
10X3	= 240,000.00
10X2	= 186,000.00
9X6	= 450,000.00
9X5	= 440,000.00
9X4	= 345,000.00
9X3	= 270,000.00
8X6	= 421,720.00
8X5	= 425,000.00
8X4	= 270,000.00
8X3	= 216,000.00
7X5	= 352,000.00
7X4	= 290,000.00
7X2	= 90,000.00
6X4	= 212,000.00
6X3	= 159,000.00
6X2	= 105,500.00
5x6	= 255,000.00
5x5	= 231,000.00
5X3	= 122,000.00
5x4	= 176,000.00
5X2	= 90,192.00
4X4	= 120,005.00
4X3	= 79,000.00
4X2	= 65,000.00
3X3	= 50,500.00
3X2	= 42,500.00
2X2	= 24,000.00
2X1	= 16,000.00
1X1	= 8,000.00

CORPORATE BLACK & WHITE	
SIZE	RATE
FULL PAGE	= 561,390.00
HALF PAGE	= 329,000.00
QUARTER PAGE	= 200,000.00
14.5 X5	= 500,000.00
14.5 X3	= 280,000.00
14.5 X2	= 180,000.00
10X6	= 456,000.00
10X5	= 383,300.00
10X4	= 299,000.00
10X3	= 235,000.00
10X2	= 171,000.00
9X6	= 403,200.00
9X5	= 338,100.00
9X4	= 276,000.00
9X3	= 225,800.00
8X6	= 359,000.00
8X5	= 325,000.00
8X4	= 313,000.00
8X3	= 190,000.00
7X5	= 203,000.00
7X4	= 17,500.00
7X2	= 88,000.00
6X4	= 164,900.00
6X3	= 118,000.00
6X2	= 80,000.00
5X6	= 197,000.00
5X3	= 98,750.00
5X4	= 131,700.00
5X2	= 65,900.00
4X4	= 105,500.00
4X3	= 73,000.00
4X2	= 52,700.00
3X3	= 45,000.00
3X2	= 39,000.00
2X2	= 26,000.00
2X1	= 13,000.00
1X1	= 6,600.00

PUBLIC NOTICE BLACK & WHITE	
SIZE	RATE
FULL PAGE	= 620,000.00
HALF PAGE	= 360,000.00
QUARTER PAGE	= 213,000.00
14.5 X5	= 558,000.00
14.5X3	= 350,000.00
14.5 X2	= 215,250.00
10X6	= 494,000.00
10X5	= 412,000.00
10X4	= 319,000.00
10X3	= 236,000.00
10X2	= 186,000.00
9X6	= 400,000.00
9X5	= 385,000.00
9X4	= 365,000.00
9X3	= 257,000.00
8X6	= 400,000.00
8X5	= 376,000.00
8X4	= 356,000.00
8X3	= 255,000.00
7X5	= 294,000.00
7X4	= 230,000.00
7X2	= 115,000.00
6X4	= 174,000.00
6X3	= 130,000.00
6X2	= 90,000.00
5X6	= 228,000.00
5X3	= 130,000.00
5X4	= 141,000.00
5X2	= 72,500.00
4X4	= 113,000.00
4X3	= 77,500.00
4X2	= 60,000.00
3X3	= 55,289.00
3X2	= 42,000.00
2X2	= 28,000.00
2X1	= 14,000.00
1X1	= 7,000.00

PRODUCT BLACK & WHITE	
SIZE	RATE
FULL PAGE	= 509,067.00
HALF PAGE	= 285,575.00
QUARTER PAGE	= 169,000.00
14.5 X5	= 455,000.00
14.5X3	= 224,000.00
14.5 X2	= 157,000.00
10X6	= 435,000.00
10X5	= 385,000.00
10X4	= 285,000.00
10X3	= 220,500.00
10X2	= 159,750.00
9X6	= 384,500.00
9X5	= 322,500.00
9X4	= 239,000.00
9X3	= 205,800.00
8X6	= 303,500.00
8X5	= 299,000.00
8X4	= 202,500.00
8X3	= 165,000.00
7X5	= 185,000.00
7X4	= 103,000.00
7X2	= 72,000.00
6X4	= 135,000.00
6X3	= 107,000.00
6X2	= 70,000.00
5X6	= 177,000.00
5X3	= 87,500.00
5X4	= 112,000.00
5X2	= 56,000.00
4X4	= 88,000.00
4X3	= 68,000.00
4X2	= 44,700.00
3X3	= 40,000.00
3X2	= 33,530.00
2X2	= 21,754.00
2X1	= 11,180.00
1X1	= 5,592.00

SPECIAL POSITIONS COLOUR	
CENTRE SPREAD	= 2,300,000.00
DOUBLE SPREAD	= 1,900,000.00
CENTRE SPREAD HALF	= 1,400,000.00
DOUBLE SPREAD HALF	= 960,000.00
FRONT PAGE STRIP (3X6)	= 3,000,000.00
BACK PAGE STRIP (3X6)	= 1,250,000.00
FRONT PAGE STRIP (2X6)	= 1,700,000.00
INSIDE PAGE STRIP(2x6)	= 430,000.00
BACK PAGE STRIP (2X6)	= 894,000.00
CENTRE SPREAD STRIP	= 668,000.00
DOUBLE SPREAD STRIP	= 554,000.00
10X6 FRONT PAGE	= 18,000,000.00
10X6 BACK PAGE	= 12,500,000.00
10X5 FRONT PAGE	= 11,200,000.00
10X5 BACK PAGE	= 6,500,000.00
EARPIECE BACK	= 480,000.00
2X2 FRONT EARPIECE	= 800,000.00
1.5 X2 EARPIECE FRONT	= 700,000.00
EARPIECE BACK	= 480,000.00
UNDERMAST 2X6	= 4,000,000.00
4X6 FRONT	= 6,000,000.00
5X6 FRONT	= 9,000,000.00
HALF FRONT	= 14,000,000.00
HALF BACK	= 9,000,000.00
FULL WRAP AROUND	= 32,000,000.00

SPECIAL POSITIONS BLACK WHITE	
CENTRE SPREAD	= 2,000,000.00
DOUBLE SPREAD	= 1,800,000.00
CENTRE SPREAD HALF	= 1,150,000.00
DOUBLE SPREAD HALF	= 1,005,000.00
FRONT PAGE STRIP (3X6)	= 2,400,000.00
BACK PAGE STRIP (3X6)	= 1,050,000.00
FRONT PAGE STRIP (2X6)	= 1,400,000.00
INSIDE PAGE STRIP(2x6)	= 400,000.00
BACK PAGE STRIP (2X6)	= 710,000.00
CENTRE SPREAD STRIP	= 590,000.00
DOUBLE SPREAD STRIP	= 460,000.00
10X6 FRONT PAGE	= N/A
10X6 BACK PAGE	= 6,000,000.00
10X5 FRONT PAGE	= 7,500,000.00
10X5 BACK PAGE	= 5,000,000.00
EARPIECE BACK	= 360,000.00
2X2 FRONT EARPIECE	= 580,000.00
1.5 X2 EARPIECE FRONT	= 460,000.00
EARPIECE BACK	= 360,000.00
UNDERMAST 2X6	= N/A
4X6 FRONT	= N/A
5X6 FRONT	= N/A
HALF FRONT	= N/A
HALF BACK	= 4,500,000.00
FULL WRAP AROUND	= N/A

POLITICAL COLOUR	
SIZE	RATE
FULL PAGE	= 920,000.00
HALF PAGE	= 480,000.00
QUARTER PAGE	= 270,000.00
FRONT PAGE(2X6)	= 1,800,000.00
BACK PAGE (2X6)	= 950,000.00
CENTER SPREAD	= 2,500,000.00
DOUBLE SPREAD	= 2,050,000.00
EARPIECE	= 580,000.00
10x4 INSIDE	= 440,000.00
10x5 INSIDE	= 540,000.00
10x6 INSIDE	= 600,000.00
CENTRE SPREAD	= 2,605,000.00
DOUBLE SPREAD	= 2,300,000.00
FRONT PAGE 10X6	= 19,000,000.00
BACK PAGE 10X6	= 11,550,000.00
FRONT PAGE EARPIECE	= 510,000.00
WRAP AROUND	= 35,000,000.00

POLITICAL BLACK & WHITE	
SIZE	RATE
FULL PAGE	= 725,000.00
HALF PAGE	= 413,000.00
QUARTER PAGE	= 225,000.00
FRONT PAGE(2X6)	= N/A
BACK PAGE (2X6)	= 800,000.00
CENTER SPREAD	= 2,154,000.00
DOUBLE SPREAD	= 1,590,000.00
EARPIECE	= 478,000.00
10x4 INSIDE	= 356,000.00
10x5 INSIDE	= 430,000.00
10x6 INSIDE	= 500,000.00
CENTRE SPREAD	= 2,054,000.00
DOUBLE SPREAD	= 1,700,000.00
FRONT PAGE 10X6	= N/A
BACK PAGE 10X6	= N/A
FRONT PAGE EARPIECE	= N/A
WRAP AROUND	= N/A

CLASSIFIED COLOUR BLACK & WHITE			
SIZE	RATE	SIZE	RATE
2X1	10,000.00	2X1	8,500.00
2X2	20,000.00	2X2	17,000.00
3X2	30,000.00	3X2	25,500.00
4X2	40,000.00	4X2	34,000.00
5X2	50,000.00	5X2	42,500.00

**NOTICE TO ADVERTISERS**

Number of Columns - Six (6)  
 Full Page Depth - 14.8 Inches  
 Full Page Width - 10.4 Inches

**OPTIONS FOR ADVERT MATERIALS (COLOUR AND BLACKWHITE)**

- All materials saved in CD or Flash
- CorelDraw with all fonts curved
- Colour - JPEG or PDF in CMYK
- Black and White - JPEG or PDF in Grayscale
- Proof must be attached with CD or Flash

PICTURE & CAPTION	
SIZE	RATE
SOCIAL & CORPORATE EVENT & COVERAGE	= 600,000.00
FEATURES HALF	= 360,000.00
FEATURES FULL	= 659,000.00
PHOTO NEWS 4x3	= 80,000.00
PHOTO NEWS 4x4	= 87,000.00
PRESS RELEASE	
4X4	= 84,500.00
6X2	= 112,000.00
ALLURE RATE	
ALLURE COVER	= 2,000,000.00
FRONT PAGE 2X6	= 1,000,000.00
BACK COVER	= 1,208,750.00
CENTRE SPREAD	= 1,650,000.00
DOUBLE SPREAD	= 1,480,000.00
FULL PAGE	= 900,000.00
10X5	= 610,000.00
HALF PAGE	= 480,000.00
GUIDE PER BOX	= 15,000.00

SERIES DISCOUNT ON SAME PUBLICATION	
5 PAGES	= 2.50%
10 - 30 PAGES	= 5%
31 PAGES-ABOVE	= 7.50%
<b>SURCHARGE</b>	
PAGES - 3 & 4	= 100%
PAGES - 9 & 11	= 50%
PAGES - 2 & 5	= 75%
<b>LOOSE INSERTS</b>	
RATE PER (1000) LEAFLETS, POSTERS	= 50,000.00
HANDLING CHARGES LESS THAN 20,000 LEAFLETS	= 150,000.00
HANDLING CHARGES MORE THAN 20,000 LEAFLETS	= 200,000.00
<b>CHANGE OF NAME:</b>	
PER BOX	= 4,000.00
GUIDE	= 8,000.00
<b>DEADLINE</b>	
2 DAYS BEFORE PUBLICATION	

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