

# ADVERTISING RATE CARD



EFFECTIVE JULY 1, 2024 RATE (EXCLUDING VAT)

## DAILY NEWS



## HABARILEO



General display fee for residents: 10,500 9,000  
non residents: USD 15 USD 10

General display fee for residents: 9,500 8,500  
non residents: USD 10 USD 8

SIZE	DIMENSION	PRICE
FULL PG BW	35cm x 51cm	2,760,000
FULL PG FC	35cm x 51cm	4,830,000
3/4 PG BW	29cmx35cm	2,127,500
3/4 PG FC	29cmx35cm	3,622,500
H/PG BW	35cm x 26cm	1,380,000
H/ PG FC	35cm x 26cm	2,415,000
3/8 PG BW	17cmx37.5cm	1,150,000
3/8 PG FC	17cmx37.5cm	2,070,000
QR/PG BW	17.5cm x 25cm	747,500
QR/PG FC	17.5cm x 25cm	1,265,000
1/8 PG BW	12.8cmx17cm	402,500
1/8 PG FC	12.8cmx17cm	690,000
FRONT PG SOLUS	20cmX8cm	920,000
BACK PG SOLUS	20cmX8cm	920,000
FRONT PG STRIP	35cmx3cm	1,150,000
BACK PG STRIP	35cmx3cm	800,000
FRONT EARPICE	6cm x 4.5cm	160,000
BACK EARPICE	6cm x 4.5cm	120,000

SIZE	DIMENSION	PRICE
FULL PG BW	36.7cm x 25cm	2,340,000
FULL PG FC	36.7cm x 25cm	3,640,000
3/4 PG BW	26.2cmx 50cm	1,755,000
3/4 PG FC	26.2cmx 50cm	2,743,000
H/PG BW	17cm x 25cm	1,170,000
H/ PG FC	17cm x 25cm	1,820,000
3/8 PG BW	8.5cm x 12cm	910,000
3/8 PG FC	8.5cm x 12cm	1,430,000
QR/PG BW	12.1cm x 16.cm	585,000
QR/PG FC	12.1cm x 16.cm	923,000
1/8 PG BW	8.5cm x 12cm	325,000
1/8 PG FC	8.5cm x 12cm	494,000
FRONT PG STRIP	25cmx3cm	800,000
BACK PG STRIP	25cmx3cm	560,000



### PRICE BUNDLES

- BRAND AWARENESS BUNDLES: Book four half-pages per month, get side banners on TSN websites for a month
- EVENTS PROMOTION BUNDLES: Book five full pages prior to the event, get a banner Introduction ad and a feature article on TSN websites.
- PRODUCT LAUNCH BUNDLE: Buy five full page insertions, get a link on TSN Digital Platforms for free.
- SALES PROMOTION BUNDLE: Book one month advertising campaign in the Daily News and HabariLEO and get 15 days banners in the TSN Digital Platforms.

CENTRE SPREAD 12,075,000.00 INSERTS 2,300,000.00 All Regions  
INSERTS 1,300,000.00 Dar es Salaam Only  
LOSS OF CERTIFICATES: 33,898.31 LOSS OF TITLE: 59,322.04

CENTRE SPREAD 9,100,000.00 INSERTS 2,300,000.00 All Regions  
INSERTS 1,300,000.00 Dar es Salaam Only  
LOSS OF CERTIFICATES: 29,661.02 LOSS OF TITLE: 50,847.46  
SUCCESSION/MIRATHI: 25,423.73

- For non account holders, the terms are strictly cash payment.
- No extra charges for inhouse designs, artworks, scanning e.t.c
- Add 18% Value Added Tax (VAT) on the above rates.

All artworks should be submitted in soft copies in the following formats:-

1. Microsoft Word (Text only)
2. JPEG, TIFF, EPS, Ai
3. Graphics should have 300dpi in tiff, jpeg, psd

Booking deadline is 12:00 noon 1 days before publication date.

#### NOTE:

- Enjoy 25% off for Supplement from 2 pages.
  - Enjoy 50% off for Advertorial and Pictorial
  - Obituary, death announcements standard size 1/8page size and above at 50% rate.
  - Voucher No. 25,000/= VAT Exclusive
  - Guarantee position 50%
  - Guaranteed page 25%.
- Prior booking required

Enjoy 50% off for all Adverts on SUNDAYNEWS & HABARILEO JUMAPILI

**PAYMENTS SHOULD BE MADE TO TANZANIA STANDARD (NEWSPAPERS) LIMITED**  
(a) Payment through bank for residents - Local Account at National Bank of Commerce (NBC), Corporate Branch, Account No. 011103002340 - Local Account at CRDB Bank, Lumumba Branch, Account No. 01J1007337800

(b) Payment through bank for non residents - the payments effected through our Forex Account at National Bank of Commerce (NBC), Corporate Branch, Branch Code 671511, Swiftcode NLCBTZTX with name Tanzania Standard (Newspapers) Limited and Account No. 011105000577

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