

The Guardian Limited

ADVERTISING RATE CARD - NEW

The Guardian				
SIZE	DIMENSION WIDTH X HEIGHT IN CM'S	DISPLAY AD RATES		Print + Social Media Combo Add
		BLACK&WHITE	COLOUR	
Full Page	32x48	2,900,000	4,600,000	60,000
3/4 Page	24x48	2,100,000	3,500,000	60,000
1/2 Page	16x48 32x24	1,550,000	2,400,000	80,000
	24x32 Portrait	1,700,000	2,650,000	80,000
3/8 Page	16X36 24X24	1,100,000	1,800,000	80,000
1/4 Page	16X24 24X16	800,000	1,300,000	100,000
3/16 Page	12x24	550,000	950,000	100,000
1/8 Page	8x24	425,000	700,000	100,000
	16x12 12x16			
Wrap (Jacket)			22,800,000	
Centre Spread			10,000,000	
Front Page Solus	8 x 20		1,100,000	
Front Page Solus	12x 20		1,400,000	
Front strip Top	32 x 3		1,500,000	
Front strip	32 x 3		1,400,000	
Inside strip	32 x 3		800,000	
Back Page Strip	32 x 3		1,000,000	
Back Page Solus	12x 20		1,200,000	
Earpiece Front Page	6 x 11		400,000	
Earpiece Front Page	6 x 5		200,000	
Earpiece Back Page	6 x 5		150,000	
General Display	4x1		15,000	

ADVERTORIAL AND PICTORIAL		
GUARDIAN	BLACK&WHITE	COLOUR
* FULL PAGE	1,600,000	2,500,000
* HALF PAGE	900,000	1,300,000
* QUARTER PAGE	500,000	700,000
NIPASHE	BLACK&WHITE	COLOUR
* FULL PAGE	1,200,000	2,000,000
* HALF PAGE	650,000	1,100,000
* QUARTER PAGE	350,000	600,000
* B/W CLASSIFIED COURT NOTICE & LOST CERTIFICATE: 1Col.x7cms = 25,000 TRANSPORTERS NOTICE: 1Col.x10cms = 125,000 2Col.x10cms = 250,000		
SOCIAL MEDIA		Rate per post
f Face book:	Guardian	45,000
	Nipashe	45,000
t Twitter:	Guardian	45,000
	Nipashe	45,000
i Instagram:	Guardian	45,000
	Nipashe	45,000
Package		135,000
* LOOSE INSERTS/PER PUBLICATION ALL REGIONS: 3,200,000 DSM ONLY 2,300,000 SINGLE REGION 1,600,000		
EXTRA CHARGES		
* Guarantee page 40%		
* Guarantee position 30%		
PAYMENTS SHOULD BE MADE THROUGH BANK		
* ACCOUNT NAME THE GUARDIAN LIMITED - NBC Samora Branch, Account No. 012103016240. - CRDB Bank, Azikiwe Branch Account No. 01J1027308100		
The Guardian Limited		

Nipashe				
SIZE	DIMENSION WIDTH x HEIGHT CM'S	DISPLAY AD RATES		Print + Social Media Combo Add
		BLACK&WHITE	COLOUR	
Full Page	24x29	2,100,000	3,500,000	60,000
3/4 Page	19x29	1,600,000	2,500,000	60,000
1/2 Page	12x29 24x14.5	1,100,000	1,900,000	80,000
	14.5x24 Portrait	1,200,000	2,100,000	80,000
3/8 Page	12x22	900,000	1,300,000	80,000
1/4 Page	12x14.5	600,000	1,000,000	100,000
3/16 Page	12x11	450,000	650,000	100,000
1/8 Page	7x12	350,000	550,000	100,000
	12x7			
Wrap (Jacket)			16,800,000	
Centre Spread			8,000,000	
Front Page Solus	9.6 x 12.5		1,000,000	
Back Page Solus	9.6 x 12.5		800,000	
Front page strip	24 x 3		1,100,000	
Back Page Strip	24 x 3		800,000	
Inside Strip	24 x 3		700,000	
Earpiece Front Page	6.5 x 10		300,000	
General Display	4.8x1		32,200	
General Display	4.8x1		21,200 (B/W)	

Note: Rates may change without prior notice

All rates are in Tshs. VAT exclusive