



## NEW ADVERTISEMENT RATES

### Effective March 1, 2012

**For more information, call or visit the following addresses:**

**HEAD OFFICE**  
Tribune House,  
Imalefalafia Street, Oke-Ado,  
P.O.Box 78, Ibadan

**LAGOS OFFICE**  
Motorway Centre  
Opp. 7 Up (Toll-Gate)  
Block C 1st Floor,

**ABUJA OFFICE**  
Plot 92, Obafemi Awolowo Way,  
Opp. Jabi Motor Pack, Sector Centre B,  
Jabi, B16, Utako District, Abuja.

**ADVERT HOTLINES**  
Lagos: 01-8196930, 08055333067  
Ibadan: 08034135733  
Abuja: 08033199716  
Kwara/Ekiti, Ondo & Kogi: 08033540801

**E-mail: [advert@tribune.com.ng](mailto:advert@tribune.com.ng)    [adverttribune@yahoo.com](mailto:adverttribune@yahoo.com)**

Sizes	Public Notice/ Product	Public Notice	Product	Political	
	Colour	Black & White	Black & White	Colour	B/W
<b>Full Page</b>	455,000	360,000	330,000	490,000	385,000
14x5cols	390,000	320,000	300,000	432,000	350,000
14x4cols	320,000	263,000	244,000	349,000	285,500
13x5cols	370,000	300,725	280,000	402,000	327,000
13x4cols	300,000	245,500	230,000	326,000	267,000
10x6cols	343,000	280,000	260,000	373,000	305,000
10x5cols	290,000	237,000	220,000	315,000	258,000
8x5cols	235,000	195,000	181,000	255,000	211,500
8x4cols	192,000	160,500	150,000	210,000	174,500
<b>Half Page</b>	240,000	210,000	192,510	256,500	225,000
10x3cols	175,200	148,000	137,000	190,000	160,500
9x3cols	160,000	135,000	126,000	173,000	146,500
8x3cols	143,000	122,000	114,000	155,000	133,000
<b>Quarter Page</b>	126,500	110,000	102,000	137,500	118,750
6x2cols	65,000	52,000	48,000	70,500	55,500
5x2cols	54,000	42,500	40,000	59,000	46,250
4x2cols	43,300	34,000	32,000	47,000	37,000
3x2cols	32,000	25,500	24,000	35,500	27,750
2x2cols	22,000	17,000	16,000	23,500	18,500
1x2cols	11,000	8,500	7,900	11,700	9,250
1x1cols	5,400	4,250	3,900	5,800	4,600

#### SPECIAL POSITIONS

	COLOUR	B/W
Centrespread	1,680,000	1,500,000
Half Centrespread	840,000	784,680
Double Spread	1,440,000	1,200,000
Half Page Double Spread	720,000	600,000
Bottom Strip (ROP) 2x6col	180,600	150,000
FPS 6x2cols	500,000	
BPS 6x2Cols	400,000	
FEP 2x2Cols	230,000	
BEP 2x2Cols	131,000	
FPS 2x6Cols	750,000	
BPS 2x6Cols	500,000	
Front Page 10x6cols	6M	
Front Page 10x5Cols	5M	
Back Page 10x6Cols	4.5M	
Back Page 10x5Cols	3M	
Corporate Affairs Commission Adverts	20,000	
Picture & Caption 3x3Cols	25,000	
Page/Column Sponsorship-	Negotiable	
Wrap Around	20M	
Front Page Cover	10M	
Back Page Cover	7M	

#### PROPERTY/REAL ESTATE/COMPUTER/IT & EDUCATION MART

Quarter Page	-	52,800
6x2 Col	-	30,720
5x2Col	-	25,600
4x2Col	-	20,480
3x2Col	-	15,360
2x2Col	-	10,240
1x2Col	-	5,120
1x1Col	-	2,560
2x6(Bottom Strip)	-	32,000

**Weekly shop window  
(Wednesdays)**

**N8,000 PER SPACE  
OF 4X2 COLS FOR  
PRODUCT ADVERTS  
ONLY**

#### LOOSE INSERTS

Leaflet	15,000 Per 1,000 Copies
4 Pages	20,000 Per 1,000 Copies
Handling Charges	50,000

#### Technical Data:

**Sizes are in inches by column(s)**

#### PAGE SPECIFICATION

<b>Surcharge</b>	Other Special Positions
Page 2 - 45%	Attract 30%
Page 3 - 60%	
Page 5 - 40%	<b>Classified</b> Change of Name - 3,500

#### SPECIAL NOTICE

**ALL ADVERTISEMENTS ARE TO BE PREPAID.**

**THIS SUPERSEDES EARLIER PUBLICATIONS.**