

LEADERSHIP

advertisement rates **EFFECTIVE FROM 1ST FEBRUARY 2020**

COLOUR				BLACK & WHITE		
	RATE	VAT	TOTAL	RATE	VAT	TOTAL
FULL PAGE	659,201	49,440	708,641	498,300	37,373	535,673
HALF PAGE	439,545	32,966	472,511	312,416	23,431	335,847
QUARTER PAGE	243,893	18,292	262,185	195,329	14,650	209,979
10" X 6 COL	636,285	47,721	684,006	341,773	25,633	367,406
10" X 5 COL	616,094	46,207	662,301	335,205	25,140	360,345
10" X 4 COL	579,814	43,486	623,300	310,992	23,324	334,316
10" X 3 COL	407,911	30,593	438,504	299,726	22,479	322,205
9" X 6 COL	492,906	36,968	529,874	289,960	21,747	311,707
9" X 5 COL	405,379	30,403	435,782	284,918	21,369	306,287
9" X 4 COL	362,781	27,209	389,990	279,216	20,941	300,157
9" X 3 COL	351,335	26,350	377,685	269,568	20,218	289,786
8" X 6 COL	353,389	26,504	379,893	265,117	19,884	285,001
8" X 5 COL	351,071	26,330	377,401	259,186	19,439	278,625
8" X 4 COL	347,940	26,095	374,035	255,340	19,150	274,490
8" X 3 COL	311,113	23,333	334,446	227,070	17,030	244,100
7" X 6 COL	299,391	22,454	321,845	225,495	16,912	242,407
7" X 5 COL	275,861	20,690	296,551	215,706	16,178	231,884
7" X 4 COL	270,620	20,297	290,917	205,462	15,410	220,872
6" X 6 COL	267,181	20,039	287,220	202,813	15,211	218,024
6" X 5 COL	263,961	19,797	283,758	187,294	14,047	201,341
6" X 4 COL	260,954	19,572	280,526	177,743	13,331	191,074
6" X 3 COL	257,750	19,331	277,081	163,776	12,283	176,059
6" X 2 COL	238,056	17,854	255,910	161,030	12,077	173,107
5" X 5 COL	225,495	16,912	242,407	156,136	11,710	167,846
5" X 4 COL	217,462	16,310	233,772	146,244	10,968	157,212
5" X 3 COL	163,097	12,232	175,329	139,904	10,493	150,397
5" X 2 COL	108,731	8,155	116,886	105,425	7,907	113,332
4" X 6 COL	106,019	7,951	113,970	98,991	7,424	106,415
4" X 5 COL	98,259	7,369	105,628	88,234	6,618	94,852
4" X 4 COL	92,055	6,904	98,959	78,923	5,919	84,842
4" X 3 COL	92,051	6,904	98,955	66,984	5,024	72,008
4" X 2 COL	86,985	6,524	93,509	54,826	4,112	58,938
3" X 3 COL	83,433	6,257	89,690	48,600	3,645	52,245
3" X 2 COL	75,700	5,677	81,377	35,588	2,669	38,257
2" X 2 COL	64,932	4,870	69,802	22,791	1,709	24,500
1" X 1 COL	21,859	1,639	23,498	15,592	1,169	16,761

SPECIAL POSITION (VAT EXCLUSIVE)

PAGE 2 OR 3	1,800,000
PAGE 4 OR 5	1,800,000
PAGE 6 OR 7	1,500,000
FRONT PAGE EAR PIECE	1,000,000
FRONT PAGE STRIP	1,500,000
FRONT PAGE SOLOS	900,000
BACK PAGE EARPIECE	1,380,000
BACK PAGE STRIP	510,000
CENTRE SPREAD (COLOUR)	2,250,000
CENTRE SPREAD (BLACK & WHITE)	1,900,000
DOUBLE SPREAD (COLOUR)	1,950,000
DOUBLE SPREAD BLACK & WHITE	1,386,000
FRONT PAGE (10 X 6)	18,000,000
WRAP AROUND	25,000,000
FRONT PAGE (1' X 1)	196,900

TERMS OF ADVERT PLACEMENT

- All adverts are to be prepaid in Cash, Draft or Cheque in favour of LEADERSHIP NEWSPAPERS GROUP LTD.
- Series discount is subject to the stipulated number of insertions and it is payable only at the end of the campaign (to be deducted from balance paid)
- Copy date is 2 days for the North and 3 days for the South
- Cancellation of advert placement in less than 24 hours to publication date will attract 25% surcharge.
- Advertisers/Agencies are to supply their camera ready artworks in electronic copies and in PDF, TIFF or Jpeg format.
- Advertisers will be surcharged 10% of the applicable rate where artworks are not provided.
- Adverts may not be published if the visuals given are considered too poor as to affect the production.
- Colour guides are to accompany coloured adverts.
- Alterations to original order should be conveyed in writing 24 hours to desired alteration date.

		RATE	VAT	TOTAL
REGISTRATION OF TRUSTEE	3" X 2 COLS	19,148	1,553	20,701
LOSS OF DOCUMENTS	2" X 2 COLS	9,574	776	10,350
CHANGE OF NAME	PER BOX	3,000		3,000
				-
LOOSE INSERTS				-
HANDLING FOR THE FIRST 40,000 COPIES		151,709	12,301	164,010
PER 1000 COPIES (1 SHEET)		38,462	3,119	41,580
PER 1000 COPIES (Magazines 4 - 8 pages)		64,103	5,198	69,300
PER 1000 COPIES (Magazines 8 - 36 pages)		90,812	7,363	98,175

NOTE:

- Adverts that appear concurrently on home and other pages will attract a 25% surcharge on Home page rate.
- Ad copy (Artwork) to be provided by advertisers, saved in JPEG, TIFF, PDF or SWF format.
- All adverts must be pre-paid before publication.
- Artwork may be sent by e-mail (as attachment to directlink79@gmail.com) or submitted by hand.
- Advert rates are subject to review but with due notice to our advertisers.
- LEADERSHIP GROUP is not responsible for the content of other sites linked from www.leadership.ng

FOR FURTHER INFORMATION/ENQUIRIES ON ADVERTS, PLEASE CALL 08112993160

ALL ADVERTS ARE TO BE FORWARDED TO: directlink79@gmail.com

for advert booking and placement:

Abuja: 08112993160

Lagos: 08112993161

LEADERSHIP reserve the right not to publish advertisements already scheduled for publication, if they are found to be libellous or potentially offensive to the sensibilities of the public without prior notice. Appropriate refund(s) will be made in such circumstances