

Navi Manila Ad Rate (Magazine)

DISPLAY AD SPACE	(PER ISSUE)	3 MONTHS	6 MONTHS	12 MONTHS	ARTWORK/ TRANSLATION
1/4 (13.2 cm W X 6.4 H)	(P5,500)	P16,500 (- P1,650) →P14,850	P33,000 (- P4,950) →P28,050	P66,000 (- P19,800) →P46,200	+P700
1/2 (13.2 cm W x 13.0 cm H)	(P10,400)	P31,200 (- P3,120) →P28,080	P62,400 (- P9,360) →P53,040	P124,800 (- 37,440) →P87,360	+P800
1/1 Full Page (13.2 cm W x 26.6 cm H)	(P19,500)	P58,500 (- P5,850) →P52,650	P117,000 (- P17,550) →P99,450	P234,000 (- P70,200) →P163,800	+P900
CENTER FOLD SPREAD (13.2 cm W x 6.4 H)	(P47,000)	P141,000 (- P14,100) →P126,900	P282,000 (- P42,300) →P239,700	P564,000 (- P169,200) →P394,800	+P1,500
FIRST PAGE (RIGHT) LAST PAGE (LEFT) (13.2 cm W x 26.6 cm H)	(P35,300)	P105,900 (- P10,590) →P95,310	P211,800 (- P31,770) →P180,030	P423,600 (- P127,080) →P296,520	+P1,500
INSIDE FORNT COVER INSIDE BACK COVER (13.2 cm W x 26.6 cm H)	(P58,900)	P176,700 (- P17,670) →P159,030	P353,400 (- P53,010) →P300,390	P706,800 (- P212,040) →P494,760	+P1,500
BACK COVER (15.0 cm W x 29.0 cm H)	(78,000)	P234,000 (- P23,400) →P210,600	P468,00(- P70,200) →P397,800	P936,000 (- P280,800) →P655,200	+P1,500

Navi Manila Ad Rate (Web)

DISPLAY AD SPACE	AD DIMENSIONS	EXPOSURE	RATE
TOP SUPER BANNER	728 X 90 px	1 Month	P10,000
SIDE BANNER	300 X 250 px	1 Month	P3,000
RECTANGLE	300 x 600 px	1 Month	P5,000

Note: All prices are in Philippine Pesos (PHP). Prices are exclusive of 12% EVAT. *Ad Rates is exclusive of Ad Agency Commission.

MATERIAL SPECIFICATIONS: (Color Ad)

Submissions in CD/DVD, via e-mail or online file storage.

File Formats:

- For lay-out, artwork, images/photos, logo: PDF, JPEG, TIFF, Adobe Photoshop, Indesign or Illustrator files
- For ads needing translation, provide two copies of the ad: one with the original English text to be translated, and another version without the text. Alternately you can provide us with an editable version of the ad.

Colors : CMYK / Image Resolution: 300 dpi

Terms of Payment

- All ads must be paid in advance.
- Online payment , Cash or dated Check

DISCOUNT RATE

3 months	(3 times)	10% discount
6 months	(6 times)	15% discount
12 months	(12 times)	30% discount

β (w/ bleed)- For BC, IBC, IFC Ads extend +5mm (bleed) on all sides of artwork (ie. extend 10mm to width & 10mm to height of ad dimensions)

PLACE YOUR ADS HERE



For more information please call:

The Advertising Department
(Ms. Tina/Mr. Yamanaka)

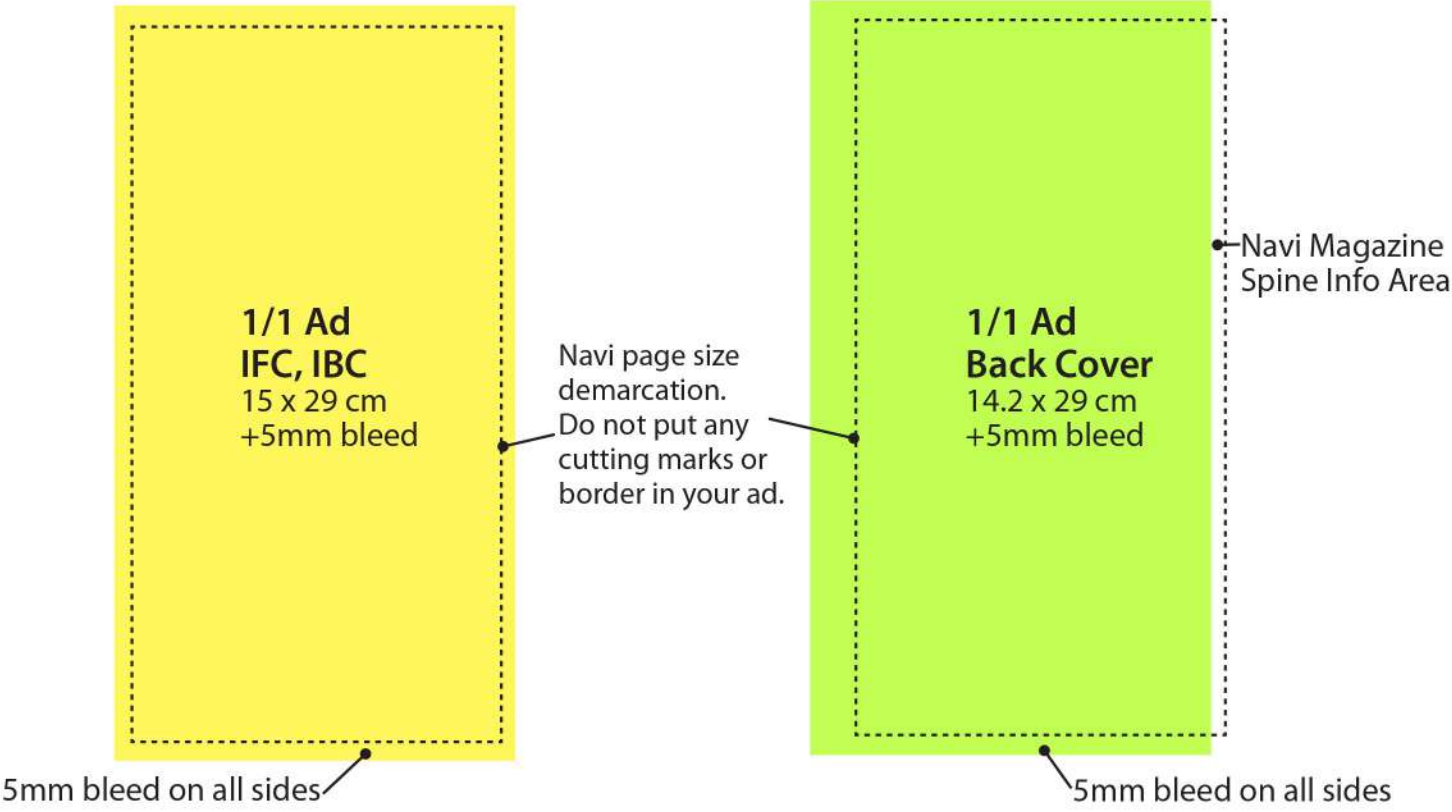
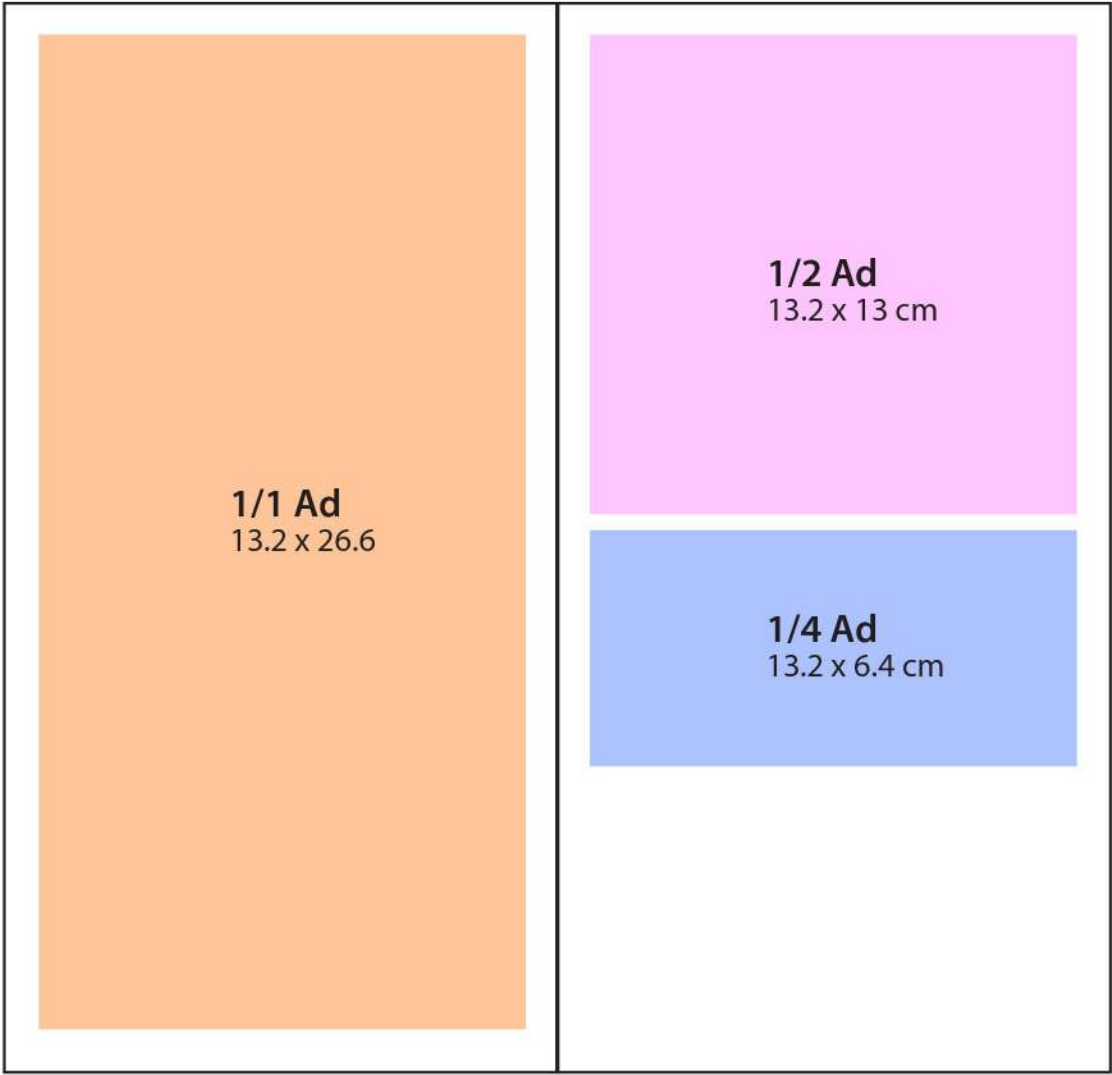
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Please feel free to contact us!





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