

Column size

- 1 column = 53 mm
- 2 column = 110 mm
- 3 column = 167 mm
- 4 column = 224 mm
- 5 column = 281 mm
- 6 column = 338 mm
- 7 column = 395 mm

RATE CARD TABLE

	Ad Location	COLOR	Ad Type	Detail Size (w x h)	PRICE		
1	INSIDE PAGE	FC	FULL SIZE PAGE	390 x 510 mm	12,200,000		
		BW	FULL SIZE PAGE	390 x 510 mm	8,540,000		
		FC	1/2 PAGE	390 x 225 mm	6,600,000		
		BW	1/2 PAGE	390 x 225 mm	4,620,000		
		FC	1/4 PAGE	194 x 253 mm	4,150,000		
		BW	1/4 PAGE	194 x 253 mm	2,905,000		
		FC	1/8 PAGE	194 x 127 mm	2,750,000		
		BW	1/8 PAGE	194 x 127 mm	1,925,000		
		2	COVER PAGE	FC	BANNERCOVER	390 x 500 mm	5,100,000
				BW	BANNERCOVER	390 x 500 mm	3,570,000
FC	BRIEF SPONSOR			56 x 200 mm	800,000		
BW	BRIEF SPONSOR			56 x 200 mm	550,000		
3	BACK COVER	FC	FULL SIZE PAGE	390 x 510 mm	13,420,000		
		BW	FULL SIZE PAGE	390 x 510 mm	9,364,000		
		FC	1/2 PAGE	390 x 225 mm	7,260,000		
		BW	1/2 PAGE	390 x 225 mm	5,082,000		
		FC	PICTURE SPONSOR	120 x 50 mm	1,056,000		
		BW	PICTURE SPONSOR	120 x 50 mm	739,200		
4	LINE ADS	FC	PER LINE	56 mm	21,000		
		BW	PER LINE	56 mm	17,000		