

# THE INDEPENDENT

FOUNDATION INC.

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## ADVERTISING RATE SHEET

Effective 1 February 2005

Black & White	1/24	1/16	1/12	1/8	1/8 Banner	1/6	1/4	1/3	1/2	2/3	Full Page
1 Insert	5,500	8,500	10,500	12,000	13,000	16,000	20,000	24,000	29,000	33,500	42,500
2-6 Inserts	4,700	7,200	8,900	10,200	11,000	13,600	17,000	20,400	24,000	28,000	36,100
7-12 Inserts	4,100	6,400	7,900	9,000	9,800	12,000	15,000	18,000	21,800	25,200	31,900

Spot colour (any one of cyan (blue), magenta, or yellow) on inside pages at VT5,000 premium

Inside Colour	1/24	1/16	1/12	1/8	1/8 Banner	1/6	1/4	1/3	1/2	2/3	Full Page
1 Insert	9,100	14,100	17,400	19,800	21,500	26,400	33,000	39,600	47,000	54,700	70,200
2-6 Inserts	8,200	12,700	15,600	17,800	19,300	23,800	29,700	35,700	43,000	49,700	63,100
7-12 Inserts	7,700	12,000	14,800	16,800	18,300	22,500	28,000	33,700	39,700	46,300	59,600

Front Page Colour	1/24	1/16	1/12	1/8	1/8 Banner
1 Insert	15,000	24,000	30,000	34,000	36,000
2-6 Inserts	13,500	21,600	27,000	30,600	32,400
7-12 Inserts	12,800	20,400	25,500	28,900	30,600

The largest advert on the Front Page is 1/8 Banner.

Back Page Colour	1/24	1/16	1/12	1/8	1/8 Banner	1/6	1/4	1/3	1/2	2/3	Full Page
Casual	12,000	19,000	24,000	27,000	29,000	36,000	45,000	54,000	65,000	75,000	95,000
6 Inserts	10,800	17,100	21,600	24,300	26,100	32,400	40,500	48,600	58,500	67,000	85,500
12 Inserts	10,200	16,100	20,400	22,900	24,600	30,600	38,200	45,900	55,200	63,700	80,800

Requested Position incurs a 10% surcharge on the applicable rate.

BLACK & WHITE ADVERTISING CLOSSES EACH THURSDAY AT 5:00PM.

COLOUR ADVERTISING CLOSSES EACH TUESDAY AT 5:00PM.

ALL PRICES ARE VAT INCLUSIVE.

ALL ADVERTISING IS SUBJECT TO CONTRACT.