

ADVERTISING RATES

MWANANCHI

'Fikiri Tofauti'

NORMAL POSITION		
SIZES	B/WHITE	F/COLOUR
Full page	2,400,000	3,700,000
Half page	1,300,000	2,070,000
Quarter page	820,000	1,150,000
Half potrait (25x17cm)	1,515,500	2,270,000
One eighth page	400,000	530,000
Col/cm	16,700	26,550

SPECIAL POSITION		
SIZES		F/COLOUR
Front strip		1,500,000
Back strip		975,000
Norminated Page	Surcharge	30%
Voucher fee		100,000

MWANANCHI DIMENSIONS		
General Sizes		
Column Depth 33cms		
Column Width 4cms		
Columns per page 6		
Space between columns 4mm		

REGULAR SIZES		
Full page 33cm x 6col / 33cm (height)x 26cm (width)		
Half page 16.5cm x 26cm		
1/4 page 16.5cm x 13cm		
1/8 page 8.25cm x 13cm		
Banner/Strip ads 3.3cm x 26cm		

MAGAZINES/PROJECTS		
SIZES	B/WHITE	F/COLOUR
Full page	1,420,000	2,300,000
Half page	778,000	1,340,000
Quarter page	502,000	700,000
Eighth page	240,000	318,000

CLASSIFIED RATES		
SIZES	B/WHITE	F/COLOUR
Psc	4,900	7,600
Contracts 33*1	158,000	250,000
Contracts 16.5*1	79,000	125,000
Court notice 7by 1 col.	25,000	

INSERTS		
INSERT: Mwananchi - Loose inserts no larger than A3		
Size folded once DSM - Only		Tsh 2,500,000/=
Single region		Tsh 1,800,000/=
All regions		Tsh 3,000,000/=

THE CITIZEN

'It's the content that counts'

NORMAL POSITION		
SIZES	B/WHITE	F/COLOUR
Full page	2,100,000	3,200,000
Half page	1,150,000	1,820,000
Quarter page	750,000	1,070,000
Half potrait (25x17cm)	1,370,000	2,070,000
One eighth page	375,000	500,000
Col/cm	15,000	22,730

SPECIAL POSITION		
SIZES		F/COLOUR
Front strip		1,000,000
Back strip		730,000
Norminated Page	Surcharge	30%
Voucher fee		100,000

THE CITIZEN DIMENSIONS		
General Sizes		
Column Depth 33 cms		
Column Width 5cms		
Columns per page 5		
Space between columns 4 mm		

REGULAR SIZES		
Full page 33cm x 5col / 33cm (height)x 26.6cm (width)		
Half page 16.5cm x 26.6cm		
1/4 page 16.5cm x 13.3cm		
1/8 page 8.25cm x 13.3cm		
Banner/Strip ads 3.3cm x 26.6cm		

MAGAZINES/PROJECTS		
SIZES	B/WHITE	F/COLOUR
Full page	1,240,000	1,900,000
Half page	688,000	1,090,000
Quarter page	460,000	652,000
Eighth page	225,000	300,000

CLASSIFIED RATES		
SIZES	B/WHITE	F/COLOUR
Psc	4,200	6,600
Contracts 33*1	136,000	215,000.0
Contracts 16.5*1	68,000	107,500
Court notice 7by 1 col.	25,000	

INSERTS		
INSERT: Citizen - Loose inserts no larger than A3 size		
Folded once- DSM Only		Tsh 1,500,000/=
Single region		Tsh 1,000,000/=
All regions		Tsh 2,000,000/=

MWANA SPOTI

NORMAL POSITION		
SIZES	B/WHITE	F/COLOUR
Full page	1,400,000	2,400,000
Half page	865,000	1,400,000
Quarter page	520,000	750,000
One eighth page	345,000	400,000
Col/cm	10,600	19,000

SPECIAL POSITION		
SIZES		F/COLOUR
Front strip		1,000,000
Back strip		870,000

MWANASPOTI DIMENSIONS		
General Sizes		
Column Depth 33cms		
Column Width 4cms		
Columns per page 6		
Space between columns 4mm		

REGULAR SIZES		
Full page 33cm x 6col / 33cm (height)x 26cm (width)		
Half page 16.5cm x 26cm		
1/4 page 16.5cm x 13cm		
1/8 page 8.25cm x 13cm		
Banner/Strip ads 3.3cm x 26c		
Banner/Strip ads 3.3cm x 26.6cm		

INSERTS		
INSERT: Mwanaspoti - Loose inserts no larger than A3		
Size folded once- DSM only		Tsh 2,500,000/=
Single region		Tsh 1,800,000/=
All regions		Tsh 3,000,000/=

The EastAfrican

Display, Appointments, Notices, Tenders

	Black & White	Color
Full page (33.5cms x 6 cols)	3,750,800	4,686,000
Half page (16.6 x 6 cols)	1,880,400	2,811,600
Quarter page (16.6 x 3 cols)	930,280	1,393,920
One eighth of page (13 x 2 cols)	460,600	686,400
All other size (p.s.c.c)	17,600	26,400
Property & Auctions p.s.c.c	12,320	18,480
Shipping p.s.c.c	8,800	13,200

Loose Inserts:	All Regions	Tshs. 3,800,000
	Tanzania Only	Tshs. 1,280,000

Supplements

	Black & White		Color	
Dimensions	TZ.Shs	US\$	TZ.Shs	US\$
Full page (33.5cms x 6 cols)	4,098,120	3,330	5,621,970	6,030

SPECIAL POSITIONS (based on P.S.C.C -PER SINGLE CENTIMETRE COLUMN)

Dimensions	TZ. Shs.
Pages 3 (13x2, 13x4, 13x6)	29,700
Pages 5 (16.6 x 3)	30,940
First Full page (33.5x6)	30,940
Backpage - 6x6	30,940
Centrespread (33.5x12, 16.6x12 etc)	29,700
Other GP	30,940

All rates are in Tshs. Vat exclusive

ADVERTISING DERPARTMENT

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