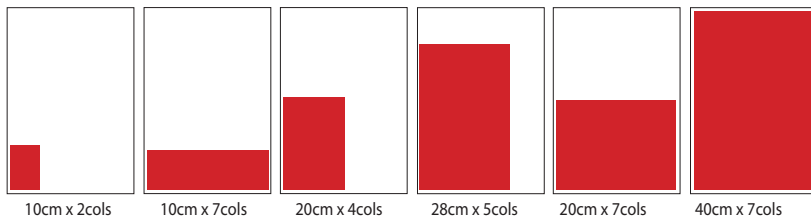


# RATES

2021-2022



## ADVERTISING TARIFF

EFFECTIVE 1<sup>st</sup> April 2021

### SPECIAL POSITIONS

Front page	Tariff plus 100%
Back page	Tariff plus 50%
Page 3	Tariff plus 30%
Front page ear	P405.00
Back page ear	P367.00
Business News Front Page Ear	P336.00

### ADDITIONAL CHARGES FOR COLOUR

One spot colour	P1 300
Full colour	P2 860

All materials **MUST** be submitted in a PDF format and saved as CMYK (exported as **CMYK** not RGB)

### GUARDIANSUN CLASSIFIED RATES

Per word	P6.00
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5x1 advert	P300
5x2 advert	P400

### INSERTS

Up to two sheets (per thousand)	P577.50
4 to 8 sheets	P604.00
8 to 12 sheets	P662.00
More than 12 to 16 sheets	P633.00

Rates for larger insertions available on request.

We charge 42.50 per column centimeter

**(a column is made of 3.5cm)**

**The costs of the most common advertisement sizes are as follows:**

10cm x 7cols	P2 975.00
15cm x3cols	P1 912.50
15cm x4cols	P2 550.00
20cm x4cols (quarter page)	P3 400.00
20cm x7cols (half page)	P5 950.00
28cm x 5cols (half page)	P5 950.00
30cm x 5cols	P6 375.00
40cm x 7cols (Full page)	P11 900.00
Legal Notices	P42.50

The above rates are for black and white adverts only and exclusive of **VAT (14%)**

**Note that colour is charged separately;**

Spot colour per advert	P1 300
Full colour per advert	P2 860

Designing and preparation of adverts are offered free of charge. Materials for adverts processed outside the office should reach our office at least two days before placement date.

Gaborone: Gaborone International Finance Park, Portion 121, First Floor  
Tel: +267 3908408, 3908432 Fax: +267 3908457,

Francistown: Ngilichi House, First Floor, Corner Haskins street & selous Avenue | P O Box 11500, Francistown.  
Tel: 244 2172, 241 9211 Fax: 241 5370

#### Digital Platform Links

Website: [www.themidweeksun.co.bw](http://www.themidweeksun.co.bw)

#### Social Networks:

[www.facebook.com/TheMidweekSun/](https://www.facebook.com/TheMidweekSun/) [www.twitter.com/themidweeksun/](https://www.twitter.com/themidweeksun/)  
[https://www.instagram.com/the\\_midweek\\_sun/](https://www.instagram.com/the_midweek_sun/)

