



ADVERT RATES

BLACK AND WHITE

Transition, In Memoriam, Goodwill Messages, Annual Reports, Balance Sheets, Political and Legal Notice

SIZE IN CENTIMETRE	SIZE IN INCHES	AMOUNT (N)	7.5% VAT
Full Page	14.5 x 6	484,500.00	36,337.50
Half Page	7.25 x 6	283,359.00	21,251.92
36.5cm x 5	14.5 x 5	497,143.23	37,285.74
	14.5 x 4	415,006.52	31,125.48
36.5cm x 3	14.5 x 3	258,947.81	19,421.08
36.5cm x 2	14.5 x 2	207,503.26	15,562.74
25cm x 5	10 x 5	372,671.10	27,950.33
	10 x 6	447,205.31	33,540.39
	11 x 5	409,938.82	30,745.41
	11 x 6	470,845.78	35,313.43
25cm x 4	10 x 4	238,116.32	17,858.72
25cm x 3	10 x 3	178,580.38	13,393.52
22.5cm x 5	9 x 5	321,445.31	24,108.39
	9 x 6	386,385.18	28,978.88
22.5cm x 4	9 x 4	214,658.20	16,099.36
22.5cm x 3	9 x 3	160,993.70	12,074.52
	9 x 2	107,329.25	8,049.69
20cm x 5	8 x 5	238,509.20	17,888.19
20cm x 4	8 x 4	190,807.30	14,310.54
20cm x 3	8 x 3	143,105.50	10,732.91
	8 x 2	95,403.60	7,155.27
	7 x 2	83,478.20	6,260.86
Quarter Page	7 x 3	135,217.30	10,141.29
	7 x 4	166,956.56	12,521.74
16.5cm x 3	6.5 x 3	116,273.31	8,720.49
15cm x 3	6 x 3	107,329.25	8,049.69
15cm x 2	6 x 2	71,552.76	5,366.45
	5 x 2	59,444.52	4,458.33
	4 x 2	47,555.62	3,566.67
7.5cm x 2	3 x 2	35,776.30	2,683.22
	2 x 2	23,777.81	1,783.33
	1 x 2	11,888.90	891.66
	1 x 1	5,962.73	447.20

(COLOUR RATE)

SIZE IN CENTIMETRE	SIZE IN INCHES	AMOUNT (N)	7.5% VAT
Full Page	14.5 x 6	590,000.00	44,250.00
Half Page	7.25 x 6	333,872.00	25,040.40
	14.5 x 4	548,200.20	41,115.01
36.25cm x 3	14.5 x 3	338,223.60	25,366.77
36.25 x 2	14.5 x 2	274,100.00	20,557.50
	12 x 6	680,524.41	51,039.33
	11 x 6	623,812.80	46,785.96
	11 x 5	519,845.04	38,988.37
	10 x 6	567,103.68	42,532.77
25cm x 5	10 x 5	472,586.40	35,443.98
	10 x 4	315,057.60	23,629.32
	10 x 3	196,911.00	14,768.32
	9 x 6	510,393.31	38,279.49
	9 x 5	425,327.76	31,899.582
	9 x 4	236,293.20	17,721.99
	9 x 3	177,219.90	13,291.49
	9 x 2	118,088.10	8,856.60
	8 x 5	315,057.60	23,629.32
	8 x 4	210,038.40	15,752.88
	8 x 2	105,019.20	7,876.44
	7 x 5	229,729.50	17,229.71
	7 x 4	207,500.00	15,562.50
17cm x 3	7 x 3	175,500.00	13,162.50
	7 x 2	91,891.80	6,891.88
15cm x 2	6 x 2	80,150.00	6,011.25
	5 x 2	65,637.00	4,922.77
	4 x 2	52,509.60	3,938.22
	3 x 2	39,382.20	2,953.66
	2 x 2	26,254.70	1,969.10
	1 x 2	13,104.00	982.80
	1 x 1	6,458.00	484.35

PERSONAL BRAND, EDUCATION, HEALTH, SME, PRODUCT, NGO/DEVELOPMENT WORK, PROPERTY, ICT, RELIGION, TOWN/CULTURAL/ALUMNI/PROFESSIONAL GROUPS, ETC.

SIZE IN CENTIMETRE	SIZE IN INCHES	AMOUNT (N)	7.5% VAT
Full Page		399,940.00	29,995.50
Half Page		229,712.50	17,228.43
	11 x 5	358,498.00	26,887.35
	10 x 6	311,196.00	23,339.70
	10 x 5	339,486.56	25,461.49
25cm x 5		282,905.50	21,217.91
	9 x 5	293,315.70	21,998.67
	8 x 5	244,430.80	18,332.31
	7 x 5	181,175.42	13,588.15
	14.5 x 4	158,427.35	11,882.05
36.25cm x 4	14.5 x 3	262,987.40	19,724.05
	14.5 x 2	196,902.56	14,767.69
36.2cm x 2	10 x 4	131,493.70	9,862.02
	8 x 4	181,370.11	13,602.75
	7 x 4	144,939.13	10,870.43
	6 x 4	126,741.65	9,505.62
	8 x 3	108,635.90	8,147.69
6.25cm x 3	7 x 3	108,818.41	8,161.38
20cm x 3	6 x 3	83,712.30	6,278.42
17cm x 3	5 x 3	71,758.80	5,381.91
	14.5 x 2	59,794.50	4,484.58
36.25cm x 2	10 x 2	131,490.45	9,861.78
25cm x 2	9 x 2	90,682.03	6,801.15
	8 x 2	84,689.30	6,351.69
	7 x 2	63,780.80	4,783.56
	6 x 2	55,808.20	4,185.61
15cm x 2	5 x 2	47,835.60	3,587.67
	4 x 2	39,863.00	2,989.73
	3 x 2	31,890.04	2,391.75
	2 x 2	23,917.80	1,793.83
	1 x 2	15,945.20	1,195.89
	1 x 1	7,972.60	597.94
2.5cm		3,986.30	298.97

SPECIAL SECTIONS (VACANCIES AND NOTICE)

SIZE IN CENTIMETRE	SIZE IN INCHES	AMOUNT (N)	7.5% VAT
Double Spread - Full Page		1,404,914.90	105,368.61
Double Spread - Half		876,186.72	65,714.00
Full Page	14.5 x 6	445,656.20	33,424.21
Half Page	7.25 x 6	259,085.93	19,431.44
36.5cm x 5	14.5 x 5	454,237.26	34,067.79
36.5cm x 4	14.5 x 4	381,923.91	28,644.29
36.5cm x 3	14.5 x 3	239,030.38	17,927.27
36.5cm x 2	14.5 x 2	159,135.22	11,935.14
25cm x 5	10 x 5	342,963.28	25,722.24
	10 x 6	411,555.93	30,866.69
	11 x 5	377,259.61	28,294.47
	11 x 6	434,648.90	32,598.66
25cm x 4	10 x 4	219,798.51	16,484.88
25cm x 3	10 x 3	164,845.07	12,363.38
22.5cm x 5	9 x 5	296,716.87	22,253.76
	9 x 6	355,584.93	26,668.86
22.5cm x 4	9 x 4	197,812.20	14,835.91
22.5cm x 3	9 x 3	148,535.31	11,140.14
	9 x 2	98,773.60	7,408.02
	8 x 6	263,457.18	19,759.28
20cm x 5	8 x 5	219,798.51	16,484.88
20cm x 4	8 x 4	175,835.16	13,187.63
20cm x 3	8 x 3	131,871.78	9,890.38
	8 x 2	77,262.72	5,794.70
	7 x 2	67,604.88	5,070.36
Quarter Page	7 x 3	101,407.31	7,605.54
	7 x 4	153,647.48	11,523.56
	7 x 5	192,105.47	14,407.91
16.5cm x 3	6.5 x 3	94,163.96	7,062.29
15cm x 3	6 x 3	86,920.56	6,519.04
15cm x 2	6 x 2	57,947.04	4,346.02
	5 x 2	48,289.20	3,621.69
	4 x 2	38,621.68	2,896.62
7.5cm x 2	3 x 2	28,973.52	2,173.01
	2 x 2	19,315.68	1,448.67
	1 x 2	9,657.84	724.38
	1 x 1	4,828.92	362.16

SPECIAL POSITIONS (COLOUR)

SIZE IN CENTIMETRE	SIZE IN INCHES	AMOUNT (N)	7.5% VAT
10cm x 6	4 x 6 Front Page	4,200,000.00	315,000.00
15cm x 6	6 x 6 Front Page	7,350,000.00	551,250.00
17cm x 6	7 x 6 Front Page	10,500,000.00	787,500.00
26cm x 6	10 x 6 Front Page	12,600,000.00	945,000.00
FP, Back Page, Weekend	14.5 x 6	1,000,000.00	75,000.00
FP Strip	2 x 6	675,675.00	50,675.62
BP Strip	2 x 6	656,371.20	49,227.84
ROP	2 x 6	280,000.00	21,000.00
ROP	4 x 6	500,000.00	37,500.00
Back Page	10" x 6	860,000.00	64,500.00
8mm x 6	3" x 6 Top/Under mast head	1,200,000.00	90,000.00
8mm x 6	4" x 6 Top/Under mast head	2,800,000.00	210,000.00

	AMOUNT (N)	7.5% VAT
Centre Spread (Full Page)	1,890,000.00	141,750.00
Double Spread	1,640,000.00	123,000.00
Centre Spread (Half Page)	1,070,593.48	80,294.51
Double Spread (Half Page)	780,000.00	58,500.00
Page 2 (Full Page)	1,495,000.00	112,125.00
Page 3 (Full Page)	1,380,000.00	103,500.00
Page 4 (Full Page)	1,250,000.00	93,750.00
Wrap Around 1 Front Strip 1 Back Strip, 4 Full Page Pull Out	25,000,000.00	1,875,000.00

LOOSE ADVERTS

SIZE IN CENTIMETRE	AMOUNT (N)	7.5% VAT
Handling Charges:	300,000	
Single Sheet, Per 1000 copies;	60,000	4,500
Double Spread, Per 1000 copies	100,000	7,500

NOTICE TO ADVERTISERS

All adverts are PREPAID via direct electronic transfer into either of these M. Cicero & Co bank accounts:

Account Name: M. Cicero & Co;
Bank: First Bank, UNILAG Branch;
Account Number: 2018757112;
Sort Code: 11155245

OR

Account Name: M. Cicero & Co;
Bank: Zenith Bank, Gana Street Branch, Maitama Abuja;
Account Number: 1013932049;
Sort Code: 057080400

***Massive discounts and other incentives available for Advertisers in "The Dream Daily Special Publication Scheme (SPS)." Please call 08083009559, 08132221446, 08156041999 and 08185009599 for details.**

TECHNICAL DATA

Numbers of Columns - Six (06)
Full Page Depth - 16 inches
Full Page Width - 11.16 inches
Print Process - Web Offset Litho

OPTIONS FOR ADVERT MATERIALS (COLOUR AND BLACK/WHITE)

All materials should be saved in CD or Flash
Corel Draw should come with all fonts curved
Colour should be JPEG or PDF in CMYK
Black and White should be JPEG or PDF in GRAYSCALE
Proof must come with attached CD of Flash
All materials must reach The Dream Daily five (5) days to publication.

COPY DATE

WITHIN ABUJA - Five (5) days prior to publication
OUTSIDE ABUJA - Seven (7) days prior to publication

CANCELLATION

Cancellation will only be accepted if stated in writing at least five (5) working days before publication.
Late cancellation attracts 40% penalty.

OTHER SPECIAL POSITIONS

Special positions are available at 45% surcharge

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