



ADVERT RATE

EFFECTIVE FROM APRIL 9, 2026

ALL RATES ARE SUBJECT TO 7.5% VAT

COLOUR

SIZE	RATES	VAT	TOTAL(N)
Full Page	829,566.05	62,217.45	891,783.50
Half Page	469,095.01	62,217.45	504,277.10
Quarter Page	225,450.20	16,908.77	242,350.00
10 x 6	559,153.60	41,936.52	601,090.10
10 x 5	466,801.57	35,010.12	501,811.70
10 x 4	444,187.50	33,314.06	477,501.60
10 x 3	333,142.90	24,985.72	358,128.40
9 x 6	503,243.90	37,743.29	540,987.20
9 x 5	465,250.00	34,893.75	500,143.80
9 x 4	367,745.90	27,580.94	395,326.80
9 X 3	306,000.00	22,950.00	328,950.00
8 x 4	333,539.70	25,015.48	358,555.20
8 x 3	230,622.10	17,296.66	247,918.80
8 x 2	143,021.40	10,726.61	153,748
7 x 2	130,376.95	9,778.27	140,155.20
6 x 3	167,746.95	12,581.02	180,328.00
6 x 2	111,737.90	8,380.34	120,118.20
5 x 6	279,542.20	20,965.67	300,507.9
5 x 4	186, 329.90	13,974.74	200,304.6
5 x 2	93,195.90	6,989.70	100,185.60
4 x 4	148,000.00	11,175.07	160,176.00
4 x 3	111,630.20	8,372.27	120,002.50
4 x 2	68,888.96	5,166.67	74,055.63
3 x 2	49,891.90	3,741.89	53,633.79
2 x 2	34,448.98	2,583.67	37,032.65
1 x 2	18,516.98	1,388.77	19,905.75
1 x 1	9,308.98	698.174.00	10,007.15

BLACK & WHITE

SIZE	RATES	VAT	TOTAL(N)
Full Page	625,624.00	46,921.00	672, 545.60
Half Page	356,135.80	26,860.19	384,996.00
Quarter Page	187,076.10	14,030.71	201,106.80
10 x 6	477,521.00	35,589.08	570,110.10
10 x 5	424,300.20	31,822.50	456,122.70
10 x 4	300,606.50	22,770.49	326,377.00
10 x 3	208,426.93	15,632.02	224,058.90
9 x 6	413,042.60	30,978.20	444,020.8
9 x 5	362,000.00	27,150.00	389,150.00
9 x 4	339,619.00	25,471.43	365,090.40
9 x 3	207,043.78	15,528.28	222,572.06
8 x 4	242,885.20	18,216.39	261,101.60
8 x 3	183,205.30	13,740.4	183,205.3
8 x 2	173,000.00	12,975.00	185,975.00
7 x 2	101,943.95	7,645.796	109,589.70
6 x 3	132,190.00	9,914.25	142,104.30
6x 2	100,404.01	7,530.301	107,934.30
5 x 6	214,855.20	16,039.14	230,894.3
5 x 4	144,902.20	10,867.67	155,769.90
5 x 2	73,399.99	5,504.999	78,904.99
4 x 4	116,499.90	8,737.00	116,499.90
4 x 3	85,840.50	6,438.038	92,278.54
4 x 2	58,788.42	4,409.131	63,197.55
3 x 2	44,095.36	3,307.152	47,402.51
2 x 2	29,389.60	2,204.22	31,593.82
1 x 2	14,697.08	1,102.281	15,799.36
1 x 1	7,331.83.00	549.8873	7,881.717

POLITICAL COLOUR

Full Page	930,859.50	69,814.46	1,000,674
Half Page	524,235.10	39,317.63	563,552.70
Quarter Page	251,163.00	18,837.23	270,000.20
10 x 6	629,024.10	47,176.81	676,200.90
10 x 5	629,024.10	47,176.81	676,200.90
10 x 4	419,368.10	31,452.61	450,820.70
2 x 6 Front	1,861,000.00	139,578.00	2,000,575.00
2 x 6 Inside	497,782.1	37,333.66	535,115.80
2 x 6 Back	1,911,000.00	89,325.00	1,280,325.00
Ear piece Front	1,628,093.00	122,107.00	1,750,200.00
Ear piece Inside	510,233.00	38,267.48	548,500.5
Ear piece Back	1,011,120.00	75,834.00	1,086,954.00
Centrespread Full	2,519,583.00	188,968.70	2,708,552.00
Centresprad Half	1,577,210.00	118,290.80	1,695,501.00
Doublespread Full	2,362,799.00	177,209.90	2,540,009.00
Doublespread Half	1,202,000.00	90,150.00	1,292,150.00
Doublespread Strip	550,070.00	41,930.25	601,000.3

Full Page	688,420.00	51,631.51	740,051.50
Half Page	386,095.00	28,957.13	415,052.10
Quarter Page	201,463.60	5,109.77	216,573.4
10 x 6	509,721.6	38,229.12	547,950.70
10 x 5	425,680.70	31,926.05	457,606.80
10 x 4	335,000.00	25,125	360,125.00
Centrespread Full	1,721,000.00	129,075.00	1,850,075.00
Centrespread Half	1,129,000.00	84,675.00	1,213,675.00
Doublespread Full	1,534,000.00	115,200.00	1,651,200.00
Doublespread Half	779,620.00	58,471.5	838,091.5

CLASSIFIED (TUESDAYS/THURSDAYS) IT & TELECOM/FASHION COSMETICS

Quarter	97,125.00	7,875.00	105,000.00
8 x 2	73,191.44	5,934.439	79,125.85
7 x 2	58,968.75	4,781.25	63,750.00
6 x 3	90,886.78	7,369.198	98,255.89
6 x 2	55,130.00	4,470.00	59,600.00
5 x 2	45,788.72	3,712.599	49,501.32
4 x 2	35,674.94	2,892.563	39,567.50
3 x 2	25,991.14	2,107.39	28,098.53
2 x 2	17,857.32	1,447.891	19,305.21
1 x 2	9,082.806	736.4438	9,819.25
1 x 1	3,746.82	303.80	4,050.60

LOOSE INSERT

DESCRIPTION	RATE
MAGAZINE	
Hand Bill/Leaflets	154,600.00
Handling Charge	250,000.00

TECHNICAL SPECIFICATIONS:

Materials are to be sent as CTP output ready files only
Materials are to be sent as Standard PDF, CorelDraw or JPG files in CMYK format.

TERMS OF ADVERT PLACEMENT

- Copy Date: Minimum of Three Days within and outside Lagos.
- All Adverts must be prepaid.
- Early pages and special requests attract a 100% surcharge for pages 2, 3, 4 and 50% pages 5, 6, 7
- For any cancellations of advert 24 hours notice will be required. Request for refund will not be accepted once an advert is published.
- Also, a 24-hour notice is required for any alterations in design or publication date of adverts. Once an advert is published, requests for make-good won't be entertained if the error arises from client.
- The Management of The Sun Publishing Limited, reserves the right to reject an advert or any publication in any of its titles where such materials are considered to be distasteful for public exposure or libelous.

SPECIAL POSITIONS

2 x 6 Fps	1,582,800.00	118,710.00	1,701,511.50
2 x 6 Insider	559,000.00	41,925.00	600,925.00
2 x 6 Back	987,000.00	74,025.00	1,061,000.00
Ear piece Front	1,396,000.00	104,700.00	1,500,700.00
Ear piece Inside	455,900.00	34,192.50	490,012.50
Ear piece Back	632,610.00	47,445.75	680,055.80
Centrespread Full	2,288,898.00	171,667.40	2,460,565.00
Centrespread Half	1,409,857.00	105,739.30	1,515,596.00
Centrespread Strip	656,000.00	49,200.00	705,200.00
Doble Spread Full	1,954,000.00	146,550.00	2,100,550.00
Double Spread Half	1,206,105.00	90,457.88	1,296,563.00
Double Spread Strip	559,070.00	41,930.25	601,000.3
Centrespread Full (Black)	1,720,930.00	129,069.80	1,850,000.00
Centrespread Half Black	1,128,400.00	84,630.00	1,213,030.00
Doublespread Full Black	1,536,000.00	115,200.00	1,651,200.00
Doublespread Half Black	779,632.00	58,472.40	838,104.4
10 x 6 Front	20,465,132.00	1,534,885.00	22,000,017.00
10 x 6 Half	14,883,725.00	1,116,279.00	16,000,004.00
3 x 6 Front	4,915,473.00	368,660.50	5,284,134.00
4 x 6 Front	8,242,000.00	618,150.00	8,860,150.00
5 x 6 Front	10,246,513.00	768,488.50	11,015,002.00
6 x 2 Front	1,005,418.00	75,406.35	1,080,824.00
6 x 2 Front Black	752,560.00	56,442.00	809,002.00
2 x 6 Under maxthead	5,210,006.00	390,750.00	5,600,750.00
2 x 6 Above maxthead	6,056,450.00	454,233.80	6,510,684.00
Wrap around	29,870,000.00	2,240,250.00	32,110,250.00

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