



GOVERNMENT ADVERTISING AGENCY RATE CARD 2024

ADVERT SIZE	RATES
FULL PAGE COLOR	655,480.00
FULL PAGE BLACK & WHITE	601,238.50
1/2 Size COLOR	401,163.60
1/2 Size BLACK & WHITE	366,558.60
1/4 Size COLOR	205,045.00
1/4 Size BLACK & WHITE	180,757.50
1/8 Size COLOR	98,793.25
1/8 Size BLACK & WHITE	88,725.75
20 x 3 SIZE BLACK & WHITE	212,115.00
20 x 3 SIZE COLOR	233,669.00
25 x 3 SIZE BLACK & WHITE	259,768.75
25 x 3 Size COLOR	292,106.25
25 x 4 Size BLACK & WHITE	353,300.00
25 x 4 Size COLOR	389,475.00
33 x 4 SIZE COLOR	516,252.00
33 x 4 SIZE BLACK & WHITE	468,600.00
BACK PAGE STRIP COLOR	339,336.00
BACK PAGE STRIP BLACK & WHITE	304,536.00
FRONT PAGE STRIP(COLOR)	305,862.00
FRONT PAGE STRIP(BLACK & WHITE)	262,362.00
SUPPLEMENT	
Full page	682,312.00
Irregular sizes (price x height x width) - COLOR	4,057.75
Irregular sizes (price x height x width) - BLACK & WHITE	3676.50

Note that:

- The rates quoted above apply for a single placement in MyGov for one newspaper. Please note that the publication of MyGov every Tuesday
- The rates are inclusive of VAT
- These rates are derived from the average of rates across Daily Nation, Standard Daily, The Star and People Daily less 10%.

DIRECTOR GAA