

The Manila Times

Founded 1898

The Manila Times Publishing Corp.
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ADVERTISING CONTRACT

This is to authorize ~~The Manila Times~~ to publish the following advertisement:

Product/Version: _____
Ad Size: _____ Rate: _____
Cost Per Ad: _____ Total: _____ No of Insertion/s: _____
Issue Date/s: _____
Company: _____
Address: _____

Authorized Signature over printed name

Account Executive

Designation

ADVERTISING RATES

Ad Rate: US\$10 per col. cm.

Black & White

AD SIZE	GUIDE SIZE	COL. CM.	PRICE
Full Page	9 cols x 53.00 cms	477.00	US\$ 4,770.00
3/4 Page	9 cols x 39.75 cms	358.00	3,580.00
	8 cols x 44.75 cms	358.00	3,580.00
1/2 Page	9 cols x 26.50 cms	239.00	2,390.00
	6 cols x 39.80 cms	239.00	2,390.00
1/4 Page	5 cols x 24.00 cms	120.00	1,200.00
	4 cols x 30.00 cms	120.00	1,200.00
1/8 Page	3cols x 20.00 cms	60.00	600.00
	4cols x 15.00 cms	60.00	600.00

COLUMN GUIDE

9 cols. – 29.75 cms	5 cols. – 16.38 cms.
8 cols. – 26.40 cms.	4 cols. – 13.03 cms.
7 cols. – 23.07 cms.	3 cols. – 9.69 cms.
6 cols. – 19.72 cms.	2 cols. – 6.34 cms.

COLOR SURCHARGE

One Spot Color	30%
Two Spot Color	50%
Full Color	80%

MECHANICAL REQUIREMENTS

- Software - Adobe Photoshop, Pagemaker 6.5, Illustrator 8.0 or FreeHand 8.0
- Format - TIF, JPEG, EPS
- Digital file, zip disk preferred
- Resolution - 300 dpi

DEADLINES

- Reservations and cancellations – by 12 noon, two days before issue date
- Materials - by 12 noon, 2 days before issue date