



The Manila Times

371 A. Bonifacio Drive, Port Area, Manila
Tel. Nos. 524-5664 to 67/ 527-9653 to 54 Fax nos. 521-6897/ 521-6872

• A D V E R T I S I N G C O N T R A C T •

This is to authorize  to publish the following advertisement:

Product/Version: _____

Ad Size: _____ Rate: _____

Cost per Ad: _____ Issue Date(s): _____

Total Cost: _____

Company: _____

Address: _____

Authorized signature over printed name

Account Executive

Designation

• A D V E R T I S I N G R A T E S •

• Display Ad: P185 per col. cm.

• Black & White

| Ad Size | Guide Size | Col. Cm. | Price |
|-------------------------|------------------------|---------------------------|-------------|
| Full Page | 9 cols x 54 cms | 486 | P 89,910.00 |
| 3/4 Page | 9 cols x 40 cms | 360 | 66,600.00 |
| | 8 cols x 45 cms | 360 | 66,600.00 |
| 1/2 Page | 9 cols x 27 cms | 243 | 44,955.00 |
| | 6 cols x 40.5 cms | 243 | 44,955.00 |
| 1/4 Page | 5 cols x 24 cms | 120 | 22,200.00 |
| | 4 cols x 30 cms | 120 | 22,200.00 |
| Classified Ads | Color Surcharge | Position Surcharge | |
| Line Ad P40 per line | One Spot Color 30% | Centerspread 15% | |
| Box Ad P120 per col. cm | Two Spot Color 50% | Front Page Business 20% | |
| | Full Color 80% | | |

**All prices are exclusive of 10% EVAT*

AD MATERIAL DEADLINE

Reservation and cancellation: 12 noon, 2 days before issue date

Camera ready, positive or negative: 2 days before the publication date

Mechanical Requirements

Black and White ad: Original artwork, reproduction proof, photoprints or screened positives and negatives

Color Ad: Color transparency, color separated positive with progressive proofs.