



AD RATES AND POLICIES
Effective June 2005

BANDERA (NATIONAL)

The new Bandera is a compact newspaper, a cross between a tabloid and a broadsheet. The new Bandera has a full menu of current events, features, columns, and opinions written in Filipino, English, or Taglish. It also has showbiz gossip, entertainment, Lotto tips, sports and fun crossword puzzles which are closely followed by the C and D market. With the revitalized Bandera, we've shed that "tabloid image" and replaced it with a paper that is informative, entertaining, and more importantly, respectable. Its compact and uplifting tone are suited for family readership.

Based on the 2001 survey of the Asia Research Organization on newspapers, Bandera ranks as the No. 1 tabloid in Visayas and Mindanao and holds a place among the Top 10 tabloids in Manila.

CLASSIFIED RATE: Php130.00 / col.cm

DISPLAY RATE:

Foot Ad (Front Page)	7 cols. x 4 cm.	Php15,000
	3.5 cols x 4cm.	Php10,000
	5cms x 4cms	Php5,000

POSITION SURCHARGE:

Centerspread	+20%
Creative Surcharge	+20%

COMPACT COLUMN SIZES:

1 col	3.2cm
2 cols	6.9cm
3 cols	10.7cm
4 cols	14.4cm
5 cols	18.0cm
6 cols	21.8cm
7 cols	25.5cm

All rates are exclusive of 10% VAT

STANDARD SIZES	INSIDE PAGE	BACK PAGE	PRIME 3	PRIME 5 & 7
FULL PAGE B/W Full Color <i>7 col x 35.5 cm</i>	44,000.00 55,000.00	52,800.00 66,000.00	50,600.00 63,250.00	48,400.00 60,500.00
3/4 PAGE B/W Full Color <i>7 col x 26.62 cm</i>	34,600.00 43,300.00	41,500.00 51,900.00	39,800.00 49,800.00	38,000.00 47,600.00
1/2 PAGE B/W Full Color <i>7 col x 17.75 cm</i>	23,000.00 28,500.00	27,700.00 34,650.00	26,550.00 33,200.00	25,400.00 31,750.00
1/4 PAGE B/W Full Color <i>3.5 col x 17.75 cm</i>	11,550.00 14,400.00	13,900.00 17,300.00	13,280.00 16,600.00	13,000.00 16,000.00
1/8 PAGE B/W Full Color <i>7 col x 4.43 cm</i>	5,800.00 7,200.00			
Irregular Sizes	200/col cm	240/col cm	230/col cm	220/col cm

Note: Page 5 ad space available only for 3/4 page ad and below.

MATERIAL:

Digital (TIFF, EPS, PDF, JPEG)

Reservation is on **FIRST COME FIRST SERVE** basis.

Material **DEADLINE** is on **12nn 1 day** before publication.

ADVERTISING DEPARTMENT

(Makati) Tel. 895-1510 / 895-1467

Fax. 897-3663

AREAS OF DISTRIBUTION

Metro Manila

Alabang • Sucat • Bicutan • Parañaque • Pasay • Las Piñas • Lagro • Fairview • Tandang Sora • Novaliches • Quezon Blvd. • UP Diliman • Marikina • Cainta • Pasig • Monumento • Makati • Sta Ana • Pateros • Mandaluyong • San Juan • Kamuning • Murphy • Cubao • Welcome • Sampaloc • España • Ermita • Paco • Sta. Mesa • Port Area • Binondo • Sta. Cruz • Divisoria

Rest of Luzon

Ilocos Region: *Mt. Province • Ilocos Norte • Ilocos Sur • La Union • Baguio* **Cagayan Valley:** *Cagayan • Isabela • Nueva Viscaya* **Central Luzon:** *Bulacan • Bataan • Cabanatuan • Nueva Ecija • Pampanga • Pangasinan • Tarlac • Olongapo* **Southern Luzon:** *Batangas • Cavite • Laguna • Marinduque • Mindoro • Palawan • Quezon • Virac* **Bicol Region**

Visayas

Cebu • Tagbilaran • Leyte • Ormoc • Iloilo • Bacolod • Catarman • Roxas • Kalibo • Catiklan • Dumaguete

Mindanao

Butuan • Dipolog • Pagadian • Surigao • Davao • General Santos • Cagayan De Oro • Zamboanga • Cotabato

All rates are exclusive of 10% VAT

STANDARD SIZES	INSIDE PAGE	BACK PAGE	PRIME 3	PRIME 5 & 7
FULL PAGE B/W FC 7col.x30cm.	13,650.00 24,570.00	16,380.00 45,864.00	15,697.50 28,255.50	15,015.00 27,027.00
3/4 PAGE B/W FC 5col.x22.5cm	10,237.50 18,427.50	14,400.00 22,113.00	11,773.05 21,191.60	13,200.00 20,270.20
1/2 PAGE B/W FC 7col.x15.cm	6,825.00 12,285.00	8,190.00 14,742.00	7,848.75 14,127.75	7,507.50 13,513.50
1/4 PAGE B/W FC 4col.x7.5cm.	3,412.50 6,142.50	4,095.00 7,371.00	3,924.30 7,063.85	3,753.75 6,756.75
1/8 PAGE B/W FC 3col.x3.75cm.	1,706.25 3,071.20	2,047.50 3,685.50	1,962.20 3,531.00	1,876.85 3,378.30

MATERIAL:

Digital (TIFF, EPS, PDF, JPEG)

Reservation is on **FIRST COME FIRST SERVE** basis.

Material **DEADLINE** is on **12nn 1 day** before publication.

ADVERTISING DEPARTMENT

Tel No.

(Manila) 895-1510 / 895-1467

(Cebu) 232-0009 / 232-0033

(Davao) (*082) 244-1711 / (*082) 244-1714

Fax. No.

(Manila) 897-3663

(Cebu) 232-7612

(Davao) (*082) 244-1711 / (*082) 244-1714

AREAS OF DISTRIBUTION

Visayas-Cebu • Tagbilaran • Leyte • Ormoc • Iloilo • Bacolod • Catarman • Roxas • Kalibo • Catiklan • Dumaguete

Mindanao-Butuan • Dipolog • Pagadian • Surigao • Davao • Gen.Santos • Cagayan De Oro • Zamboanga • Cotabato

