CEBU DAILY NEWS

ADVERTISING RATES

EFFECTIVE APRIL 2006

STANDARD SIZES (Black & White Ads)	INSIDE PAGE	BACK PAGE	PAGE 3	PAGE 5	PAGE 7
FULL PAGE **6 cols x 35.7 cm**	**18,000.00**	**25,000.00**	**23,000.00**	**21,000.00**	**20,000.00**
HALF PAGE **6 cols x 17.85 cm** **3 cols x 35.7 cm**	**9,090.00**	**12,625.00**	**11,500.00**	**10,500.00**	**10,000.00**
1/4 PAGE **3 cols x 17.85 cm**	**4,545.00**	**- 0-**	**5,750.00**	**5,250.00**	**5,000.00**
BASE RATE **Per col. cm.**	**85.00**	**118.00**	**108.45**	**99.00**	**94.30**

* All rates are exclusive of 12% VAT

CENTERSPREAD	**36,000.00**
FOOT AD (Frnt Pg/Full Clr)	**15,000** (6c x 4cm)
LINE AD 1st three lines	**50**
succeeding lines	**20**
Color Surcharge:	100% Full Color 80% Two Colors 40% Spot Color
Creative Surcharge:	20%

CEBU DAILY NEWS RESERVES THE RIGHT:

- To accept/reject advertisements in accordance with editorial and business policies
- To supersede any condition(s) appearing on any advertiser's or advertising agency's contracts, orders, or copy instructions which conflict with publication policies
- To have all ads clearly identified by the trademark or signature of the advertiser. Materials which in the judgement of Cebu Daily News, look like or resemble, editorial pages or ads in cartoon technique may be marked "Advertisement" or "Advt."
- To reject ads promoting bold shows and similar entertainment and those exploiting sex.
- Not to be responsible for poor reproduction caused by materials with wrong specifications.
- Only written complaints filed within 30 days after the publication shall be entertained.
- A material that is not in the possession of Cebu Daily News at our deadline will be replaced by a similarly sized "This Space Reserved" ad. The space reserved will be billed to the advertiser and/or the advertising agency responsible for the delayed material.

SIZE — NO. OF COLUMNS: SIX (6)

1 COL.	3.97 CM.
2 COLS.	8.24 CM.
3 COLS.	12.56 CM.
4 COLS.	16.89 CM.
5 COLS.	21.21 CM.
6 COLS.	25.5 CM.
Page Size:	27.94 x 38.10 cm
Printed Area:	25.48 x 35.7 (cm)

MATERIALS

Zip Disk, 3 1/2 disk or CD
Adobe Photoshop/.tiff/.jpg format
in 200 dpi resolution with print-out.

DEADLINES

Booking & Ad Reservation/Cancellation/Correction

Inside B&W	: 12NN one (1) working day before publication
Prime Pages (3, 5, 7, Back)	: 5PM two (2) working days before publication
Ad with spot or 2 colors	: 5PM two (2) working days before publication
Full Color Ad	: 5PM five (5) working days before publication

AREAS OF DISTRIBUTION

CEBU CITY
- Downtown Area
- Uptown Area
- Mabolo
- Lahug
- Guadalupe
- Labangon
- Pardo
- Talamban
- Banilad

MANDAUE CITY

LAPU-LAPU CITY

NEIGHBORING PROVINCES
- Bohol
- Ormoc
- Dumaguete
- Siquijor
- Dapitan
- San Carlos City
- Bacolod

CEBU PROVINCE (South Areas)
- Talisay City
- Tabunok
- Minglanilla
- Naga
- San Fernando
- Carcar
- Sibonga
- Argao-Dalaguete-Boljoon
- Oslob-Santander-Ginatilan
- Barili-Badian
- AloguinsanPinamungajan

CEBU PROVINCE (North Areas)
- Consolacion
- Lilo-an
- Compostela
- Danao
- Carmen
- Bogo
- Sta. Fe Bantayan Island
- Balamban

Main Office: Sergio Osmeña Rd. corner Kaohsiung St., NRA, Cebu City
Trunkline : (032) 232 7618 Direct lines: (032) 412 1063 / (032) 232 0033 (Front Office), (032) 232 0009 (Marketing)
Fax : (032) 232 7612 (Front Office), (032) 232 7616 (Advertising)
Manila Office: LRP Bldg. cor. Yague & Mascardo Sts., Pasong Tamo, Makati City
Tel. No. (02) 895-1510 Fax # (02) 897-3663 Email: kchan@inquirerpublications.ph