



TUMBOK AD RATES AND POLICIES

Tumbok hit the newsstands on October 18, 2002. Relatively one of the youngest tabloids in the market today, Tumbok is a refreshing alternative amid troubling and boring times with its witty headlines, naughty showbiz news, sports, and gaming tips on lotto, jai-alai and horse-racing. With its continued steady growth in circulation, Tumbok is sure to make its mark in the tabloid industry.

One of the youngest tabloids in both history and editorial tone, with witty headlines and gaming tips (lotto, jai-alai, horse racing).

A product of Inquirer Publications Inc., Tumbok is an affiliate of the Philippine Daily Inquirer.

“Kasyang-kasya!”

- A refreshing alternative for the D and E market
- Swak na swak sa panlasa ng masa!
- Core of adult readers are fun-loving, thrill-seeking and eager for information
- Reaching out to 150,000 readers nationwide and still growing!
- Unique features and columns give other tabloids a run for their money

In-depth commentary:

Daily editorial and opinion columns that provide relevant insights into the most important events after affecting our readers' lives.

'Hot' Entertainment:

Popular showbiz writers like Cristy Fermin and Jobert Sucaldito provide the latest “chismis” and scoops in the entertainment world.

Help & Advice Columns:

Through Mr. Pompeyo Navarro's “Action Naman” column, Tumbok helps its readers cut through the red tape that ties up transactions with the government.

Crossword Puzzles:

While most tabloids offer one or two puzzles, Tumbok gives three puzzles daily to exercise the mind.

Horoscope & Fortune:

Readers seek advice on the meaning of their dreams and fortune through Tumbok's generous offering of Daily Horoscope, Exotic Horoscope, Susi ng Panaginip and Mahiwagang Kulay at Numero.

Sports News:

Tumbok covers a wide variety of sports events Filipinos love such as basketball, boxing, billiards, horse-racing, cycling, track and field, and chess.

Reader Interactive Features:

Readers are encouraged to voice out their opinions and concerns by publishing their letters or text messages in the “Tumbok React” column.

Pen Pal & Text Pal:

Find a friend or let them find you in the “Texter's Love Search” column.

BASE RATES:

Type of Ads	Base Rate
General Display	Php 100.00 / col.cm.
Classified Display	Php 60.00 / col.cm.
Movie Display	Php 40.00 / col.cm.

Ad Rates:

Black and White	
Ad Size	Ad Rates
Full Page	Php 21,000.00
Half Page	Php 10,500.00
1/4 Page	Php 5,250.00

Full Color	
Ad Size	Ad Rates
Full Page	Php 37,800.00
Half Page	Php 18,900.00
1/4 Page	Php 9,450.00

Rates are exclusive of VAT.

Position Surcharge:

Front Page	100%
Centerspread	20%
Preferred Position	15%

Color Surcharge:

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

Ad Size Guide:

Full Page	(7 cols x 30 cm.) / 25cm. x 30cm.
Center spread	53cm. x 30cm.

Size Conversion Table

1 column	3.4 cm
2 columns	7.0 cm
3 columns	10.7 cm
4 columns	14.3 cm
5 columns	17.7 cm
6 columns	21.5 cm
7 columns	25.0 cm

POLICIES AND REQUIREMENTS:**Deadlines:**

Reservation – 5 days before publication
 Materials – 2 days before publication
 Cancellation – 3 days before publication

Materials accepted:

Digital files – TIFF, EPS, PDF, JPEG

Policies:

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