



Advertising Rates (BDS\$) Effective Jan. 01, 2011 (All rates Plus 17.5% VAT)

| Contract Bands | Disc% | Daily | Midweek | Weekend | Saturday | Sunday | Bus. Auth. | UK Edition | Easy & Sun Comics |
|------------------------------------|-------|--------|---------|---------|----------|--------|------------|------------|-------------------|
| Open Rate (per Adgate Line) | | \$1.67 | \$1.89 | \$2.54 | \$1.67 | \$3.02 | \$1.51 | \$1.08 | \$2.57 |
| 2,001 - 10,000 | 7% | \$1.55 | \$1.76 | \$2.36 | \$1.55 | \$2.81 | \$1.40 | \$1.00 | \$2.39 |
| 10,001 - 25,000 | 10% | \$1.50 | \$1.70 | \$2.29 | \$1.50 | \$2.72 | \$1.36 | \$0.97 | \$2.31 |
| 25,001 - 50,000 | 12% | \$1.47 | \$1.66 | \$2.24 | \$1.47 | \$2.66 | \$1.33 | \$0.95 | \$2.26 |
| 50,001 - 100,000 | 15% | \$1.42 | \$1.61 | \$2.16 | \$1.42 | \$2.57 | \$1.28 | \$0.92 | \$2.18 |
| 100,001 - 200,000 | 18% | \$1.37 | \$1.55 | \$2.08 | \$1.37 | \$2.48 | \$1.24 | \$0.89 | \$2.11 |
| 200,001 - 400,000 | 20% | \$1.34 | \$1.51 | \$2.03 | \$1.34 | \$2.42 | \$1.21 | \$0.86 | \$2.06 |
| Over 400,000 | 25% | \$1.25 | \$1.42 | \$1.91 | \$1.25 | \$2.27 | \$1.13 | \$0.81 | \$1.93 |
| Front Page (Strips & Earpieces) | | \$8.52 | \$8.52 | \$9.23 | \$8.52 | \$9.95 | n/a | n/a | n/a |
| Back Page (Strips & Earpieces) | | \$7.11 | \$7.11 | \$7.82 | \$7.11 | \$8.52 | n/a | n/a | n/a |

| * Workbook Rates @ Jan 2011 | |
|--|----------------|
| Outside Back Page | \$600.00 + vat |
| Inside Front Page | \$600.00 + vat |
| Inside Back Page | \$600.00 + vat |
| Strip Ad (4) * | \$300.00 + vat |
| The above are all inclusive of full colour. | |
| Artwork Dimensions: | |
| Full Page: 10" h x 7.5" w | |
| Strip Ad: 3" h x 7.5" w | |
| * There are 4 strip ads available, one at the beginning of each section. | |

| Gross Circulation @ Oct 2010 | | 34,000 | 39,000 | 42,000 | 40,000 | 55,000 | 3,500 | 3,200 | 55,000 |
|--|--|----------------|----------------|----------------|-----------------|----------------|-------------------|-------------------|----------------|
| Colour Rates | | | | | | | | | |
| One Spot Colour (Cyan, Magenta & Yellow ONLY) | | \$250.00 | \$300.00 | \$350.00 | \$250.00 | \$450.00 | \$150.00 | \$150.00 | Incl |
| Mixed Spot Colour (Black + 2) | | \$550.00 | \$600.00 | \$700.00 | \$550.00 | \$900.00 | \$300.00 | \$300.00 | Incl |
| Full Colour (Black + 3) | | \$990.00 | \$1,090.00 | \$1,100.00 | \$990.00 | \$1,320.00 | \$450.00 | \$450.00 | Incl |
| Dimensions | | 14"x6c (10.5") | 14"x6c (10.5") | 14"x6c (10.5") | 14"x6c (10.5") | 14"x6c (10.5") | 14"x6c (10.5") | 14"x6c (10.5") | 11"x6c (10.5") |
| Social Advertorial: | | Daily | Midweek | Weekend | Saturday | Sunday | Bus. Auth. | UK Edition | Easy |
| Two facing pages in black & white. | | \$2,749.49 | \$3,111.70 | \$4,181.86 | \$2,749.49 | \$4,972.13 | \$2,486.06 | n/a | n/a |

These pages are designed to give PR companies and direct clients the opportunity to publish, on specified dates, details and photographs to fully capture special functions such as; Award Presentations/Dinners, New Company or Branch openings, New Product, Services or Promotion Launches. This cost is based on the Nation being supplied with all copy and photos three (3) working days prior to publication. If the event is to be covered by a Nation reporter and photographer a 15% production surcharge will be added. Colour, if required, will be charged at the going colour rate.

Pre-Printed Inserts - \$240.00 cost-per-thousand, Wednesday, Friday & Sunday only.
Maximum Size 14" x 10" single sheet / single fold, printed both sides.
Requests for inserts on days other than Wednesday, Friday or Sunday will be by special arrangement only, and will be quoted separately. Multi-page brochures will also be by special arrangement and quotations will be provided on request.

Post-It Notes - \$135.00 cost-per-thousand. Minimum run 5,000 notes
Each Post-It-Note is 3 inches square and there are four spot colour options to choose from - Green, Blue, Red and Black. You can opt to use multiple colours for each Post-It-Note message. Contact us to discuss your colour options in more detail. **Each spot colour will attract a 15% surcharge.**
Full print runs can also be accommodated.

| Rates for Front & Back page Bottom Strips and Ear Pieces Effective January 1, 2011 | | | | | |
|---|------------|------------|------------|------------|------------|
| | Daily | Midweek | Weekend | Sunday | Bus Auth |
| Front Page Rate | \$8.52 | \$8.52 | \$9.23 | \$9.95 | \$4.90 |
| - One Spot Colour | \$100.00 | \$125.00 | \$150.00 | \$180.00 | \$75.00 |
| - Mixed Spot Colour | \$200.00 | \$250.00 | \$300.00 | \$360.00 | \$150.00 |
| - Full Colour | \$300.00 | \$400.00 | \$475.00 | \$550.00 | \$225.00 |
| Bottom Strip 6c x2" | \$1,431.36 | \$1,431.36 | \$1,550.64 | \$1,671.60 | \$823.20 |
| Plus One Spot | \$1,531.36 | \$1,556.36 | \$1,700.64 | \$1,851.60 | \$898.20 |
| Plus Mixed Spot | \$1,631.36 | \$1,681.36 | \$1,850.64 | \$2,031.60 | \$973.20 |
| Plus Full Colour | \$1,731.36 | \$1,831.36 | \$2,025.64 | \$2,221.60 | \$1,048.20 |
| Earpiece | \$477.12 | \$477.12 | \$516.88 | \$557.20 | \$274.40 |
| Plus One Spot | \$577.12 | \$602.12 | \$666.88 | \$737.20 | \$349.40 |
| Plus Mixed Spot | \$677.12 | \$727.12 | \$816.88 | \$917.20 | \$424.40 |
| Plus Full Colour | \$777.12 | \$877.12 | \$991.88 | \$1,107.20 | \$499.40 |
| Back Page Rate | \$7.11 | \$7.11 | \$7.82 | \$8.52 | |
| - Spot Colour | \$100.00 | \$125.00 | \$150.00 | \$180.00 | |
| - Mixed Spot Colour | \$200.00 | \$250.00 | \$300.00 | \$360.00 | |
| - Full Colour | \$300.00 | \$400.00 | \$475.00 | \$550.00 | |
| Bottom Strip 6c x2" | \$1,194.48 | \$1,194.48 | \$1,313.76 | \$1,431.36 | |
| Plus One Spot | \$1,294.48 | \$1,319.48 | \$1,463.76 | \$1,611.36 | |
| Plus Mixed Spot | \$1,394.48 | \$1,444.48 | \$1,613.76 | \$1,791.36 | |
| Plus Full Colour | \$1,494.48 | \$1,594.48 | \$1,788.76 | \$1,981.36 | |
| Earpiece | \$398.16 | \$398.16 | \$437.92 | \$477.12 | |
| Plus One Spot | \$498.16 | \$523.16 | \$587.92 | \$657.12 | |
| Plus Mixed Spot | \$598.16 | \$648.16 | \$737.92 | \$837.12 | |
| Plus Full Colour | \$698.16 | \$798.16 | \$912.92 | \$1,027.12 | |
| Pg 3 Earpiece - B&W | \$162.00 | \$162.00 | \$162.00 | \$162.00 | |

All above spaces are subject to availability

Front & Back Page Contracts

- 6 months - Less 15%
- 1 Year - Less 25%

| "EXPLORE Our Isle Barbados" Full Colour Glossy Quarterly magazine | | | | | |
|---|------------------|----------------------|----------------------|-----------------|------------|
| Ad Size | Full Page | Half Page | Qtr Page | Advertorial | |
| Open Rate | \$3,600.00 | \$2,400.00 | \$1,800.00 | \$1,800.00 | \$2,800.00 |
| Special Position | | | | | |
| Cover Position | \$5,400.00 | n/a | n/a | n/a | n/a |
| Gross Quarterly Circulation | 40,000 | | | | |
| Dimensions (H x W) | Full Page | Half Page (H) | Half Page (V) | Qtr Page | |
| Bleed | 9.25" x 6.25" | n/a | n/a | n/a | |
| Trim | 9.0" x 6.0" | n/a | n/a | n/a | |
| Live | 8.5" x 5.5" | 3.68" x 4.85" | 7.5" x 2.33" | 3.68" x 2.33" | |

| "BETTER HEALTH" Full Colour Glossy Monthly Magazine | | | | | |
|---|------------------|------------------|-----------------|-------------------|--|
| Ad Size | Open Rate | Contract | 6 Mth Contract | 1 Year Contract | |
| Disc% | | 8% | 12% | 20% | |
| Full Page | \$1,440.00 | \$1,324.80 | \$1,267.20 | \$1,152.00 | |
| Half Page | \$740.00 | \$680.80 | \$651.20 | \$592.00 | |
| Qtr Page | \$380.00 | \$349.60 | \$334.40 | \$304.00 | |
| 1/8th Page | \$192.00 | \$176.64 | \$168.96 | \$153.60 | |
| Special Position | | | | | |
| Inside Front or Back Cover | \$1,880.00 | \$1,729.60 | \$1,654.40 | \$1,504.00 | |
| Outside Back Cover | \$2,040.00 | \$1,876.80 | \$1,795.20 | \$1,632.00 | |
| Centre Spread | \$3,640.00 | \$3,352.80 | \$3,172.80 | \$2,872.00 | |
| Gross Monthly Circulation | 18,000 | | | | |
| Dimensions (H x W) | Full Page | Half Page | Qtr Page | 1/8th Page | |
| Bleed | 11.5" x 8.75" | n/a | n/a | n/a | |
| Trim | 11" x 8.5" | n/a | n/a | n/a | |
| Live | 10" x 7.5" | 10" x 3.7" | 10.0" x 1.8" | 5" x 1.8" | |
| | | 5" x 7.5" | 5" x 3.7" | 2.5" x 3.7" | |
| | | | 2.5" x 7.5" | 1.2" x 7.5" | |

All above rates are subject to 17.5% VAT

For more information contact us at:

Tel: 246-430-5531/5527 - Fax: 246-430-9214 or 246-427-6968
E-mail: artwork@nationnews.com or richardhaddock@nationnews.com
Website: www.nationnews.com