

STANDARD SIZES FULL COLOUR	COST
Full page	388,800
Half page	194,400
Quarter page	97,200
Other PSCC	1,800
SPECIAL SIZES	
Front page strip - 3X6	150,000
Front Page Strip - 6X6	250,000
Front Page L - Shape Advert	250,000
Back Page - PSCC	2,250
Back Page - FPFC	452,250
Centrespread - PSCC	1,900
Branding (per page)	200,000
Supplements	432,000
Other irregular PSCC	1,600
LINEAGE (per line)	
SEMI DISPLAY - PSCC	1,000
Loose inserts	
One Region	265,000
One Region	150,000
HALF COVER ADVERTISEMENT - FLAP	
Half cover - Front page - (Lower part)	850,000
4 Half pages	
Inner flap (Only applies when there is a front page flap)	650,000

UNIQUE SHAPES	COST
Odd shape	100,000
Tower	225,000
Book ends	350,000
Wide belt	300,000
Belt	150,000
Top shelf	125,000
Fire place	175,000
Horizontal Train track	200,000
Vertical Train track	200,000
Tombstone	150,000
Tall stair step	250,000
Odd Stair case	190,000
Short stair case	175,000
Large Reverse L	300,000
Small L	250,000
Inside Smoking pipe	135,000
Small U shape	175,000
Medium U shape	225,000
Large U shape	225,000
Wide U shape	500,000
Z shape	475,000
Podium	300,000
T shape	420,000
Inverted T	420,000
Spinal gap	700,000
Island	300,000
Eco drop-in	400,000
Sponsored train track	150,000
Silent odd shape	75,000



Note:

- * All rates are subject to 16% VAT
- * p.s.c.c - per single centimetre column
- *Special reservations will attract an extra cost of 30%
- * The Nairobiian is a weekly publication published on Friday