

# The Manila Times

Trusted since 1898

2/F, Sitio Grande Building, A Soriano Avenue, Itramuros Manila  
 Trunk Lines 524-5664 to 67; Advertising Direct Line: 310-5582(telefax) Website: www.manilatimes.net

## ADVERTISING CONTRACT

This is to authorize *The Manila Times* to publish the following advertisement:

PRODUCT/VERSION:	DEPARTMENT CIRCULAR NO. 001		
AD SIZE:	9.00 x 53.00		
COST:		NO. OF INSERTION:	once
TOTAL COST:	53,424.00	TERMS OF PAYMENT:	0
ISSUE DATES:	January 17, 2020		
COMPANY:	DEPARTMENT OF JUSTICE		
ADDRESS:	Manila		
LANDLINE:	MOBILE:	EMAIL:	

*Rene C. Kuvira*  
 RENE C. KUWIRA JAN 17 2020  
 Authorized Signature over printed name

*Violeta P. dela Cruz*  
 VIOLETA DELA CRUZ  
 Account Manager  
 MOBILE NO. 09081203721

*Chief, Communications Div.*  
 Designation

## ADVERTISING RATES

Display Ad rate: P335.00 / ccm + 12% EVAT – Effective March 1, 2019

AD SIZE	GUIDE SIZE	COL. CM.	Black & White	Full Color
			PRICE*	PRICE*
Full Page	9 cols x 53 cms	477	P 159,795.00	P 287,631.00
¾ Page	9 cols x 40 cms	360	120,600.00	217,080.00
	8 cols x 45 cms	360	120,600.00	217,080.00
½ Page	9 cols x 27 cms	243	81,405.00	146,529.00
	6 cols x 40.5 cms	243	81,405.00	146,529.00
¼ Page	5 cols x 24 cms	120	40,200.00	72,360.00

Column Guide (c) = column:

1c= 3.0	2c=6.34	3c=9.69	4c=13.03	5=16.38	6c=19.72	7c=23.07	8c=26.40	9c=29.75
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CLASSIFIED ADS	COLOR SURCHARGE	POSITION SURCHARGE
Line Ad P40 per line	One Spot Color 30%	Centerspread 15%
Box Ad P190 per col. cm	Two Spot Color 50%	Front Page Business 20%
	Full Color 80%	

\* All prices are VAT inclusive

### DEADLINES

#### Reservation and cancellation

- 12 noon, two (2) days before issue date

#### Ad materials

Camera ready, positive or negative:

- 12 noon, one (1) day before issue date for black and white ads
- 12 noon, two (2) days before issue date for color ads

### MECHANICAL REQUIREMENTS

- SOFTWARE – Adobe Photoshop, Pagemaker 6.5
- FORMAT - TIFF, JPEG, EPS
- DIGITAL FILE – Zip disk or CD Preferred
- RESOLUTION – 300 dpi