

MWANANCHI COMMUNICATIONS LIMITED

ADVERTISING RATE CARD



NORMAL POSITION

SIZES	ALL DAYS	
	B/White	F/Colour
Full page	2,300,000/=	3,600,000/=
Half page	1,200,000/=	1,970,000/=
Quarter page	720,000/=	1,050,000/=
Half Potrait (25x17cm)	1,415,500/=	2,170,000/=
Rectangle (25x21cm)	1,800,000/=	2,700,000/=
One Eighth Page	400,000/=	530,000/=
Col/cm	16,700/=	26,550/=

SPECIAL POSITION

SIZES	ALL DAYS
	F/Colour
Front Strip	1,000,000/=
Back Strip	875,000/=
Quarter Page Page 3/5	1,400,000/=
Half Page Page 5	2,245,000/=
Full Page Page 5	4,300,000/=
Centre Spread	7,500,000/=



NORMAL POSITION

SIZES	ALL DAYS	
	B/White	F/Colour
Full page	1,200,000/=	3,100,000/=
Half page	1,050,000/=	1,720,000/=
Quarter page	650,000/=	970,000/=
Half Potrait (25x17cm)	1,270,000/=	1,970,000/=
Rectangle (25x21cm)	1,500,000/=	2,600,000/=
One Eighth Page	375,000/=	500,000/=
Col/cm	15,000/=	22,730/=

SPECIAL POSITION

SIZES	ALL DAYS
	F/Colour
Front Strip	785,000/=
Back Strip	630,000/=
Quarter Page Page 3/5	1,200,000/=
Half Page Page 5	2,000,000/=
Full Page Page 5	3,200,000/=
Centre Spread	6,000,000/=



NORMAL POSITION

SIZES	WEEK DAYS	
	B/White	F/Colour
Full page	1,400,000/=	2,400,000/=
Half page	865,000/=	1,400,000/=
Quarter page	520,000/=	750,000/=
One Eighth Page	345,000/=	400,000/=
Col/cm	10,600/=	19,000/=

SPECIAL POSITION

SIZES	F/Colour
Front Strip	800,000/=
Back Strip	670,000/=
Centre Spread	4,200,000/=

COURT ORDERS / NOTICE:

- Court Notice/Order maximum size 7 by 1col. Mwananchi and TheCitizen is 25,000/- B/White

SUPPLEMENT RATIO: (50:50 Ratio)

- Minimum pages of adverts - 3 pages

VOUCHER FEE :

- Is 50,000/-Tsh for both papers

INSERT: Citizen – Loose inserts no larger than A3 size folded once- DSM Only	1,500,000/=
Single region	1,000,000/=
All regions	2,000,000/=
INSERT: Mwananchi – Loose inserts no larger than A3 size size folded once DSM – Only	2,500,000/=
Single region	1,800,000/=
All regions	3,000,000/=
INSERT: Mwanaspoti – Loose inserts no larger than A3 size size folded once- DSM only	2,500,000/=
Single region	1,800,000/=
All regions	3,000,000/=

General Sizes
Column Depth 33cms | Column Width 3.5cms
Columns per page 7 | Space between columns 3.5 mm

MWANANCHI & MWANASPOTI DIMENSIONS

General Sizes	
Column Depth	33cms
Column Width	4cms
Columns per page	6
Space between columns	4mm
Regular Sizes	
Full page	33cm x 6col / 33cm (height) x 26cm (width).
Half page	16.5cm x 26cm
1/4 page	16.5cm x 13cm
1/8 page	8.25cm x 13cm
Banner/Strip ads	3.3cm x 26cm

THE CITIZEN DIMENSIONS

General Sizes	
Column Depth	33 cms
Column Width	5 cms
Columns per page	5
Space between columns	4 mm
Regular Sizes	
Full page	33cm x 5col / 33cm (height) x 26.6cm (width).
Half page	16.5cm x 26.6cm
1/4 page	16.5cm x 13.3cm
1/8 page	8.25cm x 13.3cm
Banner/Strip ads	3.3cm x 26.6cm

MAGAZINES

MWANANCHI			CITIZEN		
SIZES	B/WHITE	F/COLOUR	SIZES	B/WHITE	F/COLOUR
Full page	1,320,000/=	2,100,000/=	Full page	1,140,000/=	1,800,000/=
Half page	678,000/=	1,140,000/=	Half page	588,000/=	990,000/=
Quarter page	402,000/=	600,000 / =	Quarter page	360,000/=	552,000/=
Eighth page	240,000/=	318,000/=	Eighth page	225,000/=	300,000/=

CLASSIFIED RATES

SIZES	B/WHITE	F/COLOUR	SIZES	B/WHITE	F/COLOUR
Psc	4,900/=	7,600/=	Psc	4,200/=	6,600 / =
Contracts	158,000/=	250,000/=	Contracts	136,000/=	215,000.0/=
Contracts	79,000/=	125,000/=	Contracts	68,000/=	107,500/=
Court notice	25,000/=		Court notice	25,000/=	

All rates are VAT exclusive

ADVERTISING DEPARTMENT

Samora Avenue Harbour View Tower, 4th Floor, Dar es Salaam, Tanzania

Tel: 022-2120791, 0754006618 | Fax: 022-2120897

Email: advertising@mwananchi.co.tz | customers@mwananchi.co.tz | Website: www.mwananchi.co.tz