

Local Rates

(Unit Cost in RWF)

The NewTimes

Display and Supplement		
Sizes	Black & White	Colour
Full page 25.8 cm x 33.8cm	438,900	660,000
Half page 25.8cm x 16.7cm	221,100	366,300
Quarter page 12.7 cm x 16.7cm	122,100	316,800
15cm x 3cols	102,300	326,700
15cm x 2cols	85,800	239,250
10cm x 3cols	85,800	239,250
10cm x 2cols	61,050	239,250
15cm x 1col	48,675	239,250
6cm x 2cols	36,300	239,250
5cm x 2cols	29,700	239,250
4cm x 2cols	23,100	239,250
5cm x 1col	14,850	239,250
Strip Advert 25.8cm x 5cm	206,250	247,500

Izuba Rirashe

Black & White	Colour
351,120	528,000
176,880	293,040
97,680	253,440
81,840	261,360
68,640	191,400
68,640	191,400
48,840	191,400
38,940	191,400
26,400	191,400
23,760	191,400
18,480	191,400
18,480	191,400
165,000	198,000

Prime advertising space (Unit Cost in RWF)

Size	The NewTimes
Front page ear piece	200,000
Front page strip	400,000
Quarter page col on pg3	443,520
Half page col on pg 3	512,820
Half page col on pg 5	476,190
Full page col on pg 5	726,000

Classifieds (Unit Cost in RWF)

Size	Black & White	Colour
33.8 cm x 5 cm - (Vertical Strip)	87,780 per day	132,000 per day
16.9cm x 5 cm - (Half-Vertical strip)	43,890 per day	66,000 per day
8.45 cm x 5 cm - (Mini-Strip)	21,945 per day	33,000 per day
4.3 cm x 5 cm (Box)	10,972 per day	16,500 per day
Drag (text in one line) - 0.5 cm x 5cm	1300 per day	

Online advertising: (Unit Cost in RWF)

Size	The NewTimes	Izuba Rirashe
Slide Banner	1,200,000 per week	800,000 per week
Sky Scrapper Banner	660,000 per week	660,000 per week
Extended Banner	550,000 per week	550,000 per week
Premium Banner	440,000 per week	440,000 per week
Supplements and Displays	400,000 per week	400,000 per week

Outlook

Size	Cost in Rwf
Front Inside cover page	1,000,000
Full page on page 3	1,200,000
Inside Full Page	800,000
Half page	600,000
Quarter page	450,000
Double Spread	1,400,000
Back inside cover	1,200,000
Back Cover page	1,500,000

International Rates

Display and supplement in both papers (Unit Cost in USD)

Size	Black	Colour
Full page	1,700	2,700
Half page	800	1,000
Quarter page	600	790
10cm x 3cols	400	590

• All rates exclude 18% VAT (TVA)