

The Manila Times

Trusted since 1898

ADVERTISING CONTRACT

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

| | | | |
|------------------|-----------------------------|-------------------|--------------------|
| PRODUCT/VERSION: | LIST OF PDL | | |
| AD SIZE: | 6C X 35 CMS | RATE: | P100/ccm + 12% VAT |
| COST PER AD: | P23,520.00 | NO. OF INSERTION: | One |
| TOTAL COST: | P23.520.00 | TERMS OF PAYMENT: | |
| ISSUE DATES: | 14 MARCH 2022 | | |
| COMPANY: | Board of Pardons and Parole | | |
| ADDRESS: | | | |

RONALYN M. PINA-GONZAGA
 Authorized Signature over printed name

14 MAR 2022

for: violeta dela cruz
 VIOLETA DELA CRUZ

Advertising Desk

OFFICER-IN-CHARGE, DEPUTY EXECUTIVE DIRECTOR
 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 (VAT inclusive) | PRICE (VAT inclusive) |
| Full Page | 9 cols x 53 cms | 477 | P 178,970.40 | P322,146.72 |
| ¼ Page | 9 cols x 40 cms | 360 | 135,072.00 | 243,129.60 |
| | 8 cols x 45 cms | 360 | 135,072.00 | 243,129.60 |
| ½ Page | 9 cols x 27 cms | 243 | 91,173.60 | 164,112.48 |
| | 6 cols x 40.5 cms | 243 | 91,173.60 | 164,112.48 |
| ¼ Page | 5 cols x 24 cms | 120 | 45,024.00 | 81,043.20 |

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 |
|---------|---------|---------|----------|---------|----------|----------|----------|----------|

| CLASSIFIED ADS | COLOR SURCHARGE | POSITION SURCHARGE |
|-------------------------|-----------------|---------------------|
| P190.00 / CCm + 12% VAT | One Spot Color | Centerspread |
| | Two Spot Color | Front Page Business |
| | Full Color | |

* 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

2/F, Sitio Grande Building, A Soriano Avenue, Intramuros Manila

Trunk Lines 8524-5664 to 67; Advertising Direct Line: 5310-5895(telefax) Website: www.manilatimes.net