



Advertising Rate Card (Prices exclude VAT)

	maltatoday	illum	<small>mid week</small> maltatoday	<i>Business Today</i>
Published	Sunday	Sunday	Wednesday	Wednesday
Black & White per cm/col	€ 4.00	€ 3.50	€ 3.00	€ 2.60
Colour per cm/col	€ 6.30	€ 4.70	€ 5.00	€ 4.70
Half Page B/W	€ 360.00	€ 315.00	€ 270.00	€ 234.00
Half Page Colour	€ 567.00	€ 423.00	€ 450.00	€ 423.00
Full Page B/W	€ 740.00	€ 647.50	€ 555.00	€ 481.00
Full Page Colour	€ 1,165.50	€ 869.50	€ 925.00	€ 869.50

Technical Specifications

Newspaper column widths

- 1 Col - 4.5cm
- 2 Col - 9.5cm
- 3 Col - 14.5cm
- 4 Col - 19.5cm
- 5 Col - 24.5cm

Maximum Height - 37cm

Artworks to be supplied in the following formats:

- PDF, TIFF, High Res JPG and EPS
- Freehand (Version 8, 9, 10)

Please note that all fonts must be converted to paths on supplied artworks
Black text in colour adverts should be in 1 colour black