WIJEYA NEWSPAPERS LIMITED.

Advertising Rates Effective from 01.01.2007

	Sunday Lankadeepa	The Sunday Times	Daily Lankadeepa	Daily Mirror	Sirikatha	Tharunaya Wijey (Tamil)	Wijeya
Full Page							
Casual	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
B/W	325,000	170,000	150,000	85,000	55,000	18,000	30,000
B+1 Colour	400,000	200,000	180,000	110,000	70,000	20,000	33,000
B+2 Colours	425,000	220,000	225,000	130,000	80,000	22,500	37,500
Full Colour	525,000	240,000	250,000	140,000	90,000	25,000	42,000
Supplements/Company Prospectus/Notices							
Full Page B/W	375,000	175,000	200,000	100,000	65,000	24,000	30,000
B+1 Colour	450,000	210,000	225,000	120,000	80,000	30,000	33,000
B+2 Colours	475,000	230,000	275,000	140,000	90,000	36,000	37,500
Full Colour	575,000	250,000	300,000	150,000	100,000	42,000	42,000
Election Advertisements							
Full Page B/W	450,000	215,000	250,000	110,000	75,000	24,000	30,000
B+1 Colour	550,000	250,000	275,000	137,500	90,000	30,000	33,000
B+2 Colours	575,000	275,000	325,000	160,000	105,000	36,000	37,500
Full Colour	675,000	300,000	400,000	175,000	125,000	42,000	42,000
Casual Advertisement Rate per Col. cm							
Unspecified	600	300	300	180	250	90	160
Supplement	800	350	350	210	300	120	160
Auction Sale (Less 15%)	600	300	300	180	-	-	-
Company Prospectus, Notices, Composite Bank Notices	700	350	400	220	250	130	160
Election Advertisements	800	400	500	250	350	-	-
Display Classified	600	250	-	150	-	-	-
Colour Surcharge Rate per Col. cm							
1 Colour	150	80	75	80	100	40	40
2 Colours	250	120	150	100	125	70	70
3 Colours (Full Colour)	350	150	200	120	150	80	80
Film Advertisements							
Film Column	200	80	150	40	85	75	50
Display Film & Drama	350	200	250	80	135	100	65
Ear Space Advertisements (Rate per pair)							
Front Page B/W (5.5cm x 5.5cm)	18,000		10,000				
Other Pages B/W (4cmx8cm)	12,000		5,000				
Additional Colour							
1 Colour	2,000		750				
2 Colours	2,500		1,250				
3 Colours (Full Colour)	3,000		1,500				
Mechanical Data							
Number of Columns	8	10	8	10	6	6	6
Width of a Column	3.8cm	3cm	3.8cm	3cm	3.8cm	3.8cm	3.8cm
Gutter Column Space	0.4cm	0.3cm	0.4cm	0.3cm	0.4cm	0.4cm	0.4cm
Column Height	52cm	52cm	52cm	52cm	32cm	32cm	32cm
Total Page Area	424cm	520cm	424cm	520cm	192cm	192cm	192cm

Advertising Manager

Wijeya Newspapers Ltd.

48, Parkway Building, Park Street, Colombo 02.
Tel : 2314861-3, 5330330
Fax : 2314864
E-mail: advt@wijeya.lk

- Fort Branch Office: 2D, Sir Chittampalam A. Gardiner Mw., Ground Floor, Regent Building, Fort. Tel : 2386724, Fax : 4718960, E-mail : fort@wijeya.lk
- Kandy Branch Office : 1st Floor, Nabeesha Building, Kotugodella Street, Kandy. Tel : 081- 2228492, Fax : 081 4478084, E-mail : kandy@sltnet.lk
- Ratnapura Branch Office: 99 1/1, Bandaranayaka Mawatha, Ratnapura Tel : 045-5440115 Tel/Fax : 045-2226208, E-mail : aaravindas@wijeya.lk

- Casual Advts. must have minimum of 3 cm in height.
- Premiums on specified positions 25%, Front Page 50%, Main Section 30%, (SLD, DLD 125%, STM 100%) Special Pages 25%, Panorama Ad. 25% (Page 3 of SLD, DLD 50%)
- Back Page 35% extra.
- Advertisements with solid background exceeding 1/3 of the total page area 25% extra.
- C/o Paper-10% extra (Upto 1/4 page only)
- Advt. exceeding 60% of total page area would be subject to charge 10% extra.
- Stop press 10% extra.
- Above rates are subject to government taxes.
- All premium charges are calculated as a percentage of the total cost before taxes.
- Rates are subject to alteration without notice.

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Advertising Rates Effective from 01.01.2007

		Sunday Lankadeepa	The Sunday Times	Sirikatha
Magazine Section		(32x6)	(32x7)	
Casual Rate (News Print)			270	
Full Page	B/W	60,000	44,000	
	B+1 colour	75,000	48,000	
	B+2 colour	85,000	54,000	
	Full colour	100,000	60,000	
Casual Rate (Glossy)			335	450
Full Page	B/W		54,000	65,000
	B+1 colour		60,000	80,000
	B+2 colour		66,000	90,000
	Full colour		72,000	100,000
TV Guide Full Page F/C (23x5 Glossy Paper)				
Casual Rate			335	
Full Page B/W			20,000	
Full Page F/C			33,000	
5cmx14cm Strip B/W			3,000	
5cmx14cm	1 Colour		4,000	
5cmx14cm	2 Colours		5,000	
5cmx14cm	3 Colours (Full Colour)		6,000	

Pariganaka	Rs.	Rs.		Rs.	Rs.	Rs.	Rs.
				Full Page	1/2 Page	1/4 Page	1/8 Page
Full Page	B/W	F/C	B/W	20,000	10,000	5,000.00	2,500
Back Page	-	50,000	B+1	24,000	12,000	6,000.00	3,000
Inner Back Pg.	25,000	42,500	B+2	30,000	15,000	9,000.00	6,000
Inner Front Pg.	30,000	45,000	F/C	40,000	20,000	12,500.00	10,000

(The above rates are exclusive of government taxes)

Pariganaka Classified

	Rs.
First 15 Words	300
Additional Word	25

The above rates are inclusive of government taxes)

CLASSIFIED ADVERTISING RATES

PARIGANAKA CLASSIFIED } Computers, Computer Accessories, Employment, Education, Services, Miscellaneous

NOTE I Advertisements calling for replies "C/o Paper" - Extra Rs. 150/-

	Sunday Lankadeepa	The Sunday Times	Daily Lankadeepa	Daily Mirror
Classifieds	Rs. ,ys msg	Rs.	Rs.	Rs.
1st 15 Words	500	250	200	150
Additional Word at	20	15	15	15
Marriage Proposals				
1st 15 Words	400	200	-	-
Additional Word at	20	20		
Deaths				
1st 25 Words	120	120	120	110
Additional Word at	10	6	6	5

(The above rates are inclusive of government taxes)

Rates subject to alteration without notice.

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