

Advertising	Spot	Location	Rotation	Size	Length	Cost (online only)		Package	PR Inclusion
(standard definition)	(on webpage spot mobile included)	(sector where ad is found)	(online only)	(online only)	(online only)	(PHP)	(US\$)	(with print)	(online only)
	Top Header (Solo)	Found on all sections	No rotation	728 x 90 px	1 week	100,000.00	2,000.00	free with full page	2 PRs
	2nd Header (Rotating)	Found on all sections	Up to 3 ads rotate	728 x 90 px	1 week	80,000.00	1,700.00	free with top aid	2 PRs
Main Banner	Middle Section (Solo)	Only on homepage		728 x 90 px	1 week	50,000.00	1,000.00	free with with 1/2 page	2 PRs
	Right Side Middle (Small)	Only on homepage	No rotation	315 x 90 px	1 week	40,000.00	800.00	free with with 1/4 page	2 PRs
	Start of Section	Only on selected section		728 x 90 px	2 weeks	35,000.00	700.00	free with section ad	2 PRs
Section Banner	Middle Section	Only on selected section	Up to 3 ads rotate	728 x 90 px	2 weeks	30,000.00	600.00	free with section ad	2 PRs
	2nd Middle	Found on all sections		728 x 90 px	2 weeks	25,000.00	500.00	free with section ad	2 PRs
Home page Box ad	Only on Bottom page	Found on all sections	Up to 3 ads rotate	300 x 250 px	1 week	25,000.00	500.00	free with front page ad	1 PR
	Middle side	Only on selected section		300 x 250 px	1 week	15,000.00	300.00	n/a	1 PR
Section Box ad	2nd side	Only on selected section	No rotation	300 x 250 px	1 week	12,000.00	250.00	free with section ad	1 PR
	Bottom side	Only on selected section		300 x 250 px	1 week	10,000.00	200.00	free with section ad	1 PR
Video linked ads	Choose from spots above	Based on spot chosen	Solo	Based on ad	1 week	add P15K		add to cost of chosen ad	n/a
Footer ads	Bottom Middle	On all pages	Up to 3 ads rotate	728 x 90 px	1 week	15,000.00	300.00	free with food ad	1 PR
Ad section									
E-copies	Digital copies in pdf / epub	n/a	n/a	728 x 90 px	1 week	P25 per copy		minimum 1,000 copies	n/a
Content	Spot	Location	Rotation	Size	Length	Cost		Package	PR Inclusion
PR posting	Up to 800 words. 1 photo only	in Enterprise / Special section		up to 800 words	3 months	8,000.00	160.00	may be negotiated	n/a
	1 backlink allowed, vetted and verification								
Video PR	Only backlink to story in PR	in Selected section		own page	1 week	15,000.00	300.00	may be negotiated	n/a
	Publish PR as isa 3 pix max	in Selected section		own page		20,000.00	400.00	n/a	n/a
Sponsored content	If staff written	in Selected section	None	own page	1 month	30,000.00	600.00	n/a	n/a
	If bylined article	in Selected section		own page		45,000.00	900.00	n/a	n/a
	Top two sections below main	only on Front page		300 x 250 px				n/a	n/a
Spotlight PR /	Free video nd photo section	inside page story		full section				n/a	n/a
Advertorial	Social media postings	to run with material		soc med posts	1 week	80,000.00	1,500.00	n/a	n/a
	Includes one full section	under "Advertorials" / Enterprise		full section				n/a	n/a



PEOPLE'S BALITA
ADVERTISING RATE FOR BLACK AND WHITE
(+100% FOUR COLORS)

ONE WHOLE PAGE	INSIDE	P22,579.20
ONE HALF (1/2) PAGE	INSIDE	P 11,289.60
ONE FOURTH (1/4) PAGE	INSIDE	P 5,644.80

Rate for the RTC, Extrajudicial, Notice of Loss, and all Legal Notices
Column centimeter x P160.00.00+12% VAT

1 x 5 x 160.00+12%	P896.00	4x 5 x 160.00+12%	P3,584.00
1 x 10 x 160.00+12%	P1,792.00	4 x 10 x 160.00+12%	P7,168.00
1 x 15 x 160.00+12%	P2,688.00	4 x 15 x 160.00+12%	P10,752.00
1 x 18 x 160.00 +12%	P3,225.60	4 x 18 x 160.00 +12%	P12,902.40
1 x 20 x 160.00+12%	P3,584.00	4 x 20 x 160.00 +12%	P14,336.00
1 x 25 x 160.00+ 12%	P4,480.00	4 x 25 x 160.00 +12%	P17,920.00
1 x 28 x 160.00 +12%	P5,017.60	4 x 28 x 160.00 +12%	P20,070.40
2 x 5 x 160.00+12%	P1,792.00	5x5 x 160.00 +12%	P4,480.00
2 x 10 x 160.00 +12%	P3,584.00	5 x 10 x 160.00+12%	P8,960.00
2 x 15 x 160.00+12%	P5,376.00	5 x 15 x 160.00 +12%	P13,440.00
2 x 18 x 160.00 +12%	P6,451.20	5 x 18 x 160.00 +12%	P16,128.00
2 x 20 x 160.00+12%	P7,168.00	5 x 20 x 160.00 +12%	P17,920.00
2 x 25 x 160.00 +12%	P8,960.00	5 x 25 x 160.00 +12%	P22,400.00
2 x 28 x 160.00 +12%	P10,035.20	5 x 28 x 160.00 +12%	P25,088.00
3 x 5 x 160.00 +12%	P2,688.00	6x5 x 160.00 +12%	P5,376.00
3 x 10 x 160.00 +12%	P5,376.00	6 x 10 x 160.00+12%	P10,752.00
3 x 15 x 160.00 +12%	P8,064.00	6 x 15 x 160.00 +12%	P16,128.00
3 x 18 x 160.00 +12%	P9,676.80	6 x 18x 160.00+12%	P19,353.60
3 x 20 x 160.00 +12%	P10,752.00	6 x 20 x 160.00 +12%	P21,504.00
3 x 25 x 160.00 +12%	P13,440.00	6 x 25 x 160.00 +12%	P26,880.00
3 x 28 x 160.00 +12%.	P15,052.80	6 x 28 x 160.00 +12%	P30,105.60