



**EAST AFRICA  
BUSINESS DIRECTORY**

# EAST AFRICA BUSINESS DIRECTORY ANNUAL ADVERTISING RATES FOR 2010/11 EDITION

*“the most Authoritative Informative Business Directory in the Region”*

## DISPLAY ADVERTISEMENT - COUNTRY SECTION

SPACE	DIMENSIONS	BLACK & WHITE	COLOUR
Quarter Page	11.7cm (H) x 8.5cm (W)	3,093,552	3,557,736
One Third of a Page	8.0cm (H) x 18.0cm (W)	4,202,442	4,834,944
Half Page	18.4cm (H) x 11.7cm (W)	5,060,610	5,280,768
Two Thirds of a Page	17.0cm (H) x 18.0cm (W)	6,440,148	8,050,536
Full Page (Any inside Page)	25.5cm (H) x 18.0cm (W)	8,743,248	9,289,998
Full Page inside Front Cover	26.0cm (H) x 18.0cm (W)	-	18,233,478
Full Page Back Cover	26.0cm (H) x 18.0cm (W)	-	19,941,093

## DISPLAY ADVERTISEMENT - PRIME POSITIONS

SPACE	DIMENSIONS	COLOUR	AVAILABLE INSERTIONS
Index Sponsor / Country Information Sponsor	5.0cm (H) x 18.0cm (W)	3,125,250	6
1pc book mark (Full Color)*	25.0cm (H) x 9.0cm (W)	14,097,402	1
Full page (last page)	26.0cm (H) X 18.0cm (W)	19,865,250	1
Main inside Back Cover	26.0cm (H) x 18.0cm (W)	22,452,741	1
Main inside Front Cover	26.0cm (H) x 18.0cm (W)	25,526,475	1
Main outside Back Cover	26.0cm (H) x 18.0cm (W)	27,917,136	1

## COMPANY & PRODUCTS LISTING

**General listing Ushs. 148,500**

*Details to be listed*

Name Of Company  
Physical & Postal Address.....  
Tel, Fax and cell numbers.....  
Email address, website.....

**Basic listing Ushs. 542,700**

*Details to be listed*

NAME OF COMPANY  
Postal Address, zip code.....  
Physical address.....  
City / Town, Country.....  
Tel, Fax and cell numbers.....  
Email address, website.....  
Products and / or services offered.....

**Premium Listing Ushs. 1,289,250**

*Details to be listed*

NAME OF COMPANY  
Postal Address, zip code.....  
Physical address.....  
City / Town, Country.....  
Tel, Fax and cell numbers.....  
Email address, website.....  
Products and / or services offered.....

Company  
Logo

*Basic & Premium listings will be in standard font size: Name of company - (Trebuchet MS) uppercase bold 10 Points  
Other details - (Trebuchet MS) lowercase Regular 9 Points.*

*All Rates are in (Ushs)*

## SAMPLE DISPLAY ADVERTISEMENTS (NOT TO SCALE)

**DON'T MISS OUT , BOOK YOUR ADVERTISEMENT NOW!! To Advertise or be Listed, please contact:**

**Head Office**

**Adafric Communications Ltd**  
Vision Plaza 3rd Floor Suite. 17B  
Mombasa Road.  
P.O. Box 4541 - 00200  
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