

Effective of 01/05/2011

All prices in Rwandan Francs.

Circulation 700 copies; readership 2500+

Insert rates	1-3	4-series	8-series
Quarter page (b/w)	30,000	108,000	192,000
Half page (b/w)	40,000	144,000	256,000
Full page inside(b/w)	60,000	180,000	320,000
Back page (full page, gloss)	70,000	252,000	448,000
Back page (full colour, gloss)	150,000	540,000	960,000

N.B. Prepayment discount for 4 series is 10% discount and 8 series is 20% discount.

Other discounts – registered charity receives an additional 10% discount.

## Advertisements Specification

Your advert must be supplied to us in a PDF form, JPG or Gif format.

Advert sizes:

- The quarter page advert is be 64.2mm x 43.5mm (portrait orientation).
- The half page is 87mm x 64.2 mm (landscape orientation).
- The full page is 128mm x 87 mm (portrait or landscape orientation).

If larger files are supplied we will reduce them to fit. All files to be submitted to [greenlightrwanda@gmail.com](mailto:greenlightrwanda@gmail.com)

### Deadlines

The magazine goes to print on the 10<sup>th</sup> of each month, and is distributed on the 15<sup>th</sup> of the month. We need to receive your advert by the 1<sup>st</sup> of each month at the latest in order to arrange copy. Invoices must be paid one week after your advert is received.

### Colour reproduction

At the moment Green Light is printed in black and white, with the only option of having the full page back cover advert space in colour. All internal adverts are printed on mat paper, while the external one is on gloss paper.

## Issue themes – upcoming editorial

Each issue has a them, with 6+ related articles to the theme around them. These themes are subject to change at short notice at the discretion of the editor.

**Issue 6, released date June 15<sup>th</sup>** Masters courses, in Rwanda and Abroad. How to apply, what the requirements are, what options are in different countries and features on masters in Rwanda.

**Issue 7, released date July 15<sup>th</sup>** Learning from successful people. Includes characteristic of people who are successful, how you can gain some of these skills,

**Issue 8, released date August 15<sup>th</sup>** Creative and unconventional careers. Beyond banking, law, accountancy, etc. What are your options?

**Issue 9, released date September 15<sup>th</sup>** Using the internet for research. How to search and apply for jobs, further studies, internships and scholarships online. Also using the internet for research, how can you know when to trust a side and when not to.

**Issue 10, released date October 15<sup>th</sup>** Become and entrepreneur. How to start your own business, organisations that provide support and training, etc.

For general enquiring relating to advertising opportunities please contact us at: [greenlightrwanda@gmail.com](mailto:greenlightrwanda@gmail.com) or on 0788 382 581