

Date _____

We hereby authorize BusinessWorld Publishing Corporation (BWPC) to publish our advertisement(s) in High Life as follows:

Date of Publication _____
 Size/Color (as noted below) _____

Cost of Publication _____
 Discounts (If any) _____
 Total Cost _____

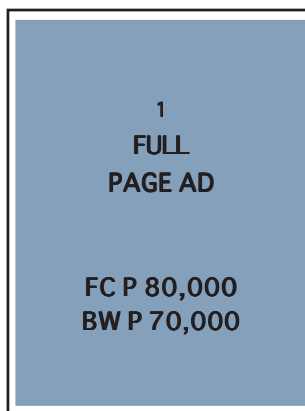
We acknowledge receipt of the contract. It is understood that payment shall be made to BusinessWorld Publishing Corporation at least 5 working days before publication date immediately before publication or upon presentation of bills accompanied by copies of the issue containing the advertisement(s) by the BWPC's Finance Department.

Advertiser _____
 Address/Tel. No. _____

Authorized Signatory _____
 Designation/Title _____
 Signature _____

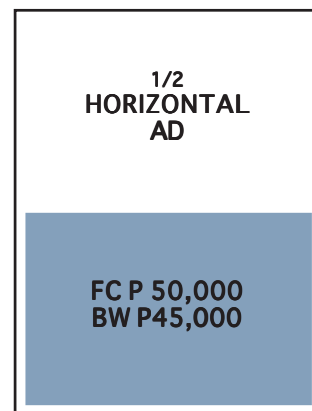
All Advertising rates are exclusive of 12% VAT

| Deadlines | | |
|-----------|--------------------------|--------------------------|
| Issue | Booking/ Cancellation | Advertising Materials |
| January | December 15 | December 20 |
| February | January 15 | January 20 |
| March | February 15 | February 20 |
| April | March 15 | March 20 |
| May | April 15 | April 20 |
| June | May 15 | May 20 |
| July | June 15 | June 20 |
| August | July 15 | July 20 |
| September | August 15 | August 20 |
| October | September 15 | September 20 |
| November | October 15 | October 20 |
| December | November 15 | November 20 |



1
**FULL
 PAGE AD**
 FC P 80,000
 BW P 70,000

Trim size: 11" x 13.25"
 27.94 cm x 33.655 cm
 Bleed Size: 11.25" x 13.5"
 28.575 cm x 34.29 cm



1/2
**HORIZONTAL
 AD**
 FC P 50,000
 BW P 45,000

Trim size: 11" x 6.625"
 27.94 cm x 16.83 cm
 Bleed size: 11.25" x 6.75"
 28.575 cm x 17.145 cm

Ad Specifications

Black & White: Original Artwork or Positive Film Emulsion Down w/ Proofs or Digital File
Full Color: Color Separated Positive Films Emulsion Down w/ Proofs or Digital File
Screenline: 150 to 175 lines per inch

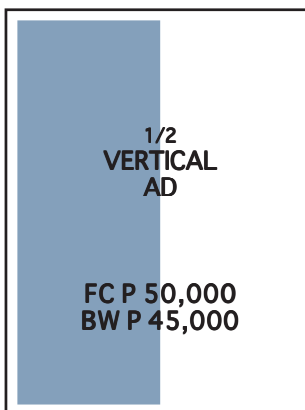
COVER : Outside Back Cover P 95,000
 (In Full Color) : Inside Front P 90,000
 : Inside Back P 85,000

GATEFOLDS : Gatefold on the Cover (2 pages) P 190,000
 (In Full Color) : Inside Front Gatefold (2 pages) P 180,000
 : Inside Back Gatefold (2 Pages) P 170,000

IFC/IBC Trim size: 21.563" x 13.25" (54.77 cm x 33.655 cm)
 IFC/IBC Bleed size: 21.813" x 13.5" (55.404 cm x 34.29 cm)

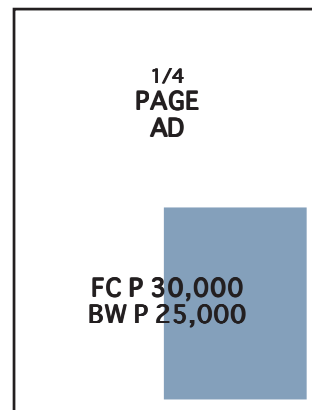
Cover w/o violator
 Trim size : 21.75" x 13.25" (55.245 cm x 33.655 cm)
 Bleed size : 22" x 13.5" (55.88 cm x 34.29 cm)

Cover w/1cm violator
 Trim size : 21.356" x 13.25" (54.243 cm x 33.655 cm)
 Bleed size : 21.594" x 13.5" (54.85 cm x 34.29 cm)



1/2
**VERTICAL
 AD**
 FC P 50,000
 BW P 45,000

Trim size: 5.5" x 13.25"
 13.97 cm x 33.65 cm
 Bleed size: 5.625" x 13.5"
 14.29 cm x 34.29 cm



1/4
**PAGE
 AD**
 FC P 30,000
 BW P 25,000

Trim size: 5.5" x 6.625"
 13.97 cm x 16.88 cm
 Bleed size: 5.625" x 6.75"
 14.29 cm x 17.145 cm