



Standard Print and Digital Rate Card

PRINT ORDER | 35,000

Language	English/ Sesotho
Frequency	Weekly
Distribution	Thursdays
Booking deadline	Mondays 12 noon
Material deadline	Tuesdays 12 noon
Full page size	390mm x 260mm
Column width	7 cols x 35mm
Bleed size	(DPS) 54.5cm
Trim size	57.5cm

Rate Card (37.95 per col. cm) Vat Inclusive

DISPLAY TYPE

SIZE	RATE (Incl. Vat)
1/8 page	R1,295.00
Quarter page	R2,590.00
Double column	R2,960.00
Half page	R5,180.00
Full page	R10,360.48
Double spread	R20,721.00

STRIPS (50mm x 260mm)

SIZE	RATE (Incl. Vat)
Top front/ back page	R347.88
Bottom front/ back page	R250.75
Top inside page	R175.90
Bottom inside page	R150.55

LOADING FEES

SIZE	RATE (Incl. Vat)
Page 1	R650.00
Page 3	R600.00
Page 5	R550.00
Back Page	R450.00

ADVERTORIALS

SIZE	RATE (Incl. Vat)
4 page wrap	R50,646.92
4 pager insert	R30,431.28
Centre Spread	R25,000.00
Full page	R12,000.00
Half page	R5,500.00

LOOSE INSERTS

SIZE	RATE (Incl. Vat)
1/8 pages	R402.50
12/48 pages	R517.50
52/80 pages	R632.50

PRINTING SPECIFICATION

MAXIMUM PRINT AREA

LENGTH	390mm	1 Column	35mm	5 Column	185mm
WIDTH	260mm	2 Column	72mm	6 Column	235mm
		3 Column	110mm	7 Column	260mm
		4 Column	147mm		

MATERIAL REQUIREMENTS

File format requirements for artwork delivery

All digital artwork to be provided in digital files that are produced to conform to the PDF/X-1a version of the Adobe Portable Document Format (PDF) file format as defined in the international standard ISO 15930-1.

PDF requirements (Minimum)

- PDF/X-1a format.
- CMYK colours.
- Embedded pictures and fonts.
- All graphics have to be at least 250dpi.
- No jpeg, png, gif formats will be accepted.

PDF material incorporating the following:
Will be rejected when using the INLADSEND option in transmission method:
Incorrect size, Crop marks, Bleed, Registration marks, Colour bars, Colour gradation strips.

Booking & Material Deadline

Booking/ Cancellation
10am - 2 days prior publication

Complete Material

1 day - prior publication

NOTE: Layout and design charged separately whenever there is need.

GOOD DISCOUNT on consecutive and regular placement of adverts.

