



## PRINT ORDER | 30,000

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 (55.34 per col. cm) Vat Inclusive

## DISPLAY TYPE

SIZE	RATE (Excl. Vat)
1/20 page	R755.39
1/19 page	R795.15
1/18 page	R839.32
1/17 page	R888.70
1/16 page	R944.24
1/15 page	R1,007.19
1/14 page	R1,079.13
1/13 page	R1,162.14
1/12 page	R1,258.99
1/11 page	R1,373.44
1/10 page	R1,510.78
1/9 page	R1,678.65
1/8 page	R1,888.48
1/7 page	R2,158.26
1/6 page	R2,517.97
1/5 page	R3,021.56
Quarter page	R3,776.96
Double Column	R4,316.52
1/3 page	R5,035.94
Half page	R7,553.91
2/3 page	R11,330.87
Full page	R15,107.82
Double Spread	R30,215.64

## LOADING FEES

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

## ADVERTORIALS

SIZE	RATE (Excl. Vat)
4 page wrap	R90,646.92
4 pager insert	R60,431.28
Centre Spread	R45,000.00
Full page	R22,000.00
Half page	R5,500.00

## LOOSE INSERTS

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

## PRINTING SPECIFICATION

### MAXIMUM PRINT AREA

<b>LENGTH</b>	390mm	1 Column	35mm	5 Column	185mm
<b>WIDTH</b>	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

4pm - prior publication

NOTE: Layout and design charged separately whenever there is need. **GOOD DISCOUNT** on consecutive and regular placement of adverts.

