

- SPECIAL POSITIONS MAIN BODY
- ONLINE RATES

ADVERTISING RATES 2013

Special Positions Main Body

The following are premium positions and are subject to availability.

Booking deadline: 09h00, day prior to publication

Material deadline: 12h00, working day prior to publication

* Wrap booking deadline: Two weeks prior to publication – subject to availability

Wrap material deadline: Four days prior to publication

	MONDAY - FRIDAY	SATURDAY		MONDAY - FRIDAY	SATURDAY
DPS Bookends <i>(available on pages 2 and 3 or 4 and 5)</i>	R88 000	R70 000	Cascades	R45 000	R35 000
U-Shape <i>(available on pages 2 and 3 or 4 and 5)</i>	R92 000	R75 000	Silent Ad Main Cover	R15 000	R8 000
Full-Page Bookends	R45 000	R35 000	Silent Ad Section Covers	R10 000	R5 000
DPS Belt	R45 000	R65 000	Front Cover Wrap <i>(creative subject to editor and publisher approval)</i>	R270 000	R224 000
Full-Page Belt	R25 000	R35 000	<i>please see front cover wrap deadlines above *</i>		

Specifications



DPS bookends

39 cm x 5 cm outer edge of left-hand page;
39 cm x 5 cm outer edge of right-hand page.

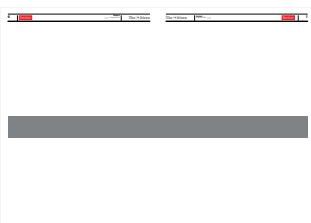
(available on pages 2 and 3 or 4 and 5)



U-shape

39 cm x 5 cm outer edge of left-hand page;
39 cm x 5 cm outer edge of right-hand page;
5 cm x 8 strip along bottom of DPS.

(available on pages 2 and 3 or 4 and 5)



DPS belt

4 cm x 16 column strip, centre of DPS.



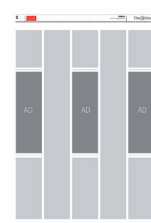
Full-page bookends

39 cm x 5 cm outer edge of left side of page;
39 cm x 5 cm outer edge of right-hand side of page.



Full-page belt

4 cm x 8 strip, centre of page.



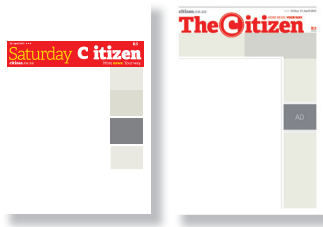
Cascades

Every alternate column.

(not available on pages 2 and 3 or 4 and 5)

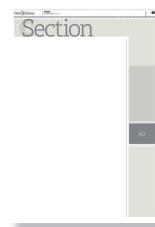
continue overleaf

Continued from overleaf



Silent ad main cover

5 cm x 2 block;
only a logo permitted.



Silent ad section covers

5 cm x 2 block;
only a logo permitted.



Wrap: front cover
25 cm x 6



Wrap: outside back cover
30 cm x 8



Wrap: inside DPS
39 cm x 16

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MEDIA PLACEMENTS		SIZE	CPM
1	Leaderboard	928 x 90	R200
2	Medium rectangle	300 x 250	R225
3	Large rectangle	300 x 600	R250



928 x 90

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NEWS OPINION SPORT HORSES YOUR LIFE Motoring Auctions Classifieds

World 14:56

New clashes in Brazil as security forces deployed

300 x 250

Latest Updates Most Popular

- 1 Western Cape businessman gets bail 12:56
- 2 Smit: time was right to replace Plumtree 12:03
- 3 Zuma consulted Mandela doctors Presidency 11:47
- 4 Winnie arrives at hospital 10:59
- 5 Game plan key to Banyana success 09:55

Poll

Will you give OUTA money for its e-toll?

Yes.

No.

I already have.

National 11.8.2013

Urgent hearing of education case

Basic Education Minister Angie Motshekga's alleged breaching of an agreement on school infrastructure norms and standards will be heard as a matter of urgency by the Bheiso High Court, Equal Education (EE) said on Tuesday. more...

928 x 90

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MORE NEWS. YOUR WAY.

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Rates effective from 1 January 2013 | Rates include agency commission and exclude VAT | A 100% cancellation fee will be charged for any late cancellations after deadline

