



# 2020

## ADVERTISING Rates



Print



Desktop



Mobile

Contact our friendly sales management team for professional advertising solutions on any of our platforms.

## Main Body

<b>Booking deadline:</b>	09:00, working day prior to publication
<b>Material deadline:</b>	12:00, working day prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R186 pccm	R152 pccm
1 Spot	R162 pccm	R114 pccm
Black and white	R138 pccm	R96 pccm

SPECIAL POSITIONS	MONDAY - SATURDAY
Front page solus (4x8, 7x8)	Rate + 100%
Back page solus (7x8)	Rate + 50%
Any other guaranteed position	Rate + 10%

## Motoring

<b>Booking deadline:</b>	09:00, Friday prior to publication
<b>Material deadline:</b>	13:30, Monday prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R177 pccm	R138 pccm
1 Spot	R151 pccm	R98 pccm
Black and white	R119 pccm	R81 pccm

## Auctions

<b>Booking deadline:</b>	10:00, Wednesday prior to publication
<b>Material deadline:</b>	10:00, Thursday prior to publication

	FRIDAY
Full colour	R205 pccm
1 Spot	R187 pccm
Black and white	R183 pccm

## Supplements and Features

Including: Racing Express, City, Business, Sport, Gaming

<b>Booking deadline:</b>	09:00, two working days prior to publication
<b>Material deadline:</b>	Two working days prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R177 pccm	R138 pccm
1 Spot	R151 pccm	R98 pccm
Black and white	R119 pccm	R81 pccm

## Classifieds

<b>Booking deadline:</b>	13:00, Monday prior to publication
<b>Material deadline:</b>	13:30, Monday prior to publication

	MONDAY - SATURDAY
Display	R173 pccm
Legal display	R171 pccm
Recruitment full colour	R269 pccm
Recruitment spot	R229 pccm
Recruitment black and white	R198 pccm

## Sampling, Promotional Opportunities

Minimum 5 000 units (Street Sellers)

	MONDAY - SATURDAY
Sampling only	R12.00 per unit
Branding of street vendor bibs	R81.00 per bib
For street vendor branding, knock-and-drop and other promotional and creative opportunities, prices are available on request. Contact: Jaco Billing on 011 474 9025.	

## Inserts

Insert delivery is three days prior to insertion. Print orders are subject to change without prior notification. While every effort will be made to process inserts as ordered, no liability can be accepted for misplacement or omission. Confirm print order with your advertising representative.

	MONDAY - SATURDAY
Pre-printed inserts	per 1000
1 - 8 pages	R485
12 - 16 pages	R510
20 - 24 pages	R535
28 - 32 pages	R562
36 - 40 pages	R591
44 - 48 pages	R619

For regional inserts, please contact your advertising representative.

## Column Configuration

	MAIN BODY	AUCTIONS AND CLASSIFIEDS
COLUMN	WIDTH	WIDTH
1	31 mm	30 mm
2	64 mm	63 mm
3	98 mm	96 mm
4	131 mm	129 mm
5	164 mm	162 mm
6	198 mm	195 mm
7	231 mm	228 mm
8	265 mm	261 mm

## Artwork

Artwork may be sent in the following ways:

<b>E-MAIL:</b>	ads@citizen.co.za   thecitizen1978@gmail.com
<b>ADSTREAM:</b>	http://cosmos.adstream.co.za; 011 799 7846
<b>ADSEND:</b>	www.adsend.co.za; 011 712 5700
	<b>User name:</b> citizen1 <b>Password:</b> citizen1
	<b>User name:</b> citizen1 <b>Password:</b> dtp1234

## Contacts

**Direct Advertising Sales Coordinator:**  
010 492 5307 | rochelleg@citizen.co.za

**National Advertising Sales Coordinator:**  
010 492 5383 | sandym@citizen.co.za

**Advertising Manager:**  
010 492 5254

**National Print & Digital Advertising Manager:**  
010 492 5221

**Direct Advertising Sales Manager:**  
010 492 5220




## Four-Page Wraparound\*

These rates are excluded from any negotiated volume discount.

**Booking deadline:** Two weeks prior to publication – subject to availability

**Material deadline:** Four working days prior to publication

\*Subject to publisher's and editor's approval.

MONDAY - FRIDAY		SATURDAY
R 342 310		R 194 431
 <b>FRONT COVER</b> 25 cm x 6 col No price and product on the front page.	 <b>OUTSIDE BACK COVER</b> 39 cm x 8 col	 <b>INSIDE DPS</b> 39 cm x 16 col

## Special Creative Positions

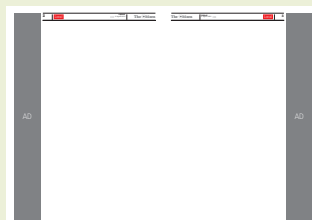
Subject to availability / Rates for special creative positions are excluded from volume discount.

**Booking deadline:** 09:00, working day prior to publication

**Material deadline:** 12:00, working day prior to publication

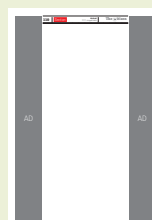
	MONDAY - FRIDAY	SATURDAY
DPS bookends	R 58 125	R 47 452
Full-page bookends	R 29 063	R 23 725
U-shape	R 77 504	R 63 267
DPS belt	R 58 127	R 47 452
Full-page belt	R 29 063	R 23 725
DPS cascades	R 85 548	R 66 537
Full page cascades	R 42 774	R 33 269
Disruptive advertisement	R 58 019	R 47 303
Silent ad main cover (The Citizen and Saturday Citizen)	R 12 674	R 10 140
Silent ad section covers	R 10 140	R 7 604
Dateline ad	Rate available on request	

## Specifications



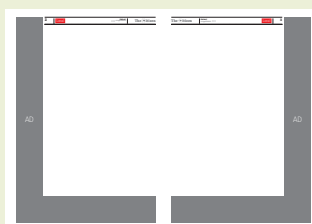
### DPS BOOKENDS

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



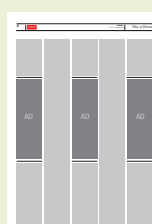
### FULL-PAGE BOOKENDS

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



### U-SHAPE

Specs available on request.



### CASCADES

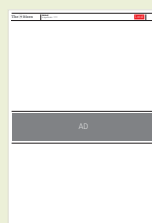
Every alternate column.

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



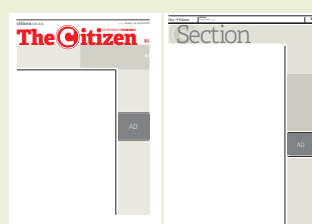
### DPS BELT

2 x 4 cm x 8 column strip, centre of DPS.



### FULL-PAGE BELT

4 cm x 8 column strip, centre of page.



### SILENT AD

5 cm x 2 column block; minimal copy.



### DATELINE AD

Specs available on request.

## Phakaaathi Main Body

<b>Booking deadline:</b>	10:00, Wednesday prior to publication
<b>Material deadline:</b>	15:00, Friday prior to publication
<b>TUESDAY</b>	
Full colour	R149 pccm
Spot colour	R130 pccm
Black and white	R111 pccm
<b>SPECIAL POSITIONS TUESDAY</b>	
Front page solus (5 cm X 8 column)	R7 107
Back page solus (10 cm X 8 column)	R11 901
<b>BRANDED OPPORTUNITIES TUESDAY</b>	
Expert Columnist	R4 738
Have your say	R5 331
Mgosi	R8 884
One on One	R8 291

## Phakaaathi Plus

<b>Booking deadline:</b>	09:00, working day prior to publication
<b>Material deadline:</b>	12:00, working day prior to publication
<b>FRIDAY</b>	
Full colour	R149 pccm
Spot colour	R130 pccm
Black and white	R111 pccm

### DIGITAL RATES

<b>DISPLAY BANNERS</b>	Leaderboard	728x90	R249 cpm
	Extended/Super leaderboard	970x90	R268 cpm
	Medium rectangle (MPU)	300x250	R288 cpm
	Half page	300x600	R 318 cpm
	ROS	728x90 & 300x250	R189 cpm
<b>SECTION SPONSORSHIP BELT ROADBLOCKS</b>	ROS	300x600	R218 cpm
	All the banners (excl skins)	728x90	R249 cpm
	Per day (All banners & skins)		R657 cpm
	Per day		R22 377
			R17 901
<b>ADHESIVE BANNER</b>		970x90	R268 cpm
<b>SPONSORSHIPS -JSE</b>	ROS	300x250	R49 725 pm

### PARENTY

<b>NATIVE CONTENT</b>	3 months commitment	R105 000
	2 months commitment	R80 000
<b>SPONSORSHIP</b>	Guest blogger of the month competition	R30 000
<b>SPONSORED CONTENT</b>	Per article	R6 000 per article

### MOBI RATES AND SIZES

<b>MPU</b>	300x250	R288 cpm
<b>SUPER LEADERBOARD</b>	320x50	R179 cpm
<b>MOBILE ADHESIVE BANNER</b>	320x50	R179 cpm
<b>SECTION SPONSORSHIP BELT</b>	320x50	R179 cpm
<b>SPONSORSHIP -JSE</b>	300x250	R49 725 pm

### SOCIAL MEDIA

<b>YOUTUBE / BRANDED VIDEO</b>	Per execution	R5 470
<b>FACEBOOK*</b>	Per post	R994 per post
<b>TWITTER*</b>	Per post	R994 per post

\* In conjunction with a display ad/sponsored content campaign

### SPONSORED CONTENT AND NATIVE ADVERTISING

Price on application

### PROGRAMMATIC BUYING

Price on application

MORE NEWS. YOUR WAY.



www.citizen.co.za

**The Citizen**

Rates effective from 1 January 2020 | Please note, this is a net-based rate card and excludes VAT | All print rates are charged at per column centimetre | Rates for special positions and special creative spaces are excluded from any negotiated volume discount | A 100% cancellation fee will be charged for any late cancellations after deadline







[HOME](#)
[NEWS](#)
[BUSINESS](#)
[SPORT](#)
[LIFESTYLE](#)

## Super Leaderboard

(HP\_320x50\_Post)

**UPDATE: Zim presidential results to be announced from today**

**Afriforum pleased as Grace Mugabe's attack victim graduates**  
Egbele says the assault case has overshadowed other...

**Vryheid Sassa grant money stolen in post office burglary**  
Vukosiwe Sassa beneficiaries are now stranded at...

**Cyril's land announcement deals blow to economy**  
The president says land will be redistributed in a...

## MPU

(HP\_Mobile\_300x250\_Vicinity\_Internal\_Premium\_Post)

**Moyane loses objections again, disciplinary hearing to go ahead – report**

The suspended Sars boss also lost all his objections to the Nugent Sars inquiry.

**Has Eskom messed up on the bonus issue?**  
The power utility's cost for bonus payments shoots...

**Twitter drags Khanyi Mbau over Cardi B 'Lambo dig'**  
Khanyi says Trumps need to chill out. She's probably...

**Manana Tully supports #TotalShutdown march**

## Marfeel

**Another cash-in-transit heist reported in KZN**

**All-new Volkswagen Touareg driven**

**Brightwater Commons becomes Ferndale on Republic**

**Malema under fire for 'assault rifle' shots at birthday bash**

## MPU

(HP\_Mobile\_300x250\_IntProg\_P\_Pos3)

## Marches against gender-based violence planned across SA

No ANC colours, no #TotalShutdown march – ANC Women's League

Sex worker, 17, expected to spill the beans in court today

9-Hour endurance race returns to Kyalami

## MPU

(HP\_Mobile\_300x250\_Marketing\_Pos4)

#TotalShutdown protests spread to Lesotho, Namibia

Two JMPD officers arrested for R20 bribe

New Jaguar XE S goes head-to-head with well-established German tree

High-class Lamborghini Urus arrives in SA

## Section Sponsorship Belt

(HP\_Mob\_Belt\_Pos4)

**Universal retracts DMCA takedown on Prince fan singalong video**

Wits University appoints first black woman as chancellor

Quick guide: The sketchy details of CSA's controversial new Tzo league

Chiefs players must do talking on the pitch – Mphahlele

## Section Sponsorship Belt

(HP\_Mob\_Belt\_Pos5)

Limpopo police officer arrested for murder

Shock as Serena suffers the worst defeat of her career

Bongani Mayosi: SA's giant of cardiology and a powerful mentor

Boksburg mother desperate to find her missing son

## Section Sponsorship Belt

(HP\_Mob\_Belt\_Pos6)

**Fire consumes Soweto family home**

Fuel price hike won't sink the ANC

Bloomberg shows us our potential as a nation

PPC CEO bags R17m 'exit package'

## MPU / JSE Sponsorship

(HP\_Mobile\_300x250\_SP\_Pos5)

JSE	Currencies	Commodities
<b>All Share</b>		
All Share Index: 57 752.80 -538.97 -0.93% Top 40 Index: 51 923.46 -591.75 -1.15% Industrial 25 Index: 75 683.88 -1777.40 -2.29%		
<small>Prices as seen 15 minutes before closing JSE Ltd. Powered by PROFILE DATA</small>		

## Mobile Adhesive banner

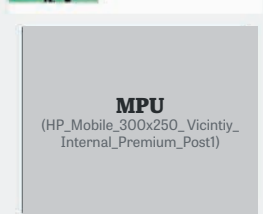
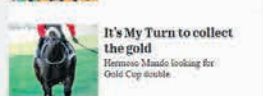
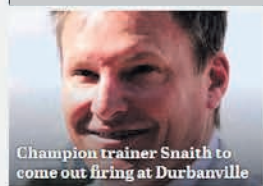
(HP\_Mob\_Belt\_Post)

## The Citizen

HOME NEWS BUSINESS SPORT LIFESTYLE

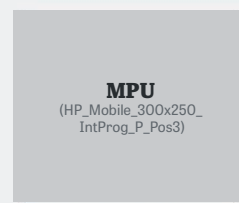
### Super Leaderboard

(HP\_Mobile\_300x250\_Post)



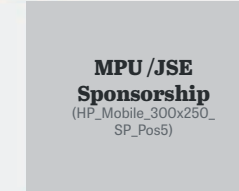
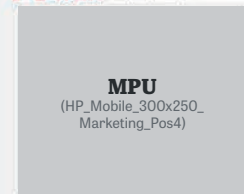
### Psychic can see victory coming for Sean Tarry

Cape ace Aldo Domeyer has a good record raiding upcountry.



### It's his turn for Gold

When It's My Turn won the Grade 1 Investec Cape Derby in 2016 it was probably an indication he would turn out to be a good stayer. Fred Crabbia's runner only managed to win his third race when he captured the Grade 3 Track And Bal...





## ARTWORK SPECIFICATIONS

### File types

- MAC and PC files are both workable. If CorelDRAW has been used it is best to supply an exported EPS file with fonts converted curves/lines/outlines. All colours must be output as process colours. NOT spot or Pantone colours
- We work in the Adobe Creative Suite (Photoshop, Illustrator & InDesign). We cannot accept CorelDRAW, FreeHand or Quark
- Linking files: Always link, never embed. Provide all linked files with layout files (vector files)
- Clients that supply discs in any format must make sure that all the working files, fonts (screen and printer) are high resolution images

### Colour

- Proof required: Please send a JPG/PDF file or a colour printout to proof your artwork against
- Pantone colours: For accurate colour matching use Pantones for corporate colour
- All desired colours need to be specified. Do not use generic colours such as "green", from Adobe Illustrator or CorelDRAW. Convert all to CMYK
- Note that exact colour matches are not always possible

### Scans/raster images /placed images

- Scans/raster images must be created at 300dpi at 100% print size
- Scans: convert colour to CMYK/Grayscale
- EPS and TIFF: Generally speaking, EPS files are the most foolproof, and carry the most information. NEVER place an EPS within another EPS
- GIFs do not have a high enough resolution for printing
- JPGs with file sizes smaller than 300KB are usually not suitable for printing because of its low resolution

### Vectorized artwork

- Do not supply logos or other vectorized illustrations as bitmapped art. Typographic logos and related images need to be saved as outlines in the vectorized format, text converted to paths/curves/outlines
- Fonts - convert: Convert short text lines to paths when sending open/workable files

## INSERT SPECIFICATIONS

All inserts must be delivered to: Caxton CTP Printers, 14 Wright Street, Industria West, Johannesburg.

**Attention:** Siphile Nkosi, 010 492 3430

### The printers' conditions

- All inserts are subject to the approval of Caxton CTP Printers who reserves the right to refuse any material considered unsuitable for publication
- Caxton CTP Printers reserves the right to abort insertion of

- products under specification if it disrupts production
- Caxton CTP Printers will not guarantee the level of response associated with an insert
- Advertising agents and advertisers accept responsibility for the content of their inserts and agree to indemnify Caxton CTP Printers against any claims or proceedings arising from publication of such inserts

### Delivery time

Delivery must take place three days prior to insertion. This will allow the mailroom to ensure that inserts comply to specifications and allow time to take corrective action.

### Production specifications

Sizes: Maximum sizes 285x410; minimum size 200x140; no smaller than A5; single sheet A4 must be on 160gsm. Any four-page tabloid and less must be quarter folded. Any inserts out of spec must be negotiated with the mailroom manager.

### Types of folding

Folded inserts must be processed in right-angled folding, parallel folding or centre fold only. No concertina, door or accordion folds should be processed as these cause major production delays.

### Trimming

All inserts must be given a square and same size trim. There should be no evidence of poor trimming due to blunt knives.

### Unusual products

Any card i.e. cut, perforated insert or any other material of an unusual nature, dimensions or fold should be checked by the mailroom manager prior to acceptance of booking.

### Packing and transport

Inserts that are stuck together due to still wet ink, inserts that are electrostatically charged, or damp, cannot be inserted and should not be processed. Likewise, inserts with dog-ears or displaced spines cannot be processed. The inserts must be stacked cleanly on stable pallets and protected against any possible transport damage and moisture. Each pallet must be marked clearly with a visible packaging slip on two adjacent sides.

All package slips must contain the following information: product name, publication date, key number, name and contact info of the printer, total number of inserts delivered, number of inserts in each bundle/pallet/box, number of inserts on this pallet, total number of pallets, individual pallet number, space for two bar codes.

### Delivery notes

No goods will be accepted without a delivery note. The delivery note must contain the following information: number of boxes or pallets, total delivered, publication name, name of contact person, key number/caption, product description e.g.: four-page tabloid quarter folded. The mailroom will only check the number of boxes or pallets, and discrepancies will only be noted during inserting.

## DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser, warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 ('CPA') in all transactions between us. Among other, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify The Citizen, a Division of CTP Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.

## TERMS AND CONDITIONS TO THE CITIZEN 2020 RATE CARD

Advertisements are only accepted for publication in The Citizen a Division of CTP Ltd subject to the following conditions:

### GENERAL TERMS AND CONDITIONS

1. It is not the responsibility of the Publisher to submit proof of publication of advertisements to the Advertiser.
2. Although every effort will be made to meet the wishes of the Advertiser, no undertaking can be given in this regard in respect of the date of publication, distribution, the form and position of the entry/ies, the name and/or title and format of the advertisement, the number of copies and place of distribution.
3. Advertising material is not accepted subject to editorial space being given.
4. The Advertiser shall be responsible for, and hereby undertakes to pay the Publisher all expenses which the Publisher may incur arising out of the Advertiser's default, including all costs of tracing the Advertiser on the scale as between attorney and own client.
5. The Publisher is entitled to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
6. Any advertisement considered unsuitable for publication by reason of its appearance, import, content or wording, may be refused.
7. Printer's error, casual displacement or omission, do not invalidate contracts. Every care shall be taken to ensure prompt insertion of all advertisements, but any Advertiser or advertising practitioner placing an advertisement in The Citizen newspaper indemnifies the newspaper against any liability whether in respect of damage, cost or otherwise that it may incur as a result of the publication or non-publication of that advertisement in any specified issue or any specified date.
8. The Citizen will not be held liable for any failure to publish or delay in advertising caused by any force outside The Citizen's control. These forces include, but are not limited to, war, industrial dispute, electricity failure, any Act of God, governmental or legal restraint.
9. The Publisher reserves the right to suspend issue on any day and to increase or decrease the usual number of editions printed without notice.
10. Space is sold to the Advertiser for the purpose of making announcements concerning his/her own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
11. Should the Advertiser not meet his frequency or annual commitment, the Publisher shall be entitled to charge the top rate. This also applies when a contract is cancelled prior to completion.
12. Should the Advertiser exceed his monthly commitment, no reduction shall be rebated for advertising, which has already appeared. However, the contract may be revised at the request of the Advertiser and approval of the Publisher; hereafter the lower rate will apply.
13. Copy must conform to all Government, Newspaper Press Union, Advertising Standards Authority and The Citizen Company requirements for the acceptance of advertisements.
14. Where advertisements are booked and the material arrives after deadline or fails to arrive, the space may still be charged for.
15. It is the responsibility of the Advertiser to report any errors in advertisements within two days of appearance

(with the exception of Classifieds, Legals and Auctions – see point 3 below).

16. The Citizen will not be responsible for queries older than 120 days.
17. Should this contract be terminated by the Advertiser before the end of the specified period, other than in terms of Clause 12, or on non-fulfilment of agreement within the special period, the Advertiser shall immediately be liable for the difference between the discounted rates and rate card rates for all advertising taken during the contract period.
18. The Publisher reserves the right to cancel any contract in the event of the Advertiser failing to make payment in accordance with our terms of thirty (30) days. In the event of such cancellation, all advertising taken during the contract period will be subject to the surcharge set out in Clause 17 above.
19. Deadlines may be varied by the company at any time.
20. In the event of the Publisher failing to insert a booked advertisement, the said booking will be included in calculating the contract fulfilment.
21. No liability for any errors in translation will be accepted.

### CLASSIFIEDS | LEGALS | AUCTIONS

[The following terms and conditions are in addition to the general terms and conditions above, and apply to Classifieds, Legals and Auctions.]

1. The Citizen will not be held responsible for adverts that run out of the alphabetical sequence.
2. The Citizen will not be held responsible for any misleading claims or damages incurred by the Advertiser.
3. It is the responsibility of the Advertiser to report any errors on the date of appearance or within 24 hours thereafter.
4. The Citizen will not be liable for any other cost except for re-advertising of an ad mentioned in the preceding clause (3).
5. The Citizen will not be held responsible for queries older than 30 days.
6. The Citizen will not be held responsible for any re-advertising cost in other newspapers due to advertising not received for publication by us.
7. Advertisements can be cancelled by telephoning 010 492 5209 (Legals), 010 492 5255 (Auctions), 010 492 5217 (Classifieds) before 09:00 one day prior to publication.
8. All legal notices must be submitted in writing by 09:00 one day prior to publication. All amendments on, or cancellations of, an advertisement must be submitted in writing before 09:00 on the day prior to day of advertising.
9. Credit will not be given for typographical errors that do not lessen the effectiveness of the advert.
10. The Citizen will not be held responsible for any correspondence not received via fax/e-mail.
11. In order to improve our client service, we request all our valued Legals clients to follow the undermentioned procedures:
  - a. Please confirm telephonically whether your advertisements reached The Citizen before the printing deadlines. This applies to advertisements sent by fax, e-mail, or delivered by hand.
  - b. Please do not rely on fax transmission slips or e-mail reports only, as those have proved unreliable in the past.
  - c. Please contact us during office hours for any information regarding your legal advertising.