

The Citizen MORE NEWS. YOUR WAY.

2021

ADVERTISING Rates



Print



Desktop



Mobile

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

Main Body

Booking deadline: 09:00, working day prior to publication
Material deadline: 12:00, working day prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R197 pccm	R161 pccm
1 Spot	R172 pccm	R121 pccm
Black and white	R146 pccm	R102 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

Booking deadline: 09:00, Friday prior to publication
Material deadline: 13:30, Monday prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R188 pccm	R146 pccm
1 Spot	R160 pccm	R104 pccm
Black and white	R126 pccm	R86 pccm

Auctions

Booking deadline: 10:00, Wednesday prior to publication
Material deadline: 10:00, Thursday prior to publication

	FRIDAY
Full colour	R217 pccm
1 Spot	R198 pccm
Black and white	R194 pccm

Supplements and Features

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

Booking deadline: 09:00, two working days prior to publication
Material deadline: Two working days prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R188 pccm	R146 pccm
1 Spot	R160 pccm	R104 pccm
Black and white	R126 pccm	R86 pccm

Classifieds

Booking deadline: 13:00, a working day prior to publication
Material deadline: 13:30, a working day prior to publication

	MONDAY - SATURDAY
Display	R183 pccm
Legal display	R181 pccm
Recruitment full colour	R285 pccm
Recruitment spot	R243 pccm
Recruitment black and white	R210 pccm

Sampling, Promotional Opportunities

Minimum 5 000 units (Street Sellers)

	MONDAY - SATURDAY
Sampling only	R13.00 per unit
Branding of street vendor bibs	R86.00 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	R514
12 - 16 pages	R540
20 - 24 pages	R567
28 - 32 pages	R596
36 - 40 pages	R626
44 - 48 pages	R656

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:

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

Digital Sales Manager:
 010 492 5221; 071 255 2188

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 362 849	R 206 097
	FRONT COVER 25 cm x 6 col No price and product on the front page.		OUTSIDE BACK COVER 39 cm x 8 col
			INSIDE DPS 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

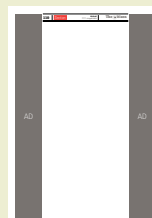
Material deadline: 12:00, working day prior to publication

	MONDAY - FRIDAY	SATURDAY
DPS bookends	R 61 613	R 50 299
Full-page bookends	R 30 807	R 25 148
U-shape	R 82 154	R 67 063
DPS belt	R 61 615	R 50 299
Full-page belt	R 30 807	R 25 148
DPS cascades	R 90 681	R 70 529
Full page cascades	R 45 340	R 35 265
Disruptive advertisement	R 61 500	R 50 141
Silent ad main cover (The Citizen and Saturday Citizen)	R 13 435	R 10 748
Silent ad section covers	R 10 748	R 8 060
Dateline ad	Rate available on request	

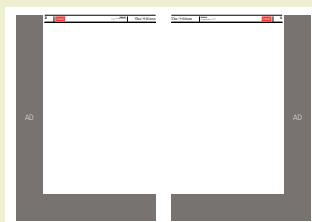
Specifications



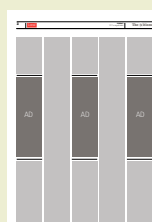
DPS BOOKENDS
39 cm x 5 cm outer edge of left-hand page; 39 cm x 5 cm outer edge of right-hand page.



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.

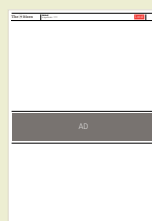


CASCADES
Every alternate column.

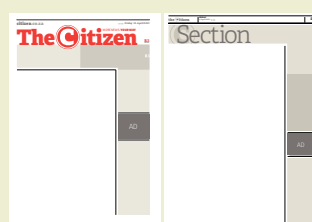
(Not available on pages 2 and 3 or 4 and 5)



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

Booking deadline:	10:00, Wednesday prior to publication
Material deadline:	15:00, Friday prior to publication
TUESDAY	
Full colour	R158 <small>pccm</small>
Spot colour	R138 <small>pccm</small>
Black and white	R118 <small>pccm</small>
SPECIAL POSITIONS TUESDAY	
Front page solus (5 cm X 8 column)	R7 533
Back page solus (10 cm X 8 column)	R12 615
BRANDED OPPORTUNITIES TUESDAY	
Expert Columnist	R5 022
Have your say	R5 651
Mgosi	R9 417
One on One	R8 788

Phakaaathi Plus

Booking deadline:	09:00, working day prior to publication
Material deadline:	12:00, working day prior to publication
FRIDAY	
Full colour	R158 <small>pccm</small>
Spot colour	R138 <small>pccm</small>
Black and white	R118 <small>pccm</small>

DIGITAL RATES

DISPLAY BANNERS	Leaderboard	728x90	R264 <small>cpm</small>
	Medium rectangle (MPU)	300x250	R305 <small>cpm</small>
	Half page	300x600	R337 <small>cpm</small>
	ROS	728x90 & 300x250	R200 <small>cpm</small>
	ROS	300x600	R231 <small>cpm</small>
SECTION SPONSORSHIP BELT ROADBLOCKS		728x90	R264 <small>cpm</small>
HOME PAGE TAKEOVER	All the banners (excl skins)		R696 <small>cpm</small>
SECTION TAKEOVER	Per day (All banners & skins)		R23 720
	Per day		R18 975
ADHESIVE BANNER		970x90	R284 <small>cpm</small>
DISPLAY VIDEO	ROS	300x250	R375 <small>pm</small>

MOBI RATES AND SIZES

MPU	300x250	R305 <small>cpm</small>
SUPER LEADERBOARD	320x50	R190 <small>cpm</small>
MOBILE ADHESIVE BANNER	320x50	R190 <small>cpm</small>
SECTION SPONSORSHIP BELT	320x50	R190 <small>cpm</small>
DISPLAY VIDEO	300x250	R325 <small>pm</small>

SOCIAL MEDIA

FACEBOOK*	Per post	R1 054 <small>per post</small>
TWITTER*	Per post	R1 054 <small>per post</small>

* In conjunction with a display ad/sponsored content campaign

SPONSORED CONTENT AND NATIVE ADVERTISING

Price on application

PROGRAMMATIC BUYING

Price on application

Leaderboard
(Business_LB_728x90_Pos1)

Section Sponsorship Belt
(Business_Belt_728x90_Pos7)

MPU
(Business_300x250_Pos8)

Adhesive Banner
(Business_970x90_Pos14)

The Citizen
HOME NEWS BUSINESS SPORTS LIFESTYLE



UPDATE: Zim presidential results to be announced from today



Africanus pleased as Grace Mugabe's attack victims graduates
English says the state should have been shut down...



Vryheid Sassa grant money stolen in post office burglary
Volunteers found beneficiaries are more shocked...



Cyril's land announcement deals blow to economy
The president's land deal will be unpopular...

MPU
(HP_Mobile_300x250_Vicinity_ Internal_Premium_Post)

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

The suspended Sasa boss also lost all his objections for the Nguni Sasa inquiry.



Has Eskom messed up on the bonus issue?
The power utility's case for bonus payments denied.



Twitter drags Khanyi Mbau over Cardi B 'Lambo dig'
Dance star's tweets need to shut out like a prof...



Mamama Yully supports 'TotalShutdown' march

Marfeel



Another cash in transit heist reported in KZN



All new Volvo SUVs: Fenoreg drives



Brightwater Commons becomes Ferntale on Reputelle



Malesha under fire for 'assault ride' shows 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 split the beans in court today



3 Hour endurance race returns to Kyalami

MPU
(HP_Mobile_300x250_Marketing_Pos4)



Total Shutdown protests spread to Lesotho, Namibia



Two JMPD officers arrested for R100 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 skeletal details of CSA's controversial new T20 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



Boogani 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



Food price hike won't sink the ANC



Bloomberg shows us our potential as a nation



PPC CEO bags R17m 'exit package'

Mobile Adhesive banner
(HP_Mob_Belt_Pos7)

The Citizen

HOME NEWS BUSINESS SPORT LIFESTYLE

Champion trainer Snath to come out firing at Durbanville

Snath runner should win Gold Cup
 He didn't win Made To Conquer nearly positioned...

Socrat is the Pick 6 banker
 They jacks to have the edge with Socrat Flight is...

It's My Turn to collect the gold
 Marisco's board looking for Gold Cup double.

MPU
 (HP_Mobile_300x250_Vicinity_ Internal_Premium_Post)

Psychic can see victory coming for Sean Tarry

Cape ace Aido Domeyer has a good record raiding upcountry.

Highveld Hawks victorious again in Jockeys' Rider Cup
 Young captain Tim says his team was "the strongest..."

Made To Conquer tops card and It's My Turn tops boards
 Marisco's board returns to Greyville to defend last...

Draws play a massive part on Turffontein inside track today
 The outcome of the races and at Greyville said that...



Beata about to be hushed to make amends at Fairview

Socrat and Celtic Sea set for Super Saturday action
 Via Zill heads of horses setting out a number...

Godolphin expected to make a point in Gr Darley July Cup
 London - With the UK enjoying the hottest summer...

Fern points to Jaka being the one to beat
 He has run well on this track so should have a...

MPU
 (HP_Mobile_300x250_IntProg_P_Pos3)

It's his turn for Gold

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

Bahhr set for win No 7
 Stormy Seas has had a good run on the Highveld...

Doublemint chews up his Winter Derby opposition
 It's a strong De D'Agostini's Autumn Derby...

Zac Purton plips 'Magic Man' to Hong Kong title
 Hong Kong - Zac Purton won the Hong Kong Jockey...

MPU
 (HP_Mobile_300x250_Marketing_Pos4)

Fayd Herbe might pay to follow at Durbanville

Upmarket Frenaye too good in the Winter Oaks
 Spring Mile and Barn Storm are looking good for...

Bull's eye for Top Shot
 The only other rider to match head of Champion...

It's his turn for Gold
 Aiden Ryan's big morning should be Champagne Cup...

Adhesive banner
 (HP_Mob_Belt_Pos7)

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: Siphwe 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

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.

- 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.

TERMS AND CONDITIONS TO THE CITIZEN 2021 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 5421 (Legals), 010 492 5276 (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.