

# ADVERTISING RATES 2017



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Contact our friendly 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	R187 <small>pccm</small>	R153 <small>pccm</small>
1 Spot	R163 <small>pccm</small>	R115 <small>pccm</small>
Black and white	R139 <small>pccm</small>	R97 <small>pccm</small>

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	R178 <small>pccm</small>	R139 <small>pccm</small>
1 Spot	R151 <small>pccm</small>	R98 <small>pccm</small>
Black and white	R119 <small>pccm</small>	R81 <small>pccm</small>

## Auctions

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

	FRIDAY
Full colour	R172 <small>pccm</small>
1 Spot	R157 <small>pccm</small>
Black and white	R154 <small>pccm</small>

## 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	R178 <small>pccm</small>	R139 <small>pccm</small>
1 Spot	R151 <small>pccm</small>	R98 <small>pccm</small>
Black and white	R120 <small>pccm</small>	R81 <small>pccm</small>

## Classifieds

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

	MONDAY - SATURDAY
Display	R145 <small>pccm</small>
Legal display	R143 <small>pccm</small>
Recruitment full colour	R226 <small>pccm</small>
Recruitment spot	R192 <small>pccm</small>
Recruitment black and white	R166 <small>pccm</small>

## Sampling, Promotional Opportunities

Minimum 5 000 units

MONDAY - SATURDAY	
Sampling only	R9.00 per unit
For street vendor branding, knock-and-drop and other promotional and creative opportunities, prices are available on request. Contact: Santanna Matthysen 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	R489
12 - 16 pages	R513
20 - 24 pages	R538
28 - 32 pages	R565
36 - 40 pages	R594
44 - 48 pages	R623

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




**Advertising Manager:** 010 492 5398  
**Direct Advertising Sales Coordinator:** 010 492 5255  
**National Advertising Sales Coordinator:**  
 Sandy Mills: 010 492 5383 | sandym@citizen.co.za  
**National Sales Manager:** 010 492 5221  
**Direct Advertising Sales Manager:** 010 492 5220  
**Digital Sales Manager:** 010 492 5345

## Four-Page Front Cover 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

	MONDAY - FRIDAY	SATURDAY
	R344 204	R195 506
 <b>FRONT COVER</b> 25 cm x 6 col	 <b>OUTSIDE BACK COVER</b> 39 cm x 8 col	 <b>INSIDE DPS</b> 39 cm x 16 col

## Special Creative Spaces

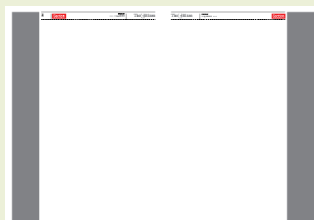
Subject to availability / Rates for special creative positions are excluded from volume discount.

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

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

	MONDAY - FRIDAY	SATURDAY
U-shape (available on pages 2 and 3 or 4 and 5)	R77 933	R63 617
DPS bookends (available on pages 2 and 3 or 4 and 5)	R58 447	R47 714
Full-page bookends	R29 224	R23 856
DPS belt	R58 449	R47 714
Full-page belt	R29 224	R23 856
Cascades, DPS	R86 022	R66 906
Cascades, full page	R43 011	R33 453
Disruptive advertisement	R58 341	R47 564
Silent ad main cover	R12 744	R10 196
Silent ad section covers	R10 196	R7 646

## Specifications



### DPS BOOKENDS

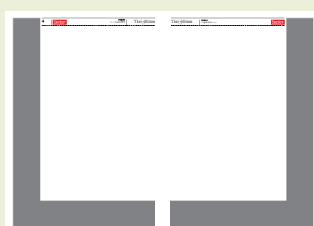
39 cm x 5 cm outer edge of left-hand page; 39 cm x 5 cm outer edge of right-hand page.

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



### FULL-PAGE BOOKENDS

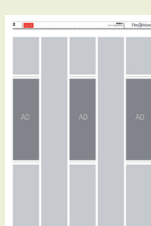
39 cm x 5 cm outer edge of left-hand side of page; 39 cm x 5 cm outer edge of right-hand side of page.



### U-SHAPE

Specs available on request.

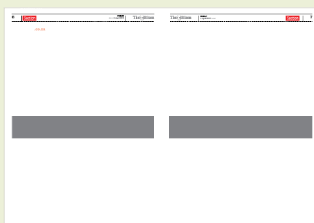
(available on pages 2 and 3 or 4 and 5)



### 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.



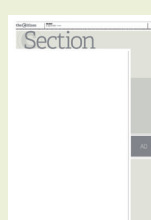
### FULL-PAGE BELT

4 cm x 8 column strip, centre of page.



### SILENT AD MAIN COVER

5 cm x 2 column block; only a logo permitted.



### SILENT AD SECTION COVERS

5 cm x 2 column block; only a logo permitted.

## 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	R150 <small>ppcm</small>
Spot colour	R131 <small>ppcm</small>
Black and white	R112 <small>ppcm</small>

<b>SPECIAL POSITIONS</b>	<b>TUESDAY</b>
Front page solus (5x8)	R7 146
Back page solus (10x8)	R11 966

<b>BRANDED OPPORTUNITIES</b>	<b>TUESDAY</b>
Expert Columnist	R4 764
Have your say	R5 360
Mgosi	R8 933
One on One	R8 337

### DIGITAL RATES

<b>DISPLAY BANNERS</b>	Leaderboard	728x90	R250 <small>cprn</small>
	Extended leaderboard	970x90	R270 <small>cprn</small>
	Medium rectangle (MPU)	300x250	R290 <small>cprn</small>
	Half page	300x600	R320 <small>cprn</small>
		ROS	728x90 & 300x250
	ROS	300x600	R220 <small>cprn</small>
<b>ROADBLOCKS HOMEPAGE TAKEOVER SECTION TAKEOVER</b>	All the banners (excl skins)		R660 <small>cprn</small>
	Per day		R22 500
	Per day		R18 000
<b>RICH MEDIA</b>		728x90 -> 728x180	R350 <small>cprn</small>
		970x90 -> 970x180	R370 <small>cprn</small>
		300x250 -> 600x250	R350 <small>cprn</small>
		300x600 -> 600x600	R370 <small>cprn</small>
	<b>SPONSORSHIPS</b>	ROS	300x250

### THE CITIZEN AND PHAKAAATHI MOBI RATES AND SIZES

<b>MOBI SITES</b>		300x50	R160 <small>cprn</small>
<b>MOBILE ADHESIVE BANNER</b>		320x50	R180 <small>cprn</small>

### SOCIAL MEDIA

<b>YOUTUBE / BRANDED VIDEO</b>	Per month	R5 500
<b>FACEBOOK</b>	Per post	R1 000
<b>TWITTER</b>	Per post	R1 000

### SPONSORED CONTENT AND NATIVE ADVERTISING

Price on application

### PROGRAMMATIC BUYING

Price on application



# The Citizen

## TERMS AND CONDITIONS TO THE CITIZEN 2017 RATE CARD:

Advertisements are only accepted for publication in The Citizen (Pty) Ltd 1978 newspapers 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 share of market 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 5247 (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.

## 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

### Vectored artwork

- Do not supply logos or other vectored illustrations as bitmapped art. Typographic logos and related images need to be saved as outlines in the vectored 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

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 1978 (Pty) 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.



  [www.citizen.co.za](http://www.citizen.co.za)

**The Citizen**