

## 2021 ADVERTISING SIZES AND RATES

ADVERTS SIZES	1 MONTH ISSUE	4 MONTHS ISSUES	6 MONTHS ISSUES
Full page =39cm x 8 columns (26,7cm)	R22 500.00	R14 500.00	R12 700.00
Half page=27cm x 8 columns (26,7cm)	R9 800.00	R7 750.00	R6 500.00
Quarter page=27cm x 5 columns (26,7cm)	R6 800.00	R5 800.00	R4 800.00
20cm x 8 columns (26,7 cm)	R5 800.00	R4 800.00	R4 1000.00
20cm x 4 columns (13,1 cm)	R5 800.00	R4 600.00	R3 800.00
20cm x 3 columns (9,75 cm)	R5 200.00	R4 100.00	R3 500.00
20cm x 2 columns (6,35 cm)	R4 000.00	R4 400.00	R3 2000.00
15cm x 8 columns (26,7 cm)	R4 700.00	R3 800.00	R2 800.00
15cm x 4 columns (13,1 cm)	R4 500.00	R3 600.00	R3 500.00
15cm x 3 columns (9,75 cm)	R3 500.00	R2 800.00	R2 500.00
15cm x 2 columns (6,35 cm)	R3 800.00	R2 500.00	R2 000.00
10cm x 8 columns (26,7 cm)	R4 300.00	R3 800.00	R3 500.00
10cm x 4 columns (13,1 cm)	R4 100.00	R3 500.00	R3 200.00
10cm x 3 columns (9,75 cm)	R3 800.00	R3 200.00	R2 800.00
10cm x 2 columns (6,35 cm)	R2 800.00	R1 500.00	R1 200.00
5cm x 3 columns (9,75 cm)	R2 600.00	R2 200.00	R1 800.00
5cm x 2 columns (6,35 cm)	R 1 800.00	R1 400.00	R 800.00
<b>DIGITAL RATES</b>	All Sizes/ Colours	R220.00 per day	Over days

NB: 1 Col=2.9cm                      2 Col=6.35cm                      3 Col=9.75cm                      4 Col=13.1cm  
5 Col=16.5cm                      6 Col=19.9cm                      7 Col=23.3cm                      8 Col=26.7cm

- Business Card: R550, Business Cards yearly subscriptions: R2, 500
- Printed inserts: R750 per 1000 copies (Min 6,000-Max 15,000 copies)
- Per column centimeter: FC-R96.86, B & W-R86.86.

### USEFUL INFO:

1. Graphic designs are charged at R250.00 once off,
2. Print run is min 6000 and max 15000,
3. Prime positioning for pages are booked in advance,
4. Deadline for adverts is Wednesday every week to facilitate our printing deadline,
5. No cancellations will be accepted after deadline, advertisers will be responsible for payment as per booking,
6. Any delay should be communicated immediately with our office for special arrangement,
7. We do not take responsibility for incorrect artwork.

### TECHNICAL REQUIREMENTS:

1. Must be originated in CMYK colour, 300dpi, PDF format
2. Black must be 100% black- 0% Cyan, 0% Magenta & 0% Yellow.
3. Text not smaller than 9
4. Printed Area = 262mm x 385mm – this excludes the dateline.

We also have classifieds, advertorials and special features sections. Speak to us for more information.

Tel: 084 200 0626 /073 001 2355/ [mpumalangapress@gmail.com](mailto:mpumalangapress@gmail.com)

[www.mpumalangapress.thenewera.co.za](http://www.mpumalangapress.thenewera.co.za)