



# asa

accountancy sa

BUSINESS | LEISURE | LIFESTYLE



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**PUBLISHER** | The South African Institute of Chartered Accountants

## RATES

### DOUBLE PAGE SPREAD

|                 |          |
|-----------------|----------|
| 1-4 insertions  | R 41 600 |
| 5-10 insertions | R 39 700 |
| 10> insertions  | R 37 800 |

### FULL PAGE FULL COLOUR

|                 |          |
|-----------------|----------|
| 1- 4 insertions | R 23 600 |
| 5-10 insertions | R 22 100 |
| 10> insertions  | R 21 000 |

### THIRD PAGE FULL COLOUR

|                 |          |
|-----------------|----------|
| 1-4 insertions  | R 15 800 |
| 5-10 insertions | R 15 000 |
| 10> insertions  | R 14 000 |

### HALF PAGE FULL COLOUR

Vertical or Horizontal

|                 |          |
|-----------------|----------|
| 1-4 insertions  | R 16 400 |
| 5-10 insertions | R 15 600 |
| 10> insertions  | R 14 600 |

### QUARTER PAGE FULL COLOUR

|                 |          |
|-----------------|----------|
| 1-4 insertions  | R 13 500 |
| 5-10 insertions | R 12 500 |
| 10> insertions  | R 11 500 |

## SIZES

### DOUBLE PAGE

|        |             |
|--------|-------------|
| Trim:  | 297 x 420mm |
| Bleed: | 303 x 426mm |
| Type:  | 275 x 190mm |

### FULL PAGE

|        |             |
|--------|-------------|
| Trim:  | 297 x 210mm |
| Bleed: | 303 x 216mm |
| Type:  | 275 x 190mm |

### THIRD PAGE

|        |            |
|--------|------------|
| Trim:  | 297 x 70mm |
| Bleed: | 303 x 76mm |
| Type:  | 275 x 60mm |

### HALF PAGE

Vertical or Horizontal

|        |             |
|--------|-------------|
| Trim:  | 297 x 102mm |
| Bleed: | 303 x 108mm |
| Type:  | 275 x 85mm  |

### QUARTER PAGE

|        |             |
|--------|-------------|
| Trim:  | 148 x 102mm |
| Bleed: | 155 x 108mm |
| Type:  | 130 x 85mm  |

- Spot or special colour advertisements less R 800 per applicable insertion rate
- Process spot advertisements colour less R 2000 per applicable insertion rate
- Black and white advertisements less R 3000 per applicable insertion rate

### PRIME POSITIONS only on request

- All solus ads (no other ad's on page) +25%
- Special position (not solus) +15%
- IFC, OBC +25%
- IBC +20%

## CREATIVE EXECUTIONS

### BELLY BANDS / WRAPS

- R 1 575/000
- NO vertical bellybands will be accepted
- Height 40mm – 50 mm
- Length 455 mm (including gluing space)
- 30mm on one end without text to allow for an overlap for sealing purposes
- Must be delivered flat, with double-sided tape attached

### BOOKMARKS

- R 1 260/000

- Solus position +25 %
- Special position +15%
- Glue in +10%

### TAB

- R 1 512/000
- On editorial page +25%
- On client ad + cost of ad

### INSERTS

- Max weight 50 grams – R 45 675
- Weight 51 – 100 grams – R 57 225
- Weight 101 – 250 grams – R 70 350
- Single leaf bound inserts +15%
- Two – three folds bound inserts +25%

### ADVERTORIALS

- Full page Full Colour R 25 200
- DPS Full Colour R 44 100
- All advertorial material – text and visuals, to be supplied by client.

### SEALED SECTION

- Perforated seal R 50 000 (incl. 1 FPFC ad, logo on cover of seal)
- Sticker seal R 58 000 (incl. 1 FPFC ad, logo on cover of seal)

### RECRUITMENT ADVERTISEMENTS

- All recruitment advertisements appear in the back end of the magazine. No such advertisements, classifieds or general career advertisements will appear in the front end of the magazine.

## TECHNICAL INFORMATION

- Advertising material must be supplied as CMYK PDFs (300 dpi) and preferably in a digital format either sent via ISDN, e-mail, websend, or CD\_ROM.
- Material must be originated

- on Macintosh platform, in a compliant publishing application that includes Freehand, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, or QuarkXpress. Applications not suitable for publishing include MS-Word, WordPerfect and PowerPoint.
- Please supply all fonts used and ensure accurate colour make-up.
  - Material supplied on CD-ROM must be accompanied by a colour proof. Where material is sent via e-mail please ensure that this is originated at a resolution of 300dpi and a fax proof of the advert must be supplied.
  - Any additional make up, typesetting or editing will be charged for.

## PLEASE NOTE

1. ASA takes no responsibility for irregularities in ads if a colour proof has not been supplied.
2. Placement of ads is at the discretion of the Editor unless a special position has been paid for.
3. The advertising rates as shown in this rate card are valid for issues published in 2010, and supersede all previous rates.
4. Any additional make up, typesetting, editing or correction of advertisements will be charged for.
5. Please refer to the ASA Booking Form for Terms and Conditions.