



X!

EXCEL AT LIFE

RATE CARD

2010

FACTS:

Print run: 20 000

Targeting: High-achievers who are seen as aspirational. They are in Grade 11, 12 and 1st year varsity students.

Distribution: Specifically targeted high schools and varsities across all 9 provinces.

Distribution mechanism: 70% via courier service, 30% direct delivery by SAICA's Accountancy Development Officers.

STATS:

DPS FC	R 23 500
Trim	225mm x 336mm
Bleed	235mm x 346mm
Type	205mm x 148mm
FP FC	R 14 100
Trim	225mm x 168mm
Bleed	235mm x 178mm
Type	205mm x 148mm
Spot	less R800
BW	less R3000

Special Position: Loading
R 11 00 (incl. IFC, IBC, OBC and RHP)

PLEASE NOTE:

1. XI 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 loading has been requested.
 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 will be charged for.
 5. Please refer to the XI Booking Form for Terms and Conditions.

TECHNICAL REQUIREMENTS:

1. Advertising material must preferably be supplied in digital format, either sent via e-mail, CD-ROM or on 230mb optical disk.
2. Material supplied on CD-ROM or disk 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 is required. Only pdfs are accepted.

3. Material must be originated on Macintosh platform, in a compliant publishing application that includes Freehand, Adobe Photoshop, InDesign, or QuarkXpress.
4. Please supply all fonts used and ensure accurate colour make-up. If material is sent through on disk, please convert text to paths and graphics to CMYK.
5. If there is a boarder or a colour/image on the edge that bleeds off the page, the 5mm bleed size is essential. Please place crop marks on the document to ensure correct placement of layout.

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