



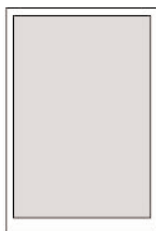
**Navy News is the official publication of the South African Navy**

# NAVY NEWS RATE CARD 2010 / 2011

NB – IMPORTANT LAYOUT DETAILS - Navy News runs with a 10mm margin on the left, top and right of the page with a 20 mm margin at the bottom to accommodate page numbers and a standard gutter of 5 mm between all items, advertisements and columns.

## COLOUR

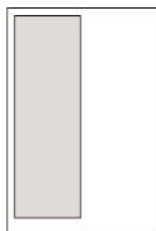
	STANDARD RATE FOR SINGLE PLACEMENT	DISCOUNTED RATE FOR 6 PLACEMENTS	FULL PRINTING AREA WITH BLEED IN MILLIMETERS	FINAL TRIM SIZE OF AREA IN MILLIMETERS	COPY AREA TO FIT HOUSE STYLE IN MILLIMETERS
Full page CMYK	R 3 190.00	R 2 890.00	303 x 216	297 x 210	267 x 190
Half page CMYK horizontal	R 1 600.00	R 1 450.00	147 x 216	144 x 210	131 x 190
Half page CMYK vertical	R 1 600.00	R 1 450.00	303 x 108	297 x 105	267 x 92.5
Quarter pg CMYK horizontal	R 850.00	R 750.00	76 x 216	76 x 210	63 x 190
Quarter pg CMYK vertical	R 850.00	R 750.00	147 x 108	144 x 105	131 x 92.5
Eighth page CMYK	R 450.00	R 400.00	79 x 108	76 x 105	63 x 92.5
Inside back cover	R 4 450.00		303 x 213	210 x 297	267 x 190
Centre page spread	R 7 790.00		303 x 426	297 x 420	as above x 2



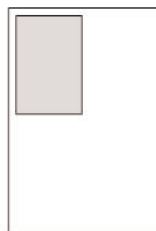
COPY AREA FULL PAGE



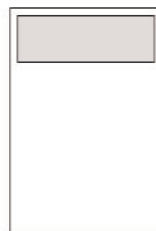
COPY AREA HALF PAGE



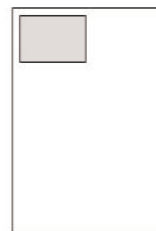
COPY AREA ALTERNATE HALF PAGE



COPY AREA QUARTER PAGE



COPY AREA ALTERNATE QUARTER PAGE



COPY AREA EIGHTH PAGE

## Material Format

CMYK *tiff* file or *pdf* at **300dpi only**. Should this format not be supplied, Navy News will make up the ad, to client specifications, at a standard make-up charge of R350. Amendments of subsequent ads will not be charged for.

## Important

Agency fees are **not** included. Where applicable, agencies must please add their percentage when charging their clients. All rates above are VAT *exclusive*.

## Deposit

An initial deposit of 50% of the cost of the first ad is required *at the time of order*. All further payments will be expected after publication of each magazine in which the ad appears.

## Bank Details

Bank : **ABSA Bank**, Branch: **Pretoria**, Branch No : **63200500**, Current Acct No : **9065491873**, Acct name : **SA Vlootfonds** (Please ensure that the acct name reads *exactly* "SA Vlootfonds" and that "Your and/or your company name" is only reflected under the depositor's reference.)

**NB!** Deposit slips/proof of electronic transfer to be faxed to (021) 787-4809 for the attention of the Advertising Manager, clearly stating client name and edition no.