

NAVY NEWS

Navy News Magazine, Building 462 West Yard, Naval Base Simon's Town / Private Bag X1, Simon's Town, 7975
Tel: +27 (21) 787 4607, Fax: +27 (21) 787 4809, www.navy.mil.za/publications, e-mail: lombard.navynews@gmail.com

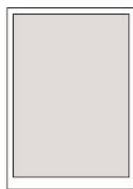
Navy News is the official publication of the South African Navy

NAVY NEWS RATE CARD 2017

NB – IMPORTANT LAYOUT DETAILS - Navy News is an A4 magazine (297 x 210mm). There is 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. A standard 3mm bleed may run off the print area (excluding the spine) on a centre spread, full or half page.

COLOUR

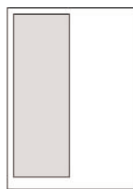
	STANDARD RATE FOR SINGLE PLACEMENT	DISCOUNTED RATE FOR 6 PLACEMENTS	FULL PRINTING AREA WITH BLEED IN MILLIMETRES	COPY AREA TO FIT HOUSE STYLE IN MILLIMETRES
Full page CMYK	R 4 310.00	R 3 750.00	303 x 213	267 x 190
Half page CMYK horizontal	R 2 070.00	R 1 890.00	147 x 216	131 x 190
CMYK vertical	R 2 070.00	R 1 890.00	303 x 108	267 x 92.5
Quarter pg CMYK horizontal	R 1 110.00	R 970.00		63 x 190
Quarter pg CMYK vertical	R 1 110.00	R 970.00		131 x 92.5
Eighth page CMYK	R 590.00	R 520.00		63 x 92.5
Inside back cover	R 5 770.00		303 x 213	267 x 190
Centre page spread	R 10 100.00		303 x 426	267 x 400



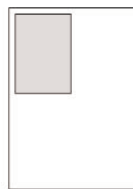
COPY AREA FULL PAGE



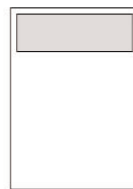
COPY AREA HALF PAGE



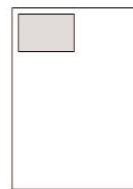
COPY AREA ALTERNATE HALF PAGE



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 on request, to client specifications, at a standard makeup charge of R350 per hour.

Important

Agency fees are *not* included. Where applicable, agencies must please add their percentage when charging their clients. Do not add VAT – the price includes VAT.

Please do not supply a time-bound advert. Try as we may adhere to deadlines, due to circumstances beyond our control, we might not meet the exact date of distribution.

Navy News reserves the right to reject an advert if it is in conflict with the objectives of the SA Navy or the style and image of the magazine.

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 the publication of each magazine in which the ad appears.

Bank Details

ABSA Bank Pretoria, *Current* Acc no: **9065491873**, Branch No: **63200500**, Acc name: SA Vlootfonds (Please ensure that the acc name reads *exactly* "SA Vlootfonds" and that "you're and/or your company name" is only reflected under the depositor's reference.) ***NB! Please fax proof of payment to (021) 787-4809 or email lombard.navynews@gmail.com, for the attention of the Advertising Manager/ Editor, clearly stating client name and edition no.***