

NAVY NEWS

Navy News Magazine, Building 462 West Yard, Naval Base Simon's Town / Private Bag X1, Simon's Town, 7975
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Navy News is the official publication of the South African Navy

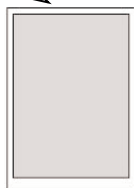
NAVY NEWS RATE CARD 2018

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.

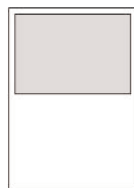
COLOUR

	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	R 4 520.00	R 3 930.00	303 x 216	267 x 190
Half page (horizontal)	R 2 170.00	R 1 980.00	140 x 216	140 x 190
Half page (vertical)	R 2 170.00	R 1 980.00	303 x 108	267 x 92.5
Quarter page (horizontal)	R 1 160.00	R 1 010.00		63 x 190
Quarter page (vertical)	R 1 160.00	R 1 010.00		140 x 92.5
Eighth page	R 610.00	R 540.00		63 x 92.5
Inside back cover	R 6 050.00		303 x 216	267 x 190
Two page spread	R 8 500.00		303 x 426	267 x 406
Small special	R 250.00	R 200.00		55 x 60

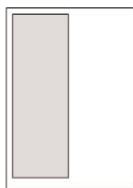
NEW!



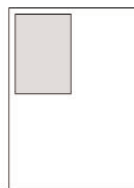
COPY AREA FULL PAGE



COPY AREA HALF PAGE



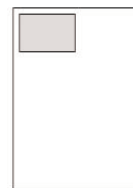
COPY AREA ALTERNATE HALF PAGE



COPY AREA QUARTER PAGE



COPY AREA ALTERNATE QUARTER PAGE



COPY AREA EIGHTH PAGE

MATERIAL FORMAT

JPEG, TIFF or PDF file at 300dpi. Should Navy News be required to make up the ad on request according to client specifications, client to supply logos, photos etc. A make up fee will be charged a standard rate of **R400 per hour**.

IMPORTANT

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

Please do not supply a time-bound advert. Try as we may to 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 publication of each magazine in which the ad appears.

BANK DETAILS

ABSA Bank Pretoria

Acc name: **SA Vlootfonds**

Current Acc no: **9065491873** Branch No: **63200500**

(Please ensure that the account name reads *exactly* "SA Vlootfonds" and that "Your 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.***