The Herald

RATE CARD 2013

The Herald

Sales Contacts

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Anna Marie Mahri	011 280 3028	mahria@timesmedia.co.za
National Sales Manager: Legals and Classifieds		
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National Administration Manager		
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KZN Account Managers		
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Cape Town Regional Manager		
Janine Bywater	021 488 1700	bywaterj@timesmedia.co.za

Column Configuration

	Broadsheet 10 COL (Main Body)	Broadsheet 12 COL (Classified)
1 Col	34 mm	28 mm
2 Col	72 mm	60 mm
3 Col	111 mm	92 mm
4 Col	149 mm	124 mm
5 Col	188 mm	156 mm
6 Col	226 mm	188 mm
7 Col	264 mm	220 mm
8 Col	303 mm	252 mm
9 Col	341 mm	284 mm
10 Col	380 mm	316 mm
11 Col		348 mm
12 Col		380 mm

For all Material Specifications, Delivery Information and all Terms and Conditions, please refer to the Specifications, Terms and Conditions document available at www.pushprint.co.za

Main Body Rates, including La Femme, Leisure and World of Wheels

	Basic Rates (p.s.c.c)
Trade (Volume discounts available on request)	
Black & white	76.00
One spot colour	95.00
Full colour	141.00
Front Page Positions	
Black & white	152.00
One spot colour	190.00
Full colour	282.00
Guaranteed Positions	
Back Page	Plus 50%
Entertainment Page	Plus 20%
Church & Charity	43.00
Country & District	40.00
Company Reports & Financial Notices	
Financial, Mining & Prospectuses	105.00

Booking deadline: 1 week prior to publication

Material deadline: 3 days prior to publication

All prices exclude VAT

NB: Should any title have declined in core circulation more than a set benchmark percentage for a quarter, Times Media will give the difference back to clients as added value in the next quarter. The benchmark for The Herald and its sections is 1%, meaning that a 1.5% decline in core circulation will result in 0.5% added value for clients over the next quarter.

Classified Rates

Basic Rates
(p.s.c.c)

		BW
Domestic Notices		13.00
Domestic Notices with Logo		52.00
Bus Linage Series Disc **(Series rates on request)**		13.00
Logo Ads **(Series rates on request)**		50.00
Focus On		6.00
Super smalls linage		21.00
Leader Ads		78.00
Leader Series		67.00
Leader Overflow		78.00
Style 6/Semi Disp/sup small **(Series rates on request)**		75.00
Full Display		82.00
Class Special Features		56.00
Centre Smalls		85.00
Appointments		73.00
Appointments Series		60.00
Appointments Single col	74.00	
Obituaries		49.00
Church Notices (linage)		13.00
Legal Notices & Tenders	92.00	
Legal Notices & Tenders S/C		86.00
Auctions		75.00
Auctions, semi-display		75.00
Estate Notices		363.00
Estate Notices with Logo		417.00
Generic		329.00
Friendship Bureau		19.00
Promos Mailacard		16.00
Reply box numbers		86.00

Booking deadline: 12h00, 2 days prior to publication
Material deadline: 12h00, 2 days prior to publication

Work Wise

National Combo	193.00
Regional Combo	164.00

Booking deadline: Thursday 12h00, prior to Monday publication
Material deadline: Friday 10h00, prior to Monday publication

All prices exclude VAT

OPI (Outside Printed Inserts) - per thousand

Product	Size	Paging						
		4 - 8	8 - 16	16 - 24	24 - 32	32 - 48	48 - 64	64+
Inserts	Tabloid	530.00	560.00	615.00	651.00	689.00	730.00*	774.00*
	A4	650.00	688.00	728.00	772.00	818.00*	867.00*	919.00*
	A5	780.00	826.00	876.00	929.00*	985.00*	1045.00*	1105.00*

* On request

All prices exclude VAT

Inserts Terms and Conditions can be viewed in the Specifications, Terms and Conditions document available at www.pushprint.co.za

Contacts

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Sales	041 504 7911	041 586 3315

East London

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Main Switchboard	043 702 2000	
Sales	043 702 2139	043 743 8708

Gauteng

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Main Switchboard	011 280 3000	
National Sales	011 280 3107	011 280 3181
Sales	011 280 3213	011 328 2173

Cape Town

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KZN

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