



GREATER PRETORIA EDITION
 ADVERTISING RATES / TARIEFKAART

Effective from 01 April 2010 (Prices are inclusive of 14% VAT)

SPECIAL POSITIONS (BOOKING IN ADVANCE ESSENTIAL)

FRONT PAGE SOLUS / VOORBLADSOLUS	FULL COLOUR	R 8,390.00
BACK PAGE / AGTERBLAD	FULL COLOUR	R 8,390.00
INSIDE BACK	FULL COLOUR	R 5,765.00
INSIDE FRONT	FULL COLOUR	R 5,765.00
A - Z SECTION	BLACK & WHITE	R55.00 PER BLOCK
A - Z SECTION	FULL COLOUR	R70.00 PER BLOCK

	<u>B & W</u>	<u>1 SPOT COLOUR</u>	<u>2 SPOT COLOUR</u>	<u>FULL COLOUR</u>
FULL PAGE / VOL BLAD	R 3,285.00	R 3,485.00	R 3,855.00	R 4,025.00
THREE QUARTER PAGE / DRIEKWART BLAD	R 2,635.00	R 3,100.00	R 3,560.00	R 3,835.00
HALF PAGE / HALF BLAD	R 1,735.00	R 2,000.00	R 2,265.00	R 2,530.00
ONE - THIRD PAGE / EEN DERDE BLAD	R 1,170.00	R 1,375.00	R 1,570.00	R 1,805.00
QUARTER PAGE / KWART BLAD	R 880.00	R 1,035.00	R 1,185.00	R 1,365.00
ONE EIGHTH PAGE / EEN AGSTE BLAD	R 455.00	R 545.00	R 615.00	R 710.00

Description of Publication

A4 magazine – 200mm wide and 264 mm deep

Distribution

Distributed weekly throughout Pretoria

Colour Details

Spot colours are blue (cyan), yellow, magenta, pink and burgundy.
 Red and green charged as two spot colours

Material (copy Procedures)

All copy to be typed and accompanied by submission form, layout sheet and Payment. Agencies to supply Pdf files on CD

Bookings / Client Services

Bookings – Roelien Vos
 Cell 083 607 0659

Material Deadlines

Tel: 083 607 0659

Fax: 012 644-1339

Copy – Thursday 12 noon

No copy or photo's requests will be accepted after these deadlines

E-mail: info@hometrader.co.za

Payment Terms

Payment is required prior to the week's Publication. Cheques made payable to The Home Trader (Pretoria) Ltd. Call Katrien J.V Vuuren Tel (011) 516-5521

Fax (011) 388 3850

Creative costs

No credit claims will be considered if copy is not typed and clearly presented With a layout or if adverts do not comply with the above instructions.

Claims for errors and omissions must be made in writing within two weeks of publication of the advertisement, indicating the mistake and accompanied by a copy of the advertisements original instructions and proof. No credits will be considered if the error does not lessen the value of the advertisement. The printer shall not be required to work to tolerances closer than those applicable by him in those applicable by him in the ordinary course of trade and therefore credits will not be granted for variations in standard, quality or colours. Credit claims must be forwarded to our offices for the attention of Katrien.

Directors: MC Blignaut, S Minnie, G van der Linde, J H Van Den Berg.

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