

# The Herald

RATE CARD 2012



## The Herald

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### Sales Contacts

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## Column Configuration

Main Body	Broadsheet 10 COL	Tabloid 7 COL (La Femme)
1 Col	34 mm	34 mm
2 Col	72 mm	72 mm
3 Col	111 mm	111 mm
4 Col	149 mm	149 mm
5 Col	188 mm	188 mm
6 Col	226 mm	226 mm
7 Col	264 mm	264 mm
8 Col	303 mm	
9 Col	341 mm	
10 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](http://www.pushprint.co.za)

## Basic Rates

### Main Body Rates, including La Femme, Leisure (p.s.c.c)

#### Trade (Volume discounts available on request)

Black & white	72,00
One spot colour	90,00
Two spot colours	102,00
Full colour	133,00

#### Front Page Positions

Black & white	143,00
One spot colour	181,00
Two spot colours	204,00
Full colour	266,00

#### Guaranteed Positions

Back Page	Plus 50%
Entertainment Page	Plus 20%
Church & Charity	41,00
Country & District	38,00

#### Company Reports & Financial Notices

Financial, Mining & Prospectuses	99,00
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**Booking deadline:** 1 week prior to publication

**Material deadline:** 3 days prior to publication

All prices exclude VAT

## Classified Rates

### Basic Rates

(p.s.c.c)

	BW
Domestic Notices	12,00
Domestic Notices with Logo	49,00
Bus Linage Series Disc ( <b>Series rates on request</b> )	12,00
Logo Ads ( <b>Series rates on request</b> )	47,00
Focus On	6,00
Super smalls lineage	20,00
Leader Ads	74,00
Leader Series	63,00
Leader Overflow	74,00
Style 9/Semi Disp/sup small ( <b>Series rates on request</b> )	71,00
Full Display	77,00
Class Special Features	53,00
Centre Smalls	80,00
<b>Appointments</b>	69,00
<b>Appointments Series</b>	57,00
<b>Appointments Single col</b>	70,00
Obituaries	46,00
Church Notices (linage)	12,00
<b>Legal Notices &amp; Tenders</b>	87,00
Legal Notices & Tenders S/C	81,00
<b>Auctions</b>	71,00
Auctions, semi-display	71,00
Estate Notices	342,00
Estate Notices with Logo	393,00
Generic	310,00
Friendship Bureau	18,00
Promos Mailacard	15,00
Reply box numbers	81,00

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

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

### Work Wise

National Combo	183,00
Regional Combo	156,00

**Booking deadline:** Thursday 12h00, prior to Monday publication

**Material deadline:** Friday 10h00, prior to Monday publication

All prices exclude VAT

## OPI (Outside Printed Inserts)

Product	Size	Paging						
		4 - 8	8 - 16	16 - 24	24 - 32	32 - 48	48 - 64	64+
Inserts	Tabloid	500,00	528,00	580,00	614,00	650,00	689,00*	730,00*
	A4	613,00	649,00	687,00	728,00	772,00*	818,00*	867,00*
	A5	736,00	779,00	826,00	876,00*	929,00*	985,00*	1042,00*

\* 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](http://www.pushprint.co.za)

## Contacts

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