

THE HERALD



RATE CARD 2011

The Herald

Chief Sales Officer

| | | |
|-----------------|--------------|-----------------------|
| Ashley Poobalan | 041 504 7336 | poobalana@avusa.co.za |
|-----------------|--------------|-----------------------|

Sales Sector Contacts

Avusa Agencies & Direct

| | | |
|--------------------|--------------|-----------------------|
| Priscilla Thompson | 011 280 3160 | thompsonp@avusa.co.za |
|--------------------|--------------|-----------------------|

Banking, Investment & Insurance

| | | |
|----------------|--------------|-----------------------|
| Shaun Phillips | 011 280 3058 | phillipss@avusa.co.za |
|----------------|--------------|-----------------------|

FMCG, Fashion & Beauty

| | | |
|-------------------|--------------|-----------------------|
| Kugandrie Moodley | 011 280 3474 | moodleyku@avusa.co.za |
|-------------------|--------------|-----------------------|

Healthcare & Medical

| | | |
|--------------|--------------|---------------------|
| Jason Chetty | 011 280 5954 | chettyj@avusa.co.za |
|--------------|--------------|---------------------|

Hospitality, Travel & Leisure

| | | |
|-----------------|--------------|-----------------------|
| Debbie Thompson | 011 280 3555 | thompsond@avusa.co.za |
|-----------------|--------------|-----------------------|

Legals & Classifieds

| | | |
|--------------|--------------|---------------------|
| Jyoti Govind | 011 280 3231 | govindj@avusa.co.za |
|--------------|--------------|---------------------|

Motoring, Machines & Auctions

| | | |
|-------------|--------------|--------------------|
| Mauro Black | 011 280 3180 | blackm@avusa.co.za |
|-------------|--------------|--------------------|

Private Sector Recruitment

| | | |
|------------------|--------------|--------------------|
| Anna Marie Mahri | 011 280 3028 | mahria@avusa.co.za |
|------------------|--------------|--------------------|

Public Sector

| | | |
|-------------|--------------|--------------------|
| Yusuf Patel | 011 280 3895 | pately@avusa.co.za |
|-------------|--------------|--------------------|

Retail 1

| | | |
|-----------------|--------------|-------------------------|
| Marc Middlecote | 011 280 3609 | middlecotem@avusa.co.za |
|-----------------|--------------|-------------------------|

Retail 2

| | | |
|---------------|--------------|---------------------|
| Nadeem Joshua | 011 280 3266 | joshuan@avusa.co.za |
|---------------|--------------|---------------------|

Telecommunications

| | | |
|----------------|--------------|-----------------------|
| Riaan Malherbe | 011 280 5777 | malherber@avusa.co.za |
|----------------|--------------|-----------------------|

Administration

| | | |
|----------------|--------------|--------------------|
| Sharmila Singh | 011 280 3204 | singhs@avusa.co.za |
|----------------|--------------|--------------------|

Surveys & Supplements

| | | |
|--------------|--------------|---------------------|
| Jason Chetty | 011 280 5954 | chettyj@avusa.co.za |
|--------------|--------------|---------------------|

Workwise Bookings

Kamy Gokul
043 702 2000/2243
kamyg@dispatch.co.za

Online Bookings

Carika Burton
041 504 7451
burtonc@avusa.co.za

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

Basic Rates

(p.s.c.c)

Main Body Rates

Trade (Volume discounts available on request)

| | |
|------------------|--------|
| Black & white | 68,00 |
| One spot colour | 85,00 |
| Two spot colours | 96,00 |
| Full colour | 125,00 |

Front Page Positions

| | |
|------------------|--------|
| Black & white | 135,00 |
| One spot colour | 171,00 |
| Two spot colours | 192,00 |
| Full colour | 251,00 |

Guaranteed Positions

| | |
|--------------------|----------|
| Back Page | Plus 50% |
| Entertainment Page | Plus 20% |
| Church & Charity | 39,00 |
| Country & District | 36,00 |

Company Reports & Financial Notices

| | |
|----------------------------------|-------|
| Financial, Mining & Prospectuses | 93,00 |
|----------------------------------|-------|

Booking deadline: 1 week prior to publication

Material deadline: 3 days prior to publication

Supplements

| | |
|----------|------------------|
| La Femme | rates on request |
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Booking deadline: 2 weeks 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 | 11,00 |
| Domestic Notices with Logo | 46,00 |
| Bus Linage Series Disc (Series rates on request) | 11,00 |
| Logo Ads (Series rates on request) | 44,00 |
| Focus On | 6,00 |
| Super smalls lineage | 19,00 |
| Leader Ads | 70,00 |
| Leader Series | 59,00 |
| Leader Overflow | 70,00 |
| Style 9/Semi Disp/sup small (Series rates on request) | 67,00 |
| Full Display | 73,00 |
| Class Special Features | 50,00 |
| Centre Smalls | 75,00 |
| Appointments | 65,00 |
| Appointments Series | 54,00 |
| Appointments Single col | 65,00 |
| Obituaries | 43,00 |
| Church Notices (linage) | 11,00 |
| Legal Notices & Tenders | 82,00 |
| Legal Notices & Tenders S/C | 76,00 |
| Auctions | 67,00 |
| Auctions, semi-display | 67,00 |
| Estate Notices | 323,00 |
| Estate Notices with Logo | 371,00 |
| Generic | 292,00 |
| Friendship Bureau | 17,00 |
| Promos Mailacard | 14,00 |
| Reply box numbers | 76,00 |

Booking deadline: 12h00, 2 days prior to publication

Material deadline: 12h00, 2 days prior to publication

Work Wise

| | |
|----------------|--------|
| National Combo | 173,00 |
| Regional Combo | 147,00 |

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 | 472,00 | 498,00 | 547,00 | 579,00 | 613,00 | 650,00* | 689,00* |
| | A4 | 578,00 | 612,00 | 648,00 | 687,00 | 728,00* | 772,00* | 818,00* |
| | A5 | 694,00 | 735,00 | 779,00 | 826,00* | 875,00* | 928,00* | 983,00* |

* 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

Gauteng

4 Biermann Avenue, Rosebank, Johannesburg, 2196

| | |
|--------------------|--------------------|
| Main Switchboard | +27 (0)11 280 3000 |
| National Sales | +27 (0)11 280 3107 |
| National Sales Fax | +27 (0)11 280 3181 |
| Direct Sales | +27 (0)11 280 3213 |
| Direct Sales Fax | +27 (0)11 328 2173 |

Sowetan & Sunday World

4 Biermann Avenue, Rosebank, Johannesburg, 2196

| | |
|--------------------|--------------------|
| Main Switchboard | +27 (0)11 280 3000 |
| National Sales | +27 (0)11 280 3429 |
| National Sales Fax | +27 (0)11 340 9585 |
| Direct Sales | +27 (0)11 280 3739 |
| Direct Sales Fax | +27 (0)11 328 2835 |

Cape Town

2nd Floor, Wembley Square, McKenzie Street, Cape Town, 8000

| | |
|--------------------|--------------------|
| National Sales | +27 (0)21 488 1700 |
| National Sales Fax | +27 (0)21 488 1702 |

Durban

MB House, 635 Ridge Road, Overport, 4001

| | |
|--------------------|--------------------|
| National Sales | +27 (0)31 250 8500 |
| National Sales Fax | +27 (0)31 250 8536 |

Contacts (continued)

Port Elizabeth

19 Baakens Street, Port Elizabeth, 6001

| | |
|------------------|--------------------|
| Main Switchboard | +27 (0)41 504 7911 |
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| | |
|----------------|--------------------|
| National Sales | +27 (0)41 504 7911 |
|----------------|--------------------|

| | |
|--------------------|--------------------|
| National Sales Fax | +27 (0)41 586 3315 |
|--------------------|--------------------|

East London

35 Caxton Street, East London, 5200

| | |
|------------------|--------------------|
| Main Switchboard | +27 (0)43 702 2000 |
|------------------|--------------------|

| | |
|----------------|--------------------|
| National Sales | +27 (0)43 702 2139 |
|----------------|--------------------|

| | |
|--------------------|--------------------|
| National Sales Fax | +27 (0)43 743 8708 |
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