

RATE CARD 2011



Weekend Post

Chief Sales Officer

Ashley Poobalan	041 504 7336	poobalana@avusa.co.za
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Sales Sector Contacts

Avusa Agencies & Direct

Priscilla Thompson	011 280 3160	thompsonp@avusa.co.za
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Banking, Investment & Insurance

Shaun Phillips	011 280 3058	phillipss@avusa.co.za
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FMCG, Fashion & Beauty

Kugandrie Moodley	011 280 3474	moodleyku@avusa.co.za
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Healthcare & Medical

Jason Chetty	011 280 5954	chettyj@avusa.co.za
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Hospitality, Travel & Leisure

Debbie Thompson	011 280 3555	thompsond@avusa.co.za
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Legals & Classifieds

Jyoti Govind	011 280 3231	govindj@avusa.co.za
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Motoring, Machines & Auctions

Mauro Black	011 280 3180	blackm@avusa.co.za
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Private Sector Recruitment

Anna Marie Mahri	011 280 3028	mahria@avusa.co.za
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Public Sector

Yusuf Patel	011 280 3895	pately@avusa.co.za
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Retail 1

Marc Middlecote	011 280 3609	middlecotem@avusa.co.za
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Retail 2

Nadeem Joshua	011 280 3266	joshuan@avusa.co.za
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Telecommunications

Riaan Malherbe	011 280 5777	malherber@avusa.co.za
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Administration

Sharmila Singh	011 280 3204	singhs@avusa.co.za
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Surveys & Supplements

Jason Chetty	011 280 5954	chettyj@avusa.co.za
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Workwise Bookings

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

Online Bookings

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

www.theherald.co.za

Column Configuration

Main Body	Broadsheet 10 COL	Tabloid 7 COL (My Weekend, Weekend Property)
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

Main Body Rates

Basic Rates

(p.s.c.c)

Trade (Volume discounts available on request)

Black & white	68,00
One spot colour	85,00
Two spot colours	97,00
Full colour	122,00

Front Page Positions

Black & white	135,00
One spot colour	171,00
Two spot colours	194,00
Full colour	244,00

Guaranteed Positions

Back Page	Plus 50%
Entertainment Page	Plus 20%
Church & Charity	40,00
Country & District	36,00

Company Reports & Financial Notices

Financial, Mining & Prospectuses	93,00
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Booking deadline: 1 week prior to publication

Material deadline: 3 days prior to publication

Supplements

Weekend Property & My Weekend	rates on request
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All prices exclude VAT

Classified Rates

Basic Rates

(p.s.c.c)

	BW
Domestic Notices	11,00
Domestic Notices with Logo	43,00
Bus Linage Series Disc (Series rates on request)	11,00
Logo Ads (Series rates on request)	43,00
Focus on	6,00
Swops	11,00
Leader Ads	71,00
Leader Series	57,00
Leader Overflow	64,00
Style 9 / Semi Disp/sup small	67,00
Full Display	74,00
Class Special Features	57,00
Centre Smalls	74,00
Appointments	67,00
Appointments Single col	63,00
Obituaries	49,00
Church Notices (linage)	11,00
Legal Notices & Tenders	73,00
Legal Notices & Tenders S/C	71,00
Auctions	68,00
Auctions, semi-display	68,00
Estate Notices	436,00
Estate Notices with Logo	470,00
Friendship Bureau	16,00
Promos Mailacard	13,00
Reply box numbers	71,00
Domestic Notices	10,00
Business Linage Series Disc (Series rates on request)	11,00
Logo Ads (Series rates on request)	44,00
Style 9/Semi Disp/sup small	56,00
Full Display	69,00
Centre Smalls	22,00

Booking deadline: 11h00, 2 days prior to publication

Material deadline: 11h00, 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	442,00	465,00	513,00	543,00	575,00	609,00	646,00
	A4	546,00	578,00	609,00	646,00	685,00	725,00	767,00
	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

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National Sales	+27 (0)11 280 3107
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Sowetan & Sunday World

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Direct Sales	+27 (0)11 280 3739
Direct Sales Fax	+27 (0)11 328 2835

Cape Town

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Durban

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Contacts (continued)

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