

Tabloid first Friday of the month	Basic Rate p.s.c.cm	VAT at 14%	Rate incl. VAT
Black & White	R 144.00	R 20.16	R 164.16
Full Colour	R 204.00	R 28.56	R 232.56
38cm x 14 col			
B&W	R 76,608.00	R 10,725.12	R 87,333.12
Full Colour	R 108,528.00	R 15,193.92	R 123,721.92
38cm x 7 col			
B&W	R 38,304.00	R 5,362.56	R 43,666.56
Full Colour	R 54,264.00	R 7,596.96	R 61,860.96
38cm x 2 col			
B&W	R 10,944.00	R 1,532.16	R 12,476.16
Full Colour	R 15,504.00	R 2,170.56	R 17,674.56
20cm x 7 col			
B&W	R 20,160.00	R 2,822.40	R 22,982.40
Full Colour	R 28,560.00	R 3,998.40	R 32,558.40
15cm x 7 col			
B&W	R 15,120.00	R 2,116.80	R 17,236.80
Full Colour	R 21,420.00	R 2,998.80	R 24,418.80
7cm x 7 col			
B&W	R 7,056.00	R 987.84	R 8,043.84
Full Colour	R 9,996.00	R 1,399.44	R 11,395.44
7cm x 5 col			
B&W	R 5,040.00	R 705.60	R 5,745.60
Full Colour	R 7,140.00	R 999.60	R 8,139.60
3cm x 5 col			
B&W	R 2,160.00	R 302.40	R 2,462.40
Full Colour	R 3,060.00	R 428.40	R 3,488.40

COLUMN WIDTHS

COLUMNS	1	2	3	4	5	6	7
Tabloid	34mm	72mm	110mm	148mm	186mm	225mm	263mm

VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

Printing specifications

Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

Digital file delivery

Digital adverts can be supplied using one of the following methods:

Quickcut: All information can be obtained on: (011) 805-0600
 International dialling code: +27 (11) 805-0600

Websend: www.websend.co.za

E-mail address: ads@avusa.co.za

These files should be in PDF or EPS formats only.

Please include details in the 'SUBJECT' field.

FTP link: launch site and drag and drop advert into the folder

User name - validation; Password - validation

<ftp://validation:validation@196.44.1.11/Validation ADS>

Removable media: CD-ROM

ALL FILES MUST BE SENT AS PDF X1A FILES (ISO 15930-1)

General specifications

Images:

All images must be scanned and imported as 300dpi. Any enlargements on page will result in a decrease in resolution.

Text:

All black text must be set to overprint and must only reproduce on the black (K) plate i.e. Black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

Colour compensation:

Total ink coverage: 300%

Grey component replacement (GCR)

Dot gain: 23%

MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS. All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

Colour proofs:

Offset lithographics colour-corrected proofs should be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

Repeat adverts:

Please note that printed adverts' files are only archived for 3 months and discs are kept for 3 months. After this time period the files are deleted.

Material delivery:

1st Floor, Avusa, 4 Biermann Avenue, Rosebank, 2196.

ADVERTISING DEADLINES

Booking deadline

Friday 2 weeks prior to publication date

Material deadline

Wednesday prior to publication date

ADVERTISING CONTACTS

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