

		Basic Rate		VAT at 14%		Rate incl. VAT
<b>FULL PAGE</b>						
Full Colour	R	36,000.00	R	5,040.00	R	41,040.00
<b>HALF PAGE</b>						
Full Colour Horizontal/Vertical	R	21,600.00	R	3,024.00	R	24,624.00
<b>THIRD PAGE STRIP</b>						
Full Colour	R	14,400.00	R	2,016.00	R	16,416.00
<b>QUARTER PAGE</b>						
Full Colour	R	10,800.00	R	1,512.00	R	12,312.00
<b>DOUBLE PAGE SPREAD</b>						
Full Colour	R	72,000.00	R	10,080.00	R	82,080.00
<b>HALF PAGE DPS</b>						
Full Colour	R	43,200.00	R	6,048.00	R	49,248.00
<b>FIRST DOUBLE PAGE SPREAD</b>						
Full Colour	R	93,600.00	R	13,104.00	R	106,704.00
<b>SECOND DOUBLE PAGE SPREAD</b>						
Full Colour	R	79,200.00	R	11,088.00	R	90,288.00
<b>OUTSIDE BACK COVER</b>						
Full Colour	R	64,800.00	R	9,072.00	R	73,872.00
<b>INSIDE BACK COVER</b>						
Full Colour	R	43,200.00	R	6,048.00	R	49,248.00
<b>CENTRESPREAD</b>						
Full Colour	R	86,400.00	R	12,096.00	R	98,496.00
<b>FULL PAGE NEXT TO CONTENTS</b>						
Full Colour	R	43,200.00	R	6,048.00	R	49,248.00

## 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

21 days prior to publication date

### Material deadline

14 days prior to publication date

## ADVERTISING CONTACTS

BDFM Projects Manager

Carlyn Denysen

e-mail: denysenc@bdfm.co.za

Tel: (011) 280-3152 Cell: 072 788 3714

Advertising Sales Executive

Antoinette van Wyk

e-mail: vanwyka@bdfm.co.za

Tel: (011) 280 3713 Cell: 083 258 1918

Wanted Co-ordinator

Jamie Kinnear

e-mail: kinnearj@avusa.co.za

Tel: (011) 280-3183 Cell: 083 703 3231

