

AFRICAN DESIGN MAGAZINE RATE CARD 2018



African Design Magazine's primary focus is to deliver expert digital content which is engaging, fresh and relevant to Design professionals. Through our live interactive platforms, we encourage our readers and advertisers to network and actively engage in insightful conversation on aspects of African design.

BENEFITS FOR ADVERTISERS

- Direct targeting opportunities to a niche audience of design professionals
- A digital connection to your company's website and social media for greater traffic
- Endless shelf-life for constant viewing of previous issues
- Interactive opportunities to make your advertisement more striking and eye-catching

ADVERTISING RATES

SIZE	DESCRIPTION/SPECIFICATIONS (Height x Width)	RATES (EXCL VAT & AGENCY COMM) MONTHLY		
		CASUAL	6-MONTH CONTRACT	11-MONTH CONTRACT
FULL PAGE	297mm(h) x 210mm(w) / Web Conversion	R6 950	R6 225	R5 950
DOUBLE PAGE SPREAD	297mm(h) x 420mm(w) / Web Conversion	R12 950	R12 100	R11 750
EXCLUSIVE SPONSORSHIP	Package includes: <ul style="list-style-type: none"> • Full Page • Double page spread editorial and hyperlinked company logo on the front cover and on every spread throughout the issue 	R21 950	R21 225	R20 550
WEB TOP BANNER	255 pixels(h) x 718 pixels(w) / Web converted .jpg or .gif	R12 950	R12 500	R12 000
RIGHT HAND WEB BANNER - Square	300 pixels(h) x 300 pixels(w) / Web converted .jpg or .gif	R3 900	R3 200	R2 850
RIGHT HAND WEB BANNER - Vertical	600 pixels(h) x 300 pixels(w) / Web converted .jpg or .gif	R4 900	R4 300	R3 750
NEWSLETTER BANNER	400 pixels(h) x 1275 pixels(w) / Web converted .jpg (static)	R6 950	R6 225	R5 950
ADVERT DESIGN/MAKE-UP: Full Page (Magazine) R950 per advert Web Banner R650 per banner or per screen change for .gif file				
PRIME / GUARANTEED POSITION +10%				

Acceptable file formats: Animated .gif, .jpg or .pdf files

Submit Creative: brenda@africandesignmagazine.co.za

TERMS AND CONDITIONS

1. All rates exclude VAT and Agency Commission.
2. Position of advertisements is at the publisher's discretion. The Publisher will seek to comply with position requests and other stipulations that appear on booking instruction, however, there is no guarantee of desired position unless a 10% loading fee has been implemented for a Prime or Guaranteed Position.
3. All advertisement sales are subject to The Publisher's standard terms and conditions of sale and credit approval procedures.

AFRICAN DESIGN MAGAZINE MEDIA PARTNERS



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