

Getaway

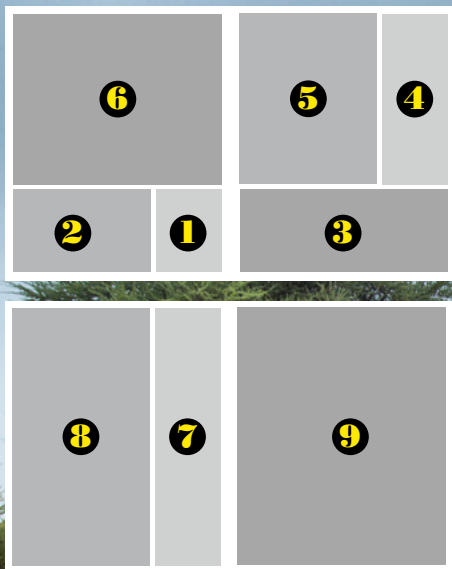
GEAR ADVERTISING RATES & MEDIA INFORMATION 2017

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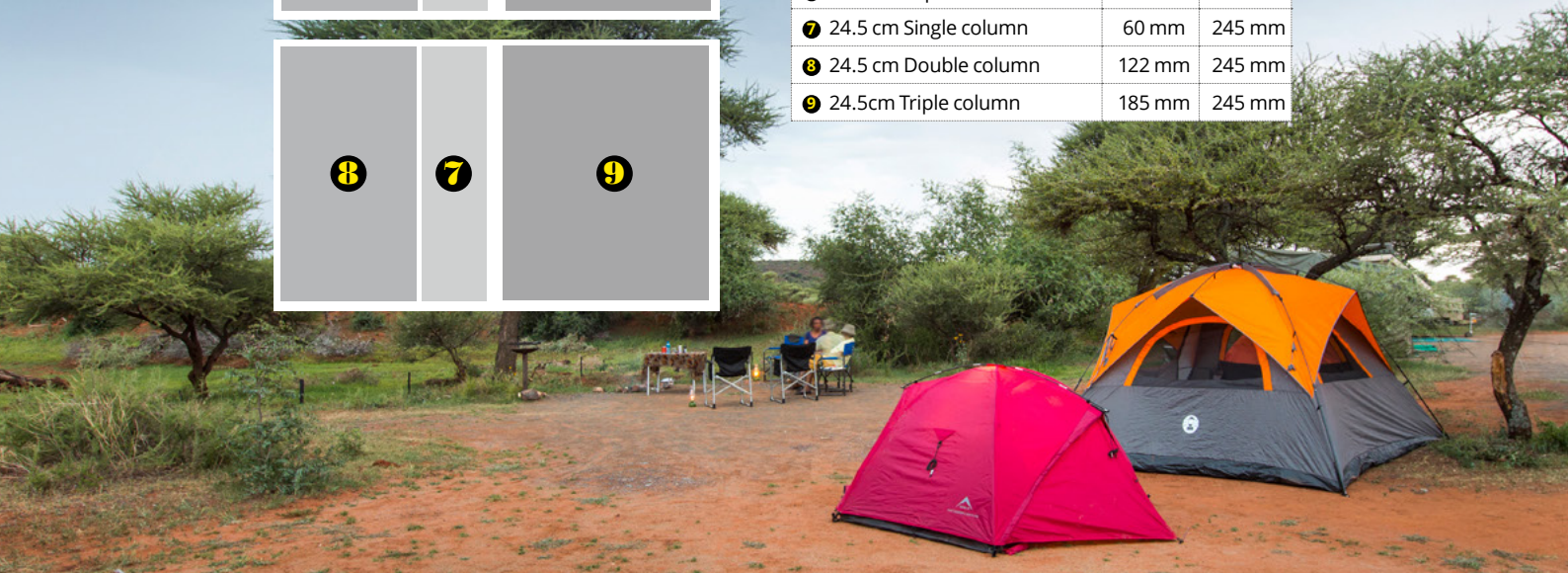
RATES PER ISSUE effective from February 2017 to June 2017 issue (Quoted in rands; net rates, excluding vat)

FULL COLOUR ORIENTATION	3 INSERTION RATE			6 INSERTION RATE			12 INSERTION RATE			24 INSERTION RATE		
	RATE	VAT	TOTAL	RATE	VAT	TOTAL	RATE	VAT	TOTAL	RATE	VAT	TOTAL
8 cm single column	2 400	336	2 736	2 150	301	2 451	1 950	273	2 223	1 750	245	1 995
8 cm double column	4 750	665	5 415	4 250	595	4 845	3 800	532	4 332	3 400	476	3 876
8 cm triple column	7 050	987	8 037	6 350	889	7 239	5 700	798	6 498	5 150	721	5 871
16.2 cm single column	4 750	665	5 415	4 250	595	4 845	3 800	532	4 332	3 400	476	3 876
16.2 cm double column	9 350	1 309	10 659	8 400	1 176	9 576	7 550	1 057	8 607	6 800	952	7 752
16.2 cm triple column	14 000	1 960	15 960	12 600	1 764	14 364	11 350	1 589	12 939	10 200	1 428	11 628
24.5 cm single column	7 050	987	8 037	6 350	889	7 239	5 700	798	6 498	5 150	721	5 871
24.5 cm double column	14 000	1 960	15 960	12 600	1 764	14 364	11 350	1 589	12 939	10 200	1 428	11 628
24.5cm Triple column	20 900	2 926	23 826	18 800	2 632	21 432	16 900	2 366	19 266	15 250	2 135	17 385

CANCELLATIONS: The publisher reserves the right to surcharge where contracts are not completed within the given period.



ADVERTISING SIZING	WIDTH	HEIGHT
① 8 cm Single column	60 mm	80 mm
② 8 cm Double column	122 mm	80 mm
③ 8 cm Triple column	185 mm	80 mm
④ 16.2 cm Single column	60 mm	162 mm
⑤ 16.2 cm Double column	122 mm	162 mm
⑥ 16.2 cm Triple column	185 mm	162 mm
⑦ 24.5 cm Single column	60 mm	245 mm
⑧ 24.5 cm Double column	122 mm	245 mm
⑨ 24.5cm Triple column	185 mm	245 mm



DEADLINES

ISSUE	MATERIAL TO BE MADE UP	SPACE BOOKINGS & MATERIAL DEADLINE	ON SALE
	MONDAY	MONDAY	MONDAY
January	7/11	14/11	19/12
February	28/11	05/12	23/01
March	09/01	16/01	20/02
April	06/02	13/02	20/03
May	13/03	20/03	24/04
June	10/04	18/04 (Tues)	22/05
July	08/05	15/05	19/06
August	12/06	19/06	24/07

CANCELLATIONS: Please note that specific requests for the positioning of advertisements cannot be guaranteed.

MATERIAL SPECIFICATIONS

FOR PRINT: Digital material only. CMYK process colours. No Pantone or Coates colours. All reversed type must be reversed out of a single colour black (not a full CMYK black) and must be no smaller than 8 pt. All black type must be a single colour black. Four-colour black backgrounds should not exceed a saturation of 280 per cent.

ALL ADVERTS SENT VIA EMAIL: These must be sent in JPEG or PDF format at 300 dpi resolution in CMYK process colours, with the file size being no larger than 5 MBS. No open files will be accepted and all text on pdf files must be converted to curves.

DIGITAL (ONLINE) OPPORTUNITIES

Maximize your exposure by reaching our unique users with a digital campaign on www.getaway.co.za.

- Advertise on our weekly webletters.
- Unique advertising opportunities are available via our promotional mailers. This is your mailer to our subscribers.

WEBSITE RATES

STANDARD BANNERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	SPECIFICATIONS
Masthead/Leaderboard	R290	980x60, 728x90	40kb	GIF, JPG or SWF files accepted (flash specifications available on request). URLs must be supplied separately
Medium Rectangle/Island	R320	300x250	40kb	
Half Page	R375	300x600	50kb	
Double Banner	R320	468x120	40kb	
Sponsorship/Companion Ads	POA	980x60/728x90, 300x250, 468x120	40kb per ad	
Mobile Web	R210	300x75, 320x75	40kb per ad	

MAILERS

WEBLETTERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	SUBSCRIBER BASE	SEND DAY	SPECIFICATIONS
Getaway.co.za	R250	468x120, 300x250	40kb	80 000	Thursday	GIF or JPG
PROMOTIONAL MAILERS	RATE					
Getaway.co.za	R16800	800x1000	1Mb	50 000	Tuesday	JPG with URLs supplied separately

SPONSORED FEATURES

BRAND	RATE	VALUE	DETAILS
Getaway.co.za	R17 000	R40 450	The featured content will receive a dedicated position on the home page of the website for a month and included in one edition of the weekly webletter. All banner positions on the sponsored feature will serve dedicated advertiser material. This comprises no less than five advertising positions where only the advertisers banners will appear. *Sponsored features are subject to editorial approval.