

# Getaway

## GUIDE ADVERTISING RATES & MEDIA INFORMATION 2017

**ERIKA PIENAAR** Sales Consultant, Guide: 021 530 3114 • [erika.pienaar@ramsaymedia.co.za](mailto:erika.pienaar@ramsaymedia.co.za)

**JOANNE THOMPSON** Sales Manager, Guide: 011 449 1081 • 083 264 2271 • [joannet@ramsaymedia.co.za](mailto:joannet@ramsaymedia.co.za)

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

FULL COLOUR			1-5 INSERTION RATE			6-11 INSERTION RATE			12 + INSERTION RATE		
ORIENTATION	WIDTH	HEIGHT	RATE	VAT	TOTAL	RATE	VAT	TOTAL	RATE	VAT	TOTAL
<b>1/24 One block</b>	44mm	39mm	<b>1 150</b>	161	1 311	<b>980</b>	137	1 117	<b>865</b>	121	986
<b>2/24 Horizontal</b>	91mm	39mm	<b>2 100</b>	294	2 394	<b>1 790</b>	251	2 041	<b>1 580</b>	221	1 801
<b>2/24 Vertical</b>	44mm	80mm	<b>2 100</b>	294	2 394	<b>1 790</b>	251	2 041	<b>1 580</b>	221	1 801
<b>4/24 Horizontal</b>	185mm	39mm	<b>4 200</b>	588	4 788	<b>3 570</b>	500	4 070	<b>3 150</b>	441	3 591
<b>4/24 Square</b>	91mm	80mm	<b>4 200</b>	588	4 788	<b>3 570</b>	500	4 070	<b>3 150</b>	441	3 591
<b>6/24 Quarter page</b>	91mm	121mm	<b>6 270</b>	878	7 148	<b>5 330</b>	746	6 076	<b>4 700</b>	658	5 358
<b>8/24 Horizontal</b>	185mm	80mm	<b>8 290</b>	1 161	9 451	<b>7 040</b>	986	8 026	<b>6 210</b>	869	7 079
<b>12/24 Horizontal</b>	185mm	121mm	<b>12 380</b>	1 733	14 113	<b>10 520</b>	1 473	11 993	<b>9 290</b>	1 301	10 591
<b>12/24 Vertical</b>	91mm	245mm	<b>12 380</b>	1 733	14 113	<b>10 520</b>	1 473	11 993	<b>9 290</b>	1 301	10 591
<b>16/24 Two-thirds</b>	185mm	163mm	<b>16 480</b>	2 307	18 787	<b>14 010</b>	1 961	15 971	<b>12 360</b>	1 730	14 090
<b>24/24 Full page</b>	185mm	245mm	<b>24 660</b>	3 452	28 112	<b>20 970</b>	2 936	23 906	<b>18 500</b>	2 590	21 090

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

### DEADLINES

ISSUE	MATERIAL TO BE MADE UP	SPACE BOOKINGS	ON SALE
2017	MONDAY	MONDAY	MONDAY
<b>January</b>	7/11	14/11	19/12
<b>February</b>	28/11	05/12	23/01
<b>March</b>	09/01	16/01	20/02
<b>April</b>	06/02	13/02	20/03
<b>May</b>	13/03	20/03	24/04
<b>June</b>	10/04	18/04 (Tues)	22/05
<b>July</b>	08/05	15/05	19/06
<b>August</b>	12/06	19/06	24/07

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.



# Getaway

## GETAWAY DIGITAL RATES & MEDIA INFORMATION 2017

**ERIKA PIENAAR** Sales Consultant, Guide: 021 530 3114 • [erika.pienaar@ramsaymedia.co.za](mailto:erika.pienaar@ramsaymedia.co.za)

**JOANNE THOMPSON** Sales Manager, Guide: 011 449 1081 • 083 264 2271 • [joannet@ramsaymedia.co.za](mailto:joannet@ramsaymedia.co.za)

### DIGITAL (ONLINE) OPPORTUNITIES

Maximize your exposure by reaching our unique users with a digital campaign on [www.getaway.co.za](http://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	R16 800	800x1000	1Mb	50 000	Tuesday	JPG with URLs supplied separately plus subject line

### 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

