

Mail & Guardian

Africa's Best Read

THE INTELLIGENT CHOICE FOR THE DISCERNING READER

2009 Rate Card

refreshing
intellectual

investigative journalism

independent

ethical

respect

for
truth

challenging

M&G Business

M&G Money

M&G Motoring

M&G Friday

M&G Travel

M&G Monitor

M&G Jobs & Job
Connection

M&G Sport

About Us

The *Mail & Guardian* is not an alternative, **it is an essential!** Hailed as the **most informed and daring chronicler of the dying years of apartheid**, the *Mail & Guardian* (formerly *The Weekly Mail*) became South Africa's premier source of news and perspective.

This ethos of providing an **objective, in-depth investigation** into the stories behind the stories has never wavered and, in turn, has transformed the *Mail & Guardian* into **an essential read for those who want to be in the know.**

The *Mail & Guardian* is a **unique publishing adventure**, leading the market in investigations, politics, business, health, education, science and the arts. We provide the tips to the best trend analysis in the country.

Home to South Africa's finest journalists, with the commitment to providing quality content by pursuing the stories that shape a country, the *Mail & Guardian* has reaped a rich harvest of awards and international accolades. Our content remains refreshing and challenging with an aim to create debate and celebrate diversity.

WHO WE ARE:

The *Mail & Guardian* is living up to its tagline of "Africa's best read". We pride ourselves on:

- Being the home of the country's finest journalists
- Providing comment that is fearless and independent
- Having high ethical standards and always being professional

WHO ARE OUR READERS?

The *Mail & Guardian* has found audience appeal with a broad cross section of the population – from the upwardly mobile to captains of industry and academics. The *Mail & Guardian* speaks to key people in business, government and society by providing them with editorial that is relevant and catering to their information and entertainment needs. Our readers are made up of:

- Individuals of high net worth
- Well-educated individuals
- Ambitious, up-and-coming, young professionals
- Corporates and SMMEs
- Institutions
- Government and parastatals

M&G Business

M&G Money

M&G Motoring

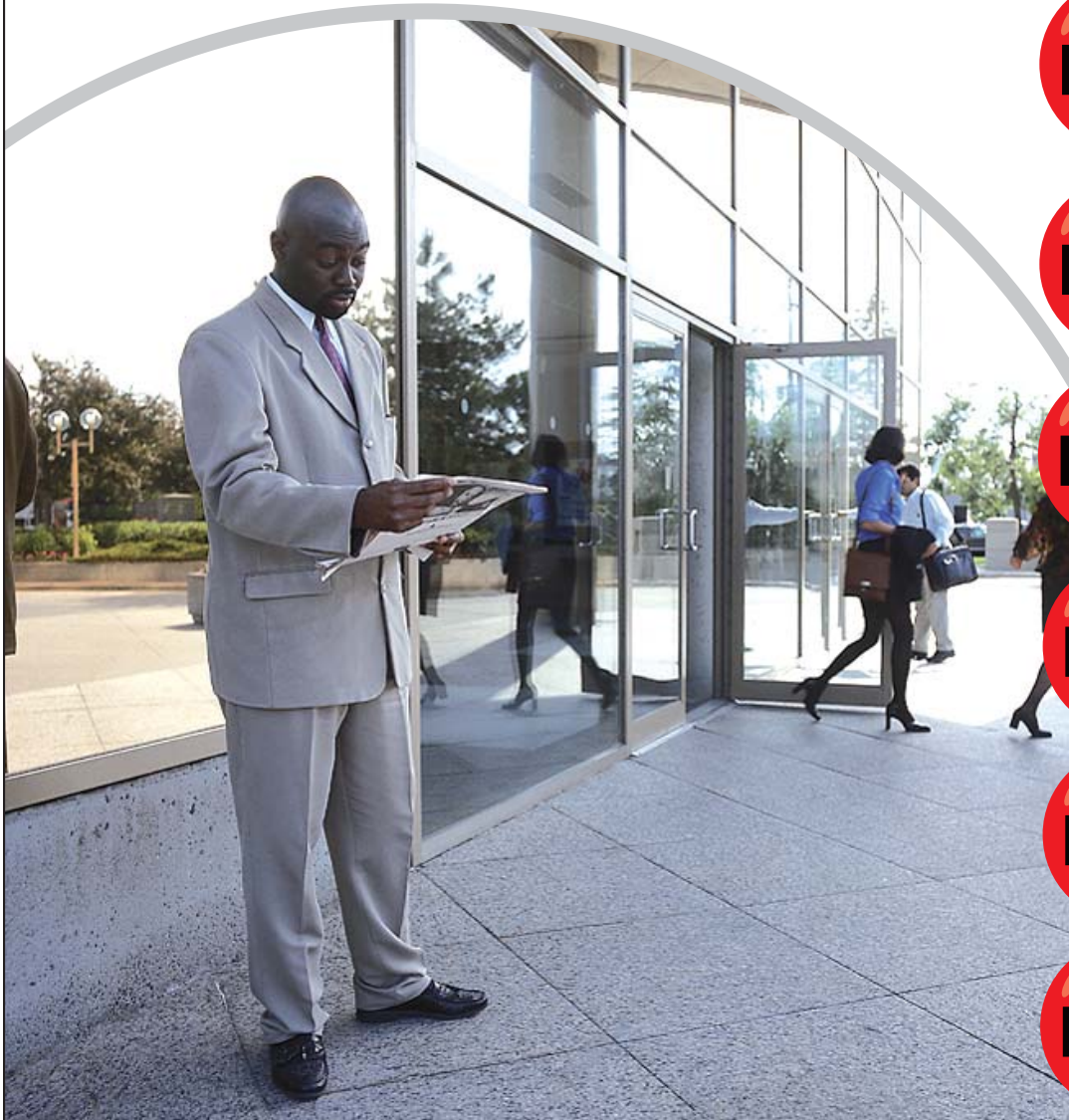
M&G Friday

M&G Travel

M&G Monitor

M&G Jobs & Job Connection

M&G Sport



2009 Rate Card

Mail & Guardian Africa's Best Read

Main Body/Special Projects

| | |
|---------------|-------------|
| Full Colour | R216 col/cm |
| Black & White | R209 col/cm |

| | |
|-------------------------------------|-------------|
| M&G Business | R202 col/cm |
| M&G Friday | R176 col/cm |
| M&G Motoring (8 columns) | R176 col/cm |
| M&G Travel (8 columns) | R113 col/cm |
| M&G Jobs (8 columns) | R216 col/cm |

Colour Free

| Size: | Main Body | Business | Friday |
|-----------|-------------|----------|---------|
| | Full Colour | | |
| Full Page | R58 968 | R55 146 | R48 048 |
| Half Page | R30 240 | R28 280 | R24 640 |
| 30x6 | R38 880 | R36 360 | R31 680 |
| 27x4 | R23 328 | R21 816 | R19 008 |
| 25x4 | R21 600 | R20 200 | R17 600 |
| 20x4 | R17 280 | R16 160 | R14 080 |
| 20x3 | R12 960 | R12 120 | R10 560 |
| 15x4 | R12 960 | R12 120 | R10 560 |
| 15x3 | R 9 720 | R 9 090 | R 7 920 |

Deadlines

Main Body:

- **M&G Health • M&G Science & Technology • M&G Greening**
- **M&G Money • M&G Sport**

| | |
|----------|--------------------------------------|
| Booking | Monday prior to publication |
| Material | Wednesday 15:00 prior to publication |

M&G Friday • M&G Travel • M&G Business

| | |
|----------|------------------------------------|
| Booking | Friday prior to publication |
| Material | Tuesday 17:00 prior to publication |

Supplement • Surveys

| | |
|----------|----------------------------------|
| Booking | Three weeks prior to publication |
| Material | Friday prior to publication |

M&G Jobs • Notices • Courses

| | |
|----------|--------------------------------------|
| Booking | Tuesday prior to publication |
| Material | Wednesday 16:00 prior to publication |

Inserts

| | |
|----------|---------------------------------------|
| Booking | Three weeks prior to publication date |
| Material | Week prior to deadline |

Standard Rate

| | |
|---------|---------------------|
| Pages: | |
| 4 – 16 | R 702 per thousand |
| 16 – 32 | R 878 per thousand |
| 32 – 48 | R1 097 per thousand |

| Rates | Newspaper | Enva | Gloss |
|--------|-----------|----------|----------|
| 4 Page | R140 000 | R150 000 | R200 000 |
| 8 Page | R187 000 | R200 000 | R280 000 |

Rates exclude VAT and include agency commission

Special Positions up front

| | |
|---------------------------|-------------|
| Page 3 Solus (20x7) | 25% Loading |
| Page 5 Solus (39x7; 20x7) | 25% Loading |
| Page 7 Solus (39x7; 20x7) | 25% Loading |
| Guaranteed Position | 15% Loading |
| Front-page Courses | 25% Loading |

Material must be delivered to all print sites, i.e. Johannesburg, Cape Town, Durban.

| | | |
|--|---|--|
| Beeld Printing Press 83 Heidelberg Road City Deep Johannesburg | Die Burger Lynx Road Paarden Eiland Cape Town | Natal Witness 45 Willowton Road Willowton Pietermaritzburg |
|--|---|--|

Material Specifications

| 7-Column Page | | | |
|--|-------|-----------|-------|
| Mainbody / Business / Friday / Teacher | | | |
| 1 Column | 34mm | 5 Columns | 184mm |
| 2 Columns | 71mm | 6 Columns | 220mm |
| 3 Columns | 108mm | 7 Columns | 260mm |
| 4 Columns | 145mm | | |

| 8-Column Page | | | |
|--|-------|-----------|-------|
| Recruitment / Government / Tenders / Courses / Travel / Motoring | | | |
| 1 Column | 31mm | 5 Columns | 160mm |
| 2 Columns | 63mm | 6 Columns | 193mm |
| 3 Columns | 95mm | 7 Columns | 225mm |
| 4 Columns | 128mm | 8 Columns | 258mm |

Contact Information

Gauteng:

| | | |
|---|--|---------------------|
| Grosvenor Corner 195 Jan Smuts Avenue Corner 7 th Avenue Rosebank 2193 Tel. +27 11 250 7300 | P O Box 91667 Auckland Park South Africa 2006 2006 Fax: +27 11 250 7502 | www.mg.co.za |
|---|--|---------------------|

Cape Town:

| | |
|---|----------------------|
| Metropolitan Building 13 th Floor 7 Coen Steytler Avenue Foreshore Cape Town 8000 Tel. +27 21 425 9028 | Fax: +27 21 425 9056 |
|---|----------------------|

Advertising Bookings

| | |
|---|--|
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|---|--|

Lyndall Herbert
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lyndallh@mg.co.za

An Essential Read – Mini / Corporate Profiles

From the resounding success of our *200 Young South Africans* in 2008, alongside our annual supplements such as *Investing in the Future* and *The God Rush*, the *Mail & Guardian* has transformed the normally mundane space occupied by traditional newspaper supplements in a way only the *Mail & Guardian* can. Merging tremendous advertising opportunities with quality editorial and genuine reader value, our supplements offer a unique platform unmatched in local media space. And this year promises to be better than the last. For 2009, some of our supplements include:

| | |
|------------------|--|
| January | <i>Perfection 2009: Your Guide to Making Your New Year's Resolution a Success.</i> |
| February | <i>The Budget 2009: What's On, What's Off and What's Happening</i> |
| March | <i>The God Rush: The Religion Issue</i> |
| April | <i>Skilling SA: Putting AsgiSA in its Place</i> |
| May | <i>The Main Event: How to Plan the Best Parties in SA</i> |
| July | <i>Security Nation: The Price of Protection</i> |
| August | <i>Immigration and Emigration: Fight or Flight?</i> |
| September | <i>Soweto: Township Transformation</i> |
| October | <i>Sex: The South African Sexual Revolution</i> |
| November | <i>The Ultimate Gift Guide: The Best Gifts for Everyone on Your List</i> |
| December | <i>The Music Issue: Local Goes Large</i> |

Annals:

| | |
|------------------|---|
| February | <i>Greening the Future Awards - call for entries</i> |
| March | <i>Investing in the Future - call for entries</i> |
| March | <i>Autumn Reading</i> |
| June | <i>Greening The Future Awards</i> |
| June | <i>200 Young South Africans You Have to Take to Lunch</i> |
| June | <i>Winter Books</i> |
| June | <i>Imagine Your Future</i> |
| August | <i>Book of SA Women</i> |
| September | <i>Spring Book</i> |
| October | <i>Investing in the Future Awards</i> |
| October | <i>Dept of Education / Teacher Award</i> |
| November | <i>Green Gifts</i> |
| November | <i>Digerati</i> |
| November | <i>Festive Books</i> |
| December | <i>CSI Year in Review</i> |

Main body rates apply.
Sponsorship opportunities are available.

Main Body – Inside Information



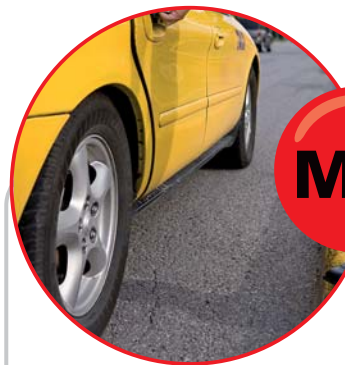
M&G Business

- Strikes a healthy balance between business and politics
- Focuses on the key trends shaping the business and economic environment
- Provides an intelligent interpretation of how the consumer is impacted by market forces
- In-depth look at personal finance and how to make better use of your money
- Provides insight into reform measures implemented by government



M&G Money

- Educates readers on investments and finance
- Consumer rights with regards to financial services
- Interactive Q&A section – this works in conjunction with *M&G Money* online
- Monthly supplement



M&G Motoring

- Looks at cars and the people who drive them
- Provides information on new releases and old classics
- Features regular interviews with celebrities, local and international industry news and reviews
- Ideal for those looking to change their cars



M&G Friday

- The essential arts, pop culture and lifestyle supplement
- Complete leisure guide – ranging from book, music and movie reviews to current events
- Inspires, entertains and informs



M&G Travel

- Offers a fresh perspective on business or leisure travel around the world
- Provides readers with a new insight into the culture, cuisine and lifestyle of exotic locations
- Promotes the principles of free-trade tourism and ecotourism

2009 Rate Card



M&G Monitor

- Focuses on governance and global development with particular emphasis on Africa and the SADC region
- Covers a broad range of topics that tackles everything from disease control, housing, sanitation and human development to migration, refugee rights and urbanisation
- One of the best-read sections of the *Mail & Guardian*



M&G Health

- Provides commentary on technological advancements in the healthcare arena
- In-depth look at primary healthcare issues, disease management, healthcare funding, the latest information on vaccinations and wellness



M&G Jobs & Job Connection

- Ideal hunting ground for potential talent
- Caters to governmental departments, NGOs and corporates seeking top job talent



M&G Science & Technology

- Brings the reader insights into science and technological advancements that are shaping a new world
- Reviews and features on the latest gadgets on the market



M&G Greening the Future

- Based on the ideals of creating environmental awareness and the promotion of sustainability
- Praises companies who have made meaningful strides in the protection of the environment
- Coupled to an annual awards ceremony



M&G Investing in the Future

- Biannual supplement that encourages social upliftment and community empowerment
- Allows companies, trusts or NPOs to broadcast the positive initiatives that they have had on CSI issues
- Coupled to an annual awards ceremony



M&G Sport

- Robust, informed, insightful and cosmopolitan
- Local content from South Africa's best sporting journalists
- International sport coverage provided by UK-based *The Observer* and *The Guardian*



Educating and Developing

2009 Education / Courses, Ad Sizes and Cost

* Please note that as of 2009 these will be the only ad sizes we use for advertising. There will be 8 columns and only 2, 4, 6 and 8 are used.

* Please note that the depth goes down in 5cm increments.

* All prices exclude VAT.

M&G Educational Supplements 2009

Getting Ahead: Postgraduate & MBA Focus

- 7 February 2009
- 28 August 2009

Beyond Matric: Undergraduate Focus

- 29 May 2009
- 25 September 2009

Higher Learning: General Higher Education

- Third week of every month from Feb – Nov 2009

Courses: Main Body Course & Educational Advertising

- Every week

MBA Special Focus:

- 27 March 2009

Additional Supplements

- *Higher Learning*
- *Beyond Matric*
- *Getting Ahead*
- *MBA Special Focus*

Higher Learning

- Looks at the South African education system and issues surrounding it
- Target audience includes academics, the business sector, the educated public and the donor community
- General features include:
 - Management
 - Research
 - Features
 - Comments (feedback from educational institutions)

Beyond Matric

- Undergraduate focus
- Provides the most comprehensive and surest guide to tertiary developments
- Covers various public and private institutions, study programmes (from short courses to full degree programmes) and insights into policies

Getting Ahead

- Postgraduate focus
- Potential studies afforded by public and private higher-education institutions
- Targeted at postgraduate students, academics and anyone concerned about tertiary education

MBA Special Focus

- Covers issues such as the development of managerial, leadership and entrepreneurial skills and assists in bringing the information needed to help inform the reader about who, what and where to go
- Provides insight into which business schools to attend, local vs international schooling, distance or full-time learning and the most beneficial electives

| Columns Depth | 2 63mm | 4 128mm | 6 193mm | 8 258mm | 2009 RATE |
|-------------------------|--------------------|--------------------|--------------------|--------------------|-------------------------|
| 5cm | R 2 160 R 2 090 | R 4 320 R 4 180 | R 6 480 R 6 270 | R 8 640 R 8 360 | FC: R 216 B&W: R 209 |
| 10cm | R 4320 R 4180 | R 8 640 R 8 360 | R12 960 R12 540 | R17 280 R16 720 | FC: R 216 B&W: R 209 |
| 15cm | R 6 480 R 6 270 | R12 960 R12 540 | R19 440 R18 810 | R25 920 R25 080 | FC: R 216 B&W: R 209 |
| 20cm | R 8 640 R 8 360 | R17 280 R16 720 | R25 920 R25 080 | R34 560 R33 440 | FC: R 216 B&W: R 209 |
| 25cm | R10 800 R10 450 | R21 600 R20 900 | R32 400 R31 350 | R43 200 R41 800 | FC: R 216 B&W: R 209 |
| 30cm | R12 960 R12 540 | R25 920 R25 080 | R38 880 R37 620 | R51 840 R50 160 | FC: R 216 B&W: R 209 |
| 35cm | R15120 R14 630 | R30 240 R29 260 | R45 360 R43 890 | R60 480 R58 520 | FC: R 216 B&W: R 209 |
| Full page: 39 cm x 8 | | | | R67 392 R65 208 | FC: R 216 B&W: R 209 |



About the Teacher:

This M&G Media Publication respects the role of Educators within society and pays tribute to them through its monthly publication. *the Teacher* is growing from strength to strength. Now in its thirteenth year, *the Teacher* is not only South Africa's solitary, Independent, education-focused newspaper, it also has the furthest reach. More than 30 000 educational institutions across SA, from rural classrooms to private schools, each receive three free copies of the publication. Subscriptions and door-to-door deliveries are also offered and utilised.

With a readership of approximately 183 000 (Amps July-September 2008), *the Teacher* is ideally suited as the delivery vehicle of choice for information and educational campaigns.

The main objective of *the Teacher* is to aid Educators by keeping them informed and abreast of developments in their industry by providing them with supplementary teaching resources.

The high-quality editorial and resource pages have become widely relied on as a teaching aid in the classroom. A staggering 82% of educators in rural areas and 74% of urban readers make use of them for reference and lesson planning purposes.

the Teacher also recognises that Educators are multi-faceted individuals whose lives are not dominated by blackboards and chalk. In response, the publication includes useful Lifestyle sections.

Feature stories published in *the Teacher* are also available online through the www.theteacher.co.za

Standard Rate R192 col/cm
Colour Free
Guaranteed Position 25% Loading

Advertising Rates

| Size: | Rate: |
|------------------|---------|
| Full Page | R52 416 |
| Half Page | R26 880 |
| 30x6 | R34 560 |
| 27x4 | R20 736 |
| 25x4 | R19 200 |
| 20x4 | R15 360 |
| 10x7 | R13 440 |
| 20x3 | R11 520 |
| 15x4 | R11 520 |
| 15x3 | R 8 640 |

Rates exclude VAT and include agency commission

Material Specifications

7-Columns

| | | | |
|-----------|-------|-----------|-------|
| 1 Column | 34mm | 5 Columns | 184mm |
| 2 Columns | 71mm | 6 Columns | 220mm |
| 3 Columns | 108mm | 7 Columns | 260mm |
| 4 Columns | 145mm | | |

Deadlines

February

| | |
|-----------|----------|
| Booking: | 28/01/09 |
| Material: | 04/02/09 |
| Resource: | 02/02/09 |

August

| | |
|-----------|----------|
| Booking: | 06/07/09 |
| Material: | 15/07/09 |
| Resource: | 13/07/09 |

March

| | |
|-----------|----------|
| Booking: | 02/02/09 |
| Material: | 11/02/09 |
| Resource: | 16/02/09 |

September

| | |
|-----------|----------|
| Booking: | 03/08/09 |
| Material: | 12/08/09 |
| Resource: | 10/08/09 |

April

| | |
|-----------|----------|
| Booking: | 02/03/09 |
| Material: | 11/02/09 |
| Resource: | 16/03/09 |

October

| | |
|-----------|----------|
| Booking: | 06/09/09 |
| Material: | 16/09/09 |
| Resource: | 14/09/09 |

May

| | |
|-----------|----------|
| Booking: | 06/04/09 |
| Material: | 15/04/09 |
| Resource: | 13/04/09 |

November

| | |
|-----------|----------|
| Booking: | 05/10/09 |
| Material: | 14/10/09 |
| Resource: | 12/10/09 |

June

| | |
|-----------|----------|
| Booking: | 04/05/09 |
| Material: | 13/05/09 |
| Resource: | 11/05/09 |

January 2010

| | |
|-----------|----------|
| Booking: | 07/12/09 |
| Material: | 11/12/09 |
| Resource: | 11/12/09 |

July

| | |
|-----------|----------|
| Booking: | 01/06/09 |
| Material: | 10/06/09 |
| Resource: | 08/06/09 |

Resource Pages

4-Page Envapost

R150 000

Contact Information

Editorial:

Advertising Bookings:

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Ilizma Willemse
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 ilizmaw@mg.co.za

Terms and Conditions

1. The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by *Mail & Guardian Media (M&G)* and further agrees that it shall be bound by the provisions of *M&G's* Rate Card (the rate card) for the publication in question as it pertains to all matters set out therein including but not limited to the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines and cancellation conditions.
2. All copy for advertisements/advertorials is subject to the approval of *M&G*, who also reserve the right to decline or cancel any advertisement/advertorials or series of advertisements/advertorials.
3. No responsibility will be accepted by *M&G* for loss arising from typographical or other errors. *M&G's* responsibility is limited to industry standard scanning and printing quality. *M&G* is not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.
4. It is an advertiser's responsibility to supply material suitable for space bookings by *M&G's* copy deadlines as set out in the Rate Card for the publication in question. If copy is not forthcoming, *M&G* have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertisers.
5. *M&G* accepts no responsibility for incorrect material supplied.
6. *M&G* shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
7. *M&G* will use their best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. *M&G* shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
8. While an enquiry service number may be supplied, this in no way forms part of the contract. *M&G* are not responsible for an omission or an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
9. Whilst every effort will be made to place advertisements/advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question otherwise no guarantees will be given.
10. Verbal cancellations will not be valid, only a written cancellation confirmed by *M&G* will serve as notice.
11. Series rates quoted apply only to firm orders and insertions must be taken up within 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate, a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
12. Should *M&G* agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all *M&G* production costs will be for the account of the advertiser as per *M&G's* advertiser service rates. This includes all photography and layout expenses.
13. All amounts payable are due simultaneously with the confirmation or order, save where *M&G* has approved, in writing, an account for the advertiser, in which event.
 - 13.1 Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;
 - 13.2 *M&G* reserves the right to suspend services if payment is not received on due date.
 - 13.3 Nothing herein contained shall be interpreted as obliging *M&G* to afford the advertiser any indulgence to effect payment after due date.
 - 13.4 All overdue accounts will bear interest at an interest rate being, if the National Credit Act 2005 ("NCA") applies to this agreement, the maximum permitted interest rate as determined by the NCA or any Regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
 - 13.5 In the event of *M&G* instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations. If the National Credit Act, 2005 ("NCA") applies to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
14. Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collective/tracing fees and charges, thereafter to interest and finally to capital.
15. A certificate under the hand of any director, manager or account of *M&G* whose valid appointment need not be proved by *M&G*, in respect of any indebtedness of the advertiser to *M&G* or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to *M&G* and prima facie evidence of such other fact and prima facie evidence of the service rendered, for inter alia the purpose of summary judgement.
16. In all cases where the advertiser uses the postal service or any other services to effect payment, such service shall be deemed to be the agent of the advertiser.
17. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these Terms of Acceptance, mutatis mutandis.
18. The advertiser agrees that these Terms of Acceptance constitute a valid contract with *M&G* and certifies that all information given herein by him/her/it to the representative of *M&G* is true and correct.
19. This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. *M&G* is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude *M&G* at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
20. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by *M&G* and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
21. No concession, latitude or indulgence allowed by *M&G* to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
22. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.

Technical Specifications

Production Specifications

Ad material should be supplied via ISDN through the following systems, Websend, Pagestore or FTP. PDFs supplied should be PDF/X-1a newspaper compliant. High resolution PDFs and Jpegs to be supplied.

No open files please.

Proofs:

Proofs which accurately represent the tone values of the final material must be supplied. They should be printed on standard newsprint and must conform to these standards and specifications. Supplied proofs can only be considered as such if they are produced in a manner that truly represents the coldset printing process. Prints that have not been correctly adjusted cannot be considered as contract colour proofs. All proofs must include a recognised colour control strip to allow the proofing operator to be assessed for colour balance, dot gain, slur and trapping.

By agreement with your printer, electronically generated proofs, which conform to colour management techniques, may be acceptable.

Recommendations

Typography for Newspaper Printing:
Readability, legibility, printability and profitability can all be improved by sticking to a few basic typographic guidelines.

Fine Rules and Type:

Rules that are 4 points or thinner, sans-serif type that is 7 points or smaller and serif type that is 12 points or less should be reproduced as one colour only. Sans-serif type is the best choice for newspaper reproduction. Reversed rules and type that is 10 points or smaller should not be reversed out of a single colour background. Text reversed out of four colours should not be positioned in areas containing less than a 70% screen of any 1, 2, 3 or 4 colours. Type should not be reversed in a yellow or other light coloured wash. When type is reversed out of more than one colour, the darker colour used in the print should be kept sharp and the lighter colours used in the tint spread to prevent any visible mis-register.

Screened Text:

When reproducing text as a percentage of a solid, avoid screening type styles with serifs or with a fine to medium weight. Surprinted type and tints where rules or type are overprinted on a tint background, it is recommended that the print background be less than 25%.

Image Trapping/Spreads and Chokes:

In general terms, file originators should allow the darker colour to define the image or shape and either spread or choke the lighter colours to accommodate the darker colour. Total image overlap should be 0,25 mm.