

**RATE CARD
2015**



TNA
THE NEW AGE
www.thenewage.co.za

*One Country.
One Paper.*



General Sales

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011 542 1233



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Sales Manager

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Business Development Manager

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ABOUT US

The New Age: Where the news, like life, is not black and white, but full of colour. This is a newspaper that is proudly South African. A newspaper that believes in the potential and opportunity of our beautiful country.

MISSION & VISION

To connect and inform communities across a united South Africa.
To establish a quality daily national newspaper that is affordable, relevant, easy to read and to the point.
To present a wide range of news and information in a bold, accurate and balanced manner.
To be critical, but fair and constructive.
To raise the level of awareness and consciousness around issues affecting the people of South Africa.
To celebrate the achievements of a united South Africa.
To deliver and to exceed the expectations of all the stakeholders in the enterprise.
To increase readership and promote a culture of reading.

WEEKLY FOCUSES

MONDAY
Careers
Labour Matters

TUESDAY
Techknowage
Entrepreneur

WEDNESDAY
The Big Interview

THURSDAY
Torque

FRIDAY
On the Go,
East 'n Style,
The Think Section
Consumer Age



RACE



87% BLACK

8% COLOURED

3% INDIAN

2% WHITE

GENDER



68% MALE

32% FEMALE

AGE



10% 15-24

31% 25-34

41% 35-49

18% 50+

The New Age > Demographics



LSM

11% LSM 1-5

15% LSM 8

18% LSM 6

17% LSM 9

20% LSM 7

19% LSM 10

Source : AMPS JUN 2014

The New Age > Demographics



MONTHLY HH INCOME

20% UPTO R4 999	20% R11 000-R19 999
5% R5 000-R7 999	32% R20 000-R49 000
10% R8 000-R10 999	13% R50 000+

Source : AMPS JUN 2014

EDUCATION



50% MATRIC
17% UNIVERSITY DEGREE
15% TECHNIKON DIPLOMA/ DEGREE
11% SOME HIGH
7% OTHER POST MATRIC

WORK STATUS



73% WORKING FULL-TIME
9% UNEMPLOYED
7% STUDENT
4% WORKING PART-TIME
4% RETIRED
3% HOUSEWIFE

LANGUAGE



28% ZULU
17% XHOSA
16% ENGLISH
12% OTHER
11% TSWANA
6% AFRIKAANS

MAIN BODY

	p.c.cm
National	R 392
Tenders	R 197
Auctions	R 203
Recruitment / Careers	R 261
Financial Notices	R 261
Legal	R 148
Earspace	R 392

All the rates are exclusive of VAT. Incl. agency commission

ON THE ROAD [Motoring section]

National	R 261
Direct Retail	R 182

INSERT RATES

Rates quoted on cost per thousand and exclude production and or printing costs. Exclusive of VAT

Broadsheet	Tabloid	Rate
2 to 4 pages	4 to 8 pages	R656
6 to 8 pages	12 to 16 pages	R706
10 or more pages	20 or more pages	By negotiation

PREMIUM PAGE LOADINGS

SECTION 1

MAIN BODY

Front Page	Rate + 100%
Page 3	Rate + 50%
Page 5	Rate + 30%
Page 7	Rate + 25%
Back Page	Rate + 50%
Earspace	Rate+100%

SECTION 2

INSIDE1- BUSINESS • ANALYSIS • ARTS • LIFESTYLE

Front Page	Rate + 75%
Back Page	Rate + 50%

DIGITAL RATES

HOME PAGE

	Size	Rate
Leaderboard	728x90	R250
Medium banner	300x250	R250

SECTION PAGE

	Size	Rate
Leaderboard	728x90	R200
Tower banner	300x600	R180

STORY PAGE

	Size	Rate
Leaderboard	728x90	R200
Tower banner	300x600	R180

COLUMN CONFIGURATION

Width	1 Column	2 Columns	3 Columns	4 Columns	5 Columns	6 Columns	7 Columns	8 Columns
Main Body	37.75 mm	79.50 mm	121.25 mm	163.00 mm	204.75 mm	246.50 mm	288.25 mm	330.00 mm

MATERIAL REQUIREMENTS

FILE FORMAT REQUIREMENTS FOR ARTWORK DELIVERY

All digital artwork to be provided in digital files that are produced to conform to the PDF/X-1a version of the Adobe Portable Document Format (PDF) file format as defined in the international standard ISO 15930-1.

PDF REQUIREMENT (MINIMUM)

- PDFx1a format
- CMYK colours
- Embedded fonts
- All graphics have to be 300 dpi
- No .jpeg format will be accepted

PDF MATERIAL INCORPORATING THE FOLLOWING:

will be **rejected** when using the INLADSEND option in transmission method:

- Incorrect size
- Crop marks
- Bleed
- Register marks
- Colour bars
- Colour gradation strips

DIGITAL REQUIREMENTS

	Size	Colour	Resolution	Format
Leaderboard	728x90			
Medium banner	300x250	RGB	72 dpi	PNG, JPG, GIF
Tower banner	300x600			

TRANSMISSION METHODS

TNA Media only accepts complete digital material from the following methods.

A FREE upload service providing digital ad delivery to TNA Media, South Africa.

- Uploaded material must be in PDFx1 a format only
- Actual advertisement size must equal the booking size
- PDF must be less than 25 megabytes.

ADSEND www.adsend.co.za

A third party service provided by Adsend (Websend) with a direct link to TNA Media.

ADSTREAM www.adstream.co.za

A third party service provided by Adstream (Quickcut) with a direct link to TNA Media.

FTP <ftp://upload.tnamedia.co.za/ADSMAT>

User Name: adsmat

Password: \$medi@1

TNA Media technical support number 011-542 1233/13

BOOKING & MATERIAL DEADLINE

Booking/Cancellation 2 days prior to publication

Complete Material 12pm - 1 day prior to publication

All advertising is accepted & placed with TNA Media (Pty) Ltd. under and in accordance with the extracts of Conditions of Acceptance as listed below:

Material should conform to our "Technical Specifications and Requirements" in full (a copy of which is included and/or available upon request). • All space bookings, changes and cancellations must be confirmed in writing before date of insertion. • All material must be claimed within 30 days, after which no responsibility can be accepted. • Advertising contracts & commitments: Any advertiser, with a commitment to spend a certain volume and/or amount with TNA Media, (i.e. a contract) who does not fulfilled the contract within the period, agrees that they will be liable to pay the difference between the rate contained in the said contract and the rate applicable to the actual business placed. • All guaranteed and/or special positions (which, among others, include Front Page Positions, First Colour, Page 3, Centre Spreads, Back Pages, Island Adverts, Earspaces and Other) require 21 (twenty one) working days notice (cancellation) period. This applies to pre-printed inserts as well. Any advertiser cancelling after this period, will be surcharged no less than 50% of the booked value. • These special positions are sold at a premium (loaded) rate. • Orders for advertisements are not accepted for a longer period than 12 (twelve) months. Omissions of any of the scheduled insertions shall not be considered a breach of the conditions of the order.

TNA Media (Pty) Ltd reserves the right: To withhold any advertisement/s from publication and cancel any advertisement that has been accepted. • To edit, to revise, to reject, even after acceptance for publication, an advertisement deemed by them to be untruthful or objectionable in subject matter or wording or unsuitable for any reason, whether space for the advertisement concerned has been booked in advance under order or not. • To suspend an issue on any day and to increase or decrease the number of editions or pages without notice. • To reject an advertisement (layout) and /or copy instruction which, in their opinion, could cause production and or reproduction problems. • There is no guarantee that any advertisement will be inserted on any specified day and or date or on any requested page or in any requested position at all, but every effort will be made to meet the wishes of advertisers. • Space (advertising space) sold to clients and or their duly appointed representatives, may not be used for attacking or making invidious comparison with other advertisers, firms, institution or persons. • Advertisement orders are not accepted subject to write-up space (editorial) being given. • All advertisement copy must conform to all government, Print Media Association of South Africa (PMSA), Advertising Standards Authority (ASA) and TNA Media requirements for the acceptance of the advertisements. • Rerun or refund compensation claims cannot be considered if first registered more than 3 (three) days after the publication date. • All accredited advertising agencies accounts are payable within 45 (forty five) days. All rates are nett. • The New Age newspaper shall not be liable for the loss of profit, goodwill or consequential losses of any kind whatsoever due to failure, delay, or errors in publication and the advertiser specifically waives any claim which it may have. • Reader advertisement (advertorials) must have the word 'ADVERTISEMENT' repeated three times across the top. • An allowance of one day's insertion is made without prejudice for errors materially affecting the value of the advertisement, and detected by the advertiser, providing advice is given immediately after publication of the first incorrect insertion. • The New Age newspaper shall within its entire discretion be entitled to publish any advertisement in any form or medium including, but without limitation, an electronic format or the internet. • When new rates are announced, contract advertisers will be protected at their contract rates for 45 (forty five) days after the announcement of the new rate or until expiry of the contract, which ever date is earlier. The balance of the order will be subject to the new rate. • Any advertiser or advertising practitioner placing an advertisement (of any description) in the The New Age newspaper indemnifies The New Age newspaper, against any liability whether in respect of damages, cost or otherwise that it may incur as a result of the publication of that advertisement. • Value Added Tax (VAT) is payable by the advertiser.

TECHNICAL SPECIFICATIONS

Industry Requirements For Coldset Offset Lithographic Printing On Newsprint

1. Standards

The South African Newspaper Printers have adopted ISO Standard 12647-3: Graphic Technology Process control for the manufacture of half-tone colour separations, proofs and production prints as the foundation of the production processes.

Briefly, the standards stipulates the following key points:

- Screen ruling
- Four colour work 85 LPI
- Single colour work 85 LPI
- Screen angle

The nominal difference between screen angles for cyan, magenta and black should be 30°, with the screen angle for yellow being 15° from another colour. The screen angle of the dominant colour should be 45°. In SA, common practice is:

90° - Yellow 15°- Cyan 75°- Magenta 45°- Black

ISO Status including paper

Polarised: C - 1,05, M - 1,10, Y - 0,99, K - 1,33 | Unpolarised: C - 0,82, M - 0,86, Y - 0,82, K - 1,01

The ink densities to be used for proofing are:

<p>DOT SHAPE Round or Elliptical Tone Sum Value (Total ink coverage) The tone value sum should not exceed 240%</p> <p>GREY BALANCE SHOULD BE GIVEN BY THE FOLLOWING TONE VALUE COMBINATIONS, EXPRESSED AS DOT AREA ON THE FILM.</p> <table border="1"> <thead> <tr> <th></th> <th>CYAN</th> <th>MAGENTA</th> <th>YELLOW</th> </tr> </thead> <tbody> <tr> <td>¼ tone</td> <td>25%</td> <td>18%</td> <td>18%</td> </tr> <tr> <td>½ tone</td> <td>50%</td> <td>40%</td> <td>40%</td> </tr> <tr> <td>¾ tone</td> <td>75%</td> <td>64%</td> <td>64%</td> </tr> </tbody> </table> <p>REPRODUCTION LIMITS Half-tone dots on the film between 3% and 85% shall transfer to the print in a consistent manner. No significant image parts rely on tone values outside these limits.</p> <p>TONER VALUE INCREASE (DOT GAIN) 35 - 40% @ 50 Percent of 85 DPI</p> <p>INK LAY DOWN CMYK All material submitted for printing must comply with the requirements of this standard.</p>		CYAN	MAGENTA	YELLOW	¼ tone	25%	18%	18%	½ tone	50%	40%	40%	¾ tone	75%	64%	64%	<p>• 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 misregister.</p> <p>SCREENED TEXT • When reproducing text as a percentage of a solid, avoid screening type styles with serifs or with a fine to medium weight.</p> <p>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%.</p> <p>2.2 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 0,25mm (more needed).</p>
	CYAN	MAGENTA	YELLOW														
¼ tone	25%	18%	18%														
½ tone	50%	40%	40%														
¾ tone	75%	64%	64%														

COLOUR SEPARATIONS

Litho negatives or positives must be supplied.

- Register marks in the form of centre lines on both axes should be provided on negatives
- Each film should include crop marks indicating final trim and fold dimensions.
- All separations must be colour corrected to the hues of standard newspaper inks
- Grey component replacement (GCR) at a level of 70% is recommended!
- All negatives must be clearly marked as being yellow, magenta, Cyan or black and should carry the names of the production house.
- Films supplied must be clean, free of pinholes and scratches, have good fit (register).

PROOFS

"Run to" proofs which accurately represent the tone values of the final negatives should accompany the material. They should be printed on standard and specifications. Supplied proofs can only be considered as such if they are produced in a manner that truly represents the coldest 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 operation 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.

INSERTS SPECIFICATIONS

GENERAL PAPER WEIGHT SPECIFICATIONS

SINGLE SHEET GSM	A3	A4	A5
2 pages	160gsm	160gsm	160gsm
4 pages	115gsm	80gsm	80gsm
8 pages	48 gsm	48 gsm	48 gsm
12 pages +	48 gsm	48 gsm	48 gsm

The GSM listed is for single sheet and must NOT be added when folding

The inserting of pre-prints is increasingly commonplace in the Mailroom. The handling of the various inserts is becoming more complicated for the newspapers. The space available for the pallets bearing the pre-prints in the warehouses and in the Mailroom is not unlimited. An agreement between the newspaper and outside printing plants that produce the pre-prints on how to manage the inserts is to the mutual benefit of both parties. Unnecessary work is avoided, and therefore time and material saved. It is also possible to keep damage to the inserts to a minimum.

Height of the Bundles

- The height of the bundles should be between 8 and 10 cms
- The height of the bundles in a quire must be identical

Do not tie or wrap the bundles

- Do not strap or film-wrap the individuals bundles, because that costs both time and material
- Strapping can also damage the inserts

Robust, Re-usable 4-way standard Euro Pallet

- A wooden pallet should have the dimensions of 80x120 cm
- It should be possible to drive into it from all four sides with a fork-lift truck, thus improving handling in the warehouses.

Place a carton board on the pallet before stacking

- A robust sheet should be placed on the pallet to ensure that the bottom layer is not damaged.
- The sheet also provides protection against dirt.

A carton insert between each bundle quire

- There should be a carton insert between each bundle quire. This increases the internal strength of the pile, which is especially important for stacking the pallets.

Maximum pallet weight : 800kg

- A greater weight cannot be moved safely

MATERIAL DEADLINE

- Booking :** Seven (7) working day prior days prior to publication , subject to availability.
- Insert Delivery:** Three (3) days prior to publication before 16h00
- Cancellation:** Seven (7) days prior to publication

with a lift truck.

Maximum loading height of the Pallets : 120cm

- A greater loading height causes difficulties when unloading manually
- The higher the piles are loaded, the more liable they are to overbalance.

Place a robust cover on the top of the pallet

- A simple carton sheet is sufficient if the pallets are not stacked
- In the case of pallets that are to be stacked, a robust wooden cover is necessary

Pile in such a way that the outer sides of the pallet pile are level and closed

- Pile as tightly in a square as possible
- Wrap the outer side of the pallet as tightly as possible
- Place only bundles of identical height in a pile layer
- The tightly wrapped outer sides of the pallet pile protects the inserts more efficiently against external influences.

Attach packing slips to two adjacent sides

- Name of the newspaper
- Name of the Insert
- Date of inserting
- Total number of inserts
- Number of inserts in the bundle
- Individual pallet number
- Total weight of the pallet
- Name, address and telephone number of the printer
- Space for two bar codes

Strap or film-wrap the pallet piles

- The additional film wrapping and strapping is necessary to protect the inserts, especially where longer transport distances are involved
- It is recommended to apply two tapes in each strapping direction in order distribute the compression force as well as to obtain a greater pile stability

Delivery Time

- For the daily newspapers, delivery must take place 3 days prior to insertion. This will allow the Mailroom to ensure that inserts comply to specifications and allow time to take corrective action.

Product Specifications

- Sizes : Maximum sizes 275 x 400; Minimum size 200 x 140; no smaller than A5; single sheet A4 must be on 160 GSM.
- Any 4 page tabloid and less must be quarter folded. Any inserts out of spec must be negotiated with the Mailroom Manager.

Types of Folding

- Folded inserts must be processed in right-angled folding, parallel folding or centre fold only.
- No concertina, door or accordion folds should be processed, as these cause major production delays.

Trimming

- All inserts must be given a square and same size trim.
- There should be no evidence of poor trimming

Unusual Products

- Any card, die cut, perforated inserts or any other material of an unusual nature, dimension or fold should be checked by the Mailroom Manager prior to acceptance of booking.

Packing and Transport

- Inserts that are stuck together due to wet ink, inserts that are electrostatically charged or damp cannot be inserted and should not be processed. Likewise, inserts with dog-eared or displaced spines cannot be processed.
- The inserts must be stacked cleanly on stable pallets and protected against possible transport damage and moisture.
- Each pallet must be marked clearly with a visible packing slip on two adjacent sides.

Delivery Notes

- NO goods will be accepted without a delivery note. The delivery note must contain the following information : Number of boxes or pallets; Total delivered; Key number / caption; Product description e.g. 4 page tabloid quarter folded. The mailroom will only check the number of boxes or pallets and discrepancies will only be noted during inserting.

Left over inserts

- The customer will be notified of any leftovers.
- The onus is on the customer to collect or inform the Mailroom of any re-schedules. Should we not hear from the customer within 12 hours it will be put to waste.