



Financial Mail
The Annual AdFocus

Financial
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BRAND

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RATECARD - 2016

PROFILE & CASE STUDY

SPECIFICATIONS

- Profiles & case studies to be written up by one of our project writers
- Photography is included for profiles
- Layout is included for profiles; to be approved by client prior to print

MATERIAL REQUIREMENTS

- Ad material must be supplied to the exact specifications indicated, any dimensions that are outside these areas will not be processed, and client will have to supply new material
- Material to be supplied as print optimised high-resolution (300dpi) PDF
- All fonts to be embedded in the PDF
- All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2)
- Offset lithographics colour-corrected proofs should be supplied as a guide, if not supplied, accurate colour matching cannot be guaranteed

OUR RATES

	Rate
Corporate profile	
Full Page Full Colour	R 46 690
DPS Full Colour	R 100 050
Brand profile	
Full Page Full Colour	R 46 690
DPS Full Colour	R 100 050
Advertisement	
Full Page Full Colour	R 40 020
DPS Full Colour	R 80 040
Special positions	
IFC	R 52 440
IBC	R 51 840



ADVERTISEMENT SPECIFICATIONS

	Type Area		Trim Area		Bleed Area	
	Height	Width	Height	Width	Height	Width
Full Page	270mm	205mm	297mm	235mm	307mm	245mm
Double page spread Bleed through gutter	270mm	440mm	297mm	470mm	307mm	480mm

DEADLINES

Booking	31 August
Profile content	14 September
Profile sign-off	28 September
Ad material	5 October

Our rates exclude VAT and agency commission

Contact detail:

Marcia Minnaar | 011 280 5770 | minnaarm@timesmedia.co.za

OFFICIAL EVENT PARTNER

1. Bespoke activation / promotion
2. Product hamper / gift to all winners on the night
3. Branding in the venue
4. Logo placement on the welcome screen
5. Logo placement on the audio visual screen during the awards ceremony
6. Logo placement on guest communications pre- and post-event
7. Mentions in any publicity pre- and post-event
8. Mentions on social media in the lead up to the event when announcing finalists as well as post-event when announcing winners
9. Mentions in the welcome and thank you by MC on the night
10. 10 x tickets to attend the awards evening
11. A vodcast – corporate interview with Jeremy Maggs posted on the Redzone which now forms part of Financial Mail’s website – www.financialmail.co.za/redzone/
12. Website banner on the Redzone for a period of 3 weeks
13. Full page full colour advertisement in the media and marketing magazine the Redzone which is distributed with Financial Mail to 13 700 subscribers

Total investment R75 000

AWARD PARTNER

1. Logo placement on the certificate of the relevant award
2. Logo placement on the relevant slide announcing the winnerannouncing the winner
3. Logo placement on the welcome screen
4. 5 x tickets to attend the awards evening
5. A vodcast – corporate interview with Jeremy Maggs posted on the Redzone which now forms part of the Financial Mail website – www.financialmail.co.za/redzone/
6. Website banner on the Redzone for a period of 3 weeks
7. Full page full colour advertisement in the media and marketing magazine the Redzone which is distributed with Financial Mail to 13 700 subscribers

Total investment R45 000

Our rates exclude VAT and agency commission

Contact detail:

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