

HORSE TRADING

Email: ads@horsetrading.co.za or jenny@horsetrading.co.za

ADVERTISING INFORMATION

(rates effective from January 2010)

PLEASE NOTE: PRICES QUOTED & ALL ADS ARE ON A STRICTLY PRE-PAID BASIS ONLY.

<u>Display Ad sizes</u>	<u>1month</u>	<u>3 months</u>	<u>6 months</u>	<u>Pay for 6 consecutive issues</u>
1 Block (47 x 50 mm)	R420	R1100 (save R160)	R2100 (save R420)	GET 1 FREE !! (effectively paying for 5 & getting the 6th ad FREE!! Prepaid only, prior to 1st placement, artwork to be supplied by advertiser
1.5 Block (47 x 74 mm)	R470	R1210 (save R200)	R2350 (save R470)	
2 Block (47 x 92 mm)	R580	R1440 (save R300)	R2260 (save R580)	
3 Block (74 x 92 mm)	R710	R1700 (save R430)	R3550 (save R710)	
4 Block (92 x 92 mm)	R930	R2490 (save R300)	R4650 (save R930)	
1/4 Page (136 x 92 mm)	R1210	R3230 (save R400)	R4700 (save R940)	
1/3 Page (92 x 190 mm)	R1460	R3900 (save R480)	R7300 (save R1460)	
1/2 Page (136 x 190 mm)	R2310	R6300 (save R630)	R9300 (save R2310)	
A4 Page (190 x 275 mm)	R3550	R9550 (save R1100)	R17750 (save R3550)	
A4 pg Full colour **	R5880	R16 860 (save R780)	**N/A	

****3, or 6 issue discounted rates are strictly pre-paid only, prior to 1st placement for consecutive placements.**

Classifieds - 2nd hand items, to rent ads, bait etc - R90. for up to 30 words & R15. for every extra 10 or part of 10 words

Special Horses - R100. for up to 30 words & R15 for every extra 10 or part of 10 words

Pic-ads - a horse for sale or Bait, or a 2nd hnd item for sale only

Standard Pic-Ad - R200. with up to 40 words **Small Pic-Ads** - R110. with only 25 words,

• Email text, typed into your email message, attach pic as jpeg, or tiff min 300k max 1MB.

NO BUSINESS ADS In Classifieds, or Pic -ads

Prices subject to change if circumstances beyond our control occur - take advantage of long-term pre-paid prices

Banking Details:

Bank: FNB. **Branch:** Fourways, **Code:** 25 16 55
Type: Current. **Account Name:** Horse Trading,
Acc. Number: 513 2010 5468.

Please Note:

Internet transfers, cheque deposits accepted
NO CASH DEPOSITS unless bank charges included of R16..50 per R100. deposited.

PLEASE NOTE ..

When making a payment via internet banking, kindly request your bank to

EMAIL proof of payment to ads@horsetrading.co.za

use your cell number & name in ad as beneficiary reference.)NLY

Payment confirmation ONLY reserves ad space required

It is the responsibility of the advertiser to ensure that we are in receipt of payment confirmation

DEADLINES FOR PAYMENT & AD INFORMATION

14th of EVERY MONTH or Friday BEFORE if 14th on a week-end

FRONT PAGE - Full colour only + 25% SURCHARGE. BACK PAGE + 20% SURCHARGE

These positions are only available to advertisers who regularly place a full page advertisement

LAYOUT / ARTWORK SPECIFICATIONS

1. All print ready artwork required to be included must be supplied to us in a suitable format for Apple Mac.
2. Emailed as 300 dpi jpeg, tiff or pdf to correct sizes as per rate sheet.
3. **ABSOLUTELY NO FAXED GRAPHICS ACCEPTED. NO SMS OR MMS ADS PLEASE**
4. If you would like your design studio to do your ad that's no problem. The ad must simply be supplied to us in one of the formats mentioned in point 1, & to the correct size as specified in the rates table. We do not accept responsibility for loss of information due to cropping ads to the correct size, or ads supplied in an unsuitable format.
5. **FOR A FREE QUOTE ON DESIGN, LAYOUT, OF ANY DISPLAY AD, EMAIL: jenny@horsetrading.co.za**

COLOUR SPECIFICATIONS

1. Full page advertisers only, have the option of supplying Full colour artwork to correct specs, emailed as print ready X1a pdf.
2. **NO LOOSE INSERTS PERMITTED.**
3. **FOR A FREE QUOTE ON DESIGN, LAYOUT, OF ANY DISPLAY AD, EMAIL: jenny@horsetrading.co.za**

E-MAIL SPECIFICATIONS

1. All artwork emailed must EMAILED in one of the following formats: a 300 dpi jpeg, tiff or Pdf.
2. All text emailed must be please be inserted into the message itself not attached as a Word or any other PC file.
3. **NO E-MAIL MAY EXCEED 3mMB IN TOTAL SIZE.**