

# Advertisement Rate & Order Form

December 2011 / January 2012 Magazine

Rate Card valid until November 2011

Designing of adverts can be arranged - Please call for quotations

Matrix Advertising & Communications, Sedgwick House, Bloem Street, Cape Town, 8001  
Tel: 021 426 2571 • Fax: 021 424 4737 • www.matrixads.co.za • www.diazbeach.co.za



## FULL COLOUR

Size	Type (h x w)	Trim (h x w)	Bleed (h x w)	excl. VAT
Double Page Spread	255 x 400mm	275 x 420mm	285 x 430mm	R21386.00
Full Page	255 x 190mm	275 x 210mm	285 x 220mm	R11700.00
1/2 pg Horizontal	116 x 190mm	136 x 210mm	146 x 220mm	R9360.00
1/2 pg Vertical	255 x 85mm	275 x 105mm	285 x 115mm	R9360.00
1/3 pg	70 x 190mm	90 x 210mm	100 x 220mm	R6614.00
1/4 pg	116 x 85mm	136 x 105mm	146 x 115mm	R5133.00
104 x 88mm	94 x 78mm	104 x 88mm	-	R3899.00
60 x 88mm	50 x 78mm	60 x 88mm	-	R2911.00
40 x 88mm	30 x 80mm	40 x 88mm	-	R2015.00

### Deadlines:

Issue date	December 2011 / January 2012	Material deadline	10 November 2011
Advertorial booking deadline	4 November 2011	Distribution date	30 November 2011
Advertisement booking deadline	4 November 2011		

### Billing details:

Customer: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Tel: \_\_\_\_\_  
 Acc. contact person: \_\_\_\_\_

### Accounting:

Vat No: \_\_\_\_\_  
 Size of Advert: \_\_\_\_\_  
 Rate: \_\_\_\_\_  
 SUB TOTAL: \_\_\_\_\_  
 Add VAT: \_\_\_\_\_  
 TOTAL: \_\_\_\_\_

### Authorisation:

Name: \_\_\_\_\_  
 Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## Settlement of accounts on booking of advert

### Material Specifications

**Material specifications:** Digital material only (no positive), CMYK Process colours. No Pantone or Coated colours. CD-Rom disks or e-mailed files (up to 2MB) and PDF files.

**Programme requirements:** Only advertisements created in the following programmes are acceptable (Mac or PC): Macromedia Freehand (supply fonts even with EPS files) or Adobe Photoshop. Our first preference would be to receive a Freehand EPS, with all text converted to paths.

**Emailed material requirements:** High resolution scans (300dpi), Convert all text to paths and export as a JPEG file CMYK mode.

**All adverts must be accompanied by:** All fonts used, colour proofs, all TIFF, EPS and other picture files used, a bureau checklist detailing all the above-

mentioned information as well as any other relevant information. **Please ensure that all graphics are scaled to the correct size.** R365 + VAT will be charged if graphics are not scaled to the correct size. All supplied disks will be returned on request.

If any of the above criteria are not met, the publishers reserve the right to reject material supplied. We accept no responsibility for any fault arising from the processing of files from disk if not accompanied by a colour proof, setoff process colour separated laser proofs, fonts and correctly formatted picture files used by the agency or client.

### Please note:

Specific requests for the positioning of advertisements cannot be guaranteed.

### Matrix Advertising Banking Details

Acc no: 406 969 0278 • Branch No. 632 005 • ABSA