

Architect & SPECIFICATOR

RATE CARD 2017

Print Advert Sizes

A4: 297mm x 210mm
(Bleed 305mm x 217mm)
½ (h): 130mm (h) x 180mm (w)
½ (v): 267mm (h) x 90mm (w)
¼ (v): 130mm (h) x 85mm (w)
¼ (h): 65mm (h) x 180mm (w)
⅓ (v): 267mm (h) x 55mm (w)
⅓ (h): 95mm (h) x 180mm (w)

A5: 176mm (h) x 130mm (w)

Loose inserts by negotiation

Material Requirements

1. PDF (press-ready PDF)
2. All fonts and graphics must be embedded.
3. All graphics must be CMYK. Conversion from RGB may create colour discrepancies
4. Resolution must be no lower than 300dpi.
5. No ICC colour profiles to be embedded.
6. 5mm bleed is required.
7. Adverts can be emailed (if file is no bigger than 5Mb), or via DropBox.
8. Jpeg or tiff files may be supplied, but must be high resolution (no lower than 300dpi) and CMYK. Logos or graphics should not be obtained from websites, as they are usually low resolution.

Open files cannot be accepted.

These include, among others, QuarkXpress, Freehand and CorelDraw.

Web Advert Requirements

- Sized in pixels – supplied as gif, jpg or png
- Can be animated

Terms & Conditions

It is Promech Publishing policy that all advertising be placed on left hand pages. Any requests for guaranteed positions will be subject to a 15% surcharge. Payment terms are strictly 30 days.

Advert & material deadlines

5th of the month prior to publication

Advertising

Sharon Haarhoff

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Managing Editor: Susan Custers

Contact Details

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Banking Details

Promech Publishing cc
FNB – Cresta (Code: 254-905)

Acc No: 5144 005 1848

Proof of payments to be sent to:
accounts@promech.co.za

VAT No: 4900138068

Printed by:

Typo Printers, Tel: (011) 402-3468

Circulation	7 664
Language	English
Frequency	Bi Monthly
Published by	Promech Publishing
Issued	25th of cover month
Cancellation	First of month prior to cover date in writing
Financial discount	All prices exclude VAT and include agency commission

PRINT ADVERTS

Full Colour adverts	Casual Insertion	2 - 5 Insertions	6 - 10 Insertions
A4	23 300	22 000	20 000
½	15 700	14 500	13 000
⅓	13 400	11 880	11 000
¼	11 600	10 500	9 000
Centre spread - R35 800			
A5 – insertion costs + 20%			
Special Positions – By negotiation only			

WEB ADVERTS (sized in pixels)

All bookings minimum of 3 months

Promech Publishing home page

Leader board	409(w) x 92(h)	R3 000
Top Banner	620(w) x 360(h)	R3 000
Side Rectangle	300(w) x 360(h)	R2 500
Side Square	300(w) x 300(h)	R1 500

Architect & Specificator page

Side Rectangle	300(w) x 360(h)	R1 800
Side Square	300(w) x 300(h)	R1 500
Bottom Banner	620(w) x 92(h)	R1 200

Contact Sharon Haarhoff on Tel: (011) 781-1401
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for further details



PUBLISHERS OF "SUPPLY CHAIN TODAY",
"BULK HANDLING TODAY", "THE SOUTH
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SPECIFICATOR" and "SKILLS ON SITE."

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