

**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.

**Advertising**

**Louise Cresswell**

Tel: (011) 781-1401 • Cell: 071 886 1263

**Managing Editor:** Susan Custers

**Contact Details**

Tel: (011) 781-1401, Fax: (011) 781-1403

Email: samecheng@promech.co.za

**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



# BUYERS GUIDE

## RATE CARD 2017

|                    |  |
|--------------------|--|
| Circulation        | 4 326  |
| Language           | English  |
| Frequency          | Annual   |
| 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 |

**DISPLAY ADVERTS**

| Full Colour adverts | Casual Insertion |
|---------------------|------------------|
| A4                  | 19 900           |
| ½                   | 16 000           |
| ¼                   | 9 500            |

A5 – insertion costs + 20%

**ADVERTORIAL PAGES**

|  |        |
|--|--------|
| <b>Full page full colour advertorial</b>       | 19 900 |
| Every page of advertorial thereafter at R8 000 |        |

**WEB ADVERTS (sized in pixels)****All bookings minimum of 3 months**

| Promech Publishing home page |                 |                  |
|------------------------------|-----------------|------------------|
| Leader board                 | 409(w) x 92(h)  | R3 000 per month |
| Top Banner                   | 620(w) x 360(h) | R3 000 per month |
| Side Rectangle               | 300(w) x 360(h) | R2 500 per month |
| Side Square                  | 300(w) x 300(h) | R1 500 per month |

| SA Mechanical Engineer page |                 |                  |
|-----------------------------|-----------------|------------------|
| Side Rectangle              | 300(w) x 360(h) | R1 800 per month |
| Side Square                 | 300(w) x 300(h) | R1 500 per month |
| Bottom Banner               | 620(w) x 92(h)  | R1 200 per month |

**Contact: Louise Cresswell on Tel (011) 781-1401**

**Fax: (011) 781-1403 or Cell: 071 886 1263**

**Email: samecheng@promech.co.za**



**PUBLISHERS OF "SUPPLY CHAIN TODAY",  
 "BULK HANDLING TODAY", "THE SOUTH  
 AFRICAN MECHANICAL ENGINEER",  
 "ENGINEERING WORLD", "ARCHITECT AND  
 SPECIFICATOR" and "SKILLS ON SITE.**

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