

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

Louise Cresswell

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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

**RATE CARD 2017**

Circulation	3 764
Language	English
Frequency	Monthly except December
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	11+ Insertions
A4	19 900	18 500	17 200	16 000
½	15 600	14 700	13 900	13 500
⅓	12 700	11 600	10 800	9 900
¼	9 500	9 180	8 300	7 900
Centre spread – R29 750				
A5 – insertion costs + 20%				
Special Positions – IFC 20%, IBC 15%, OBC 25%				

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

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**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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