

# BULK HANDLING TODAY

## GUIDES 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.

### Advertising

Lyn Patricio

Tel: (011) 781-1401 | Cell: 083 637 7122

Managing Editor: Susan Custers

### Contact Details

Tel: (011) 781-1401, Fax: (011) 781-1403  
Email: bulkhandling@promech.co.za

### Banking Details

Promech Publishing cc  
FNB – Cresta (Code: 254-905)  
Acc No: 51 44 005 1848  
Proof of payments to be sent to:  
accounts@promech.co.za

VAT No: 4900138068

### Printed by:

Typo Printers, Tel: (011) 402-3468

Circulation	6 500
Language	English
Frequency	Annual
Published by	Promech Publishing
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	
Full page full colour advertorial	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
Bulk Handling Today 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: Lyn Patricio on Tel (011) 781-1401  
Fax: (011) 781-1403, Cell: 083 637 7122 or  
Email: bulkhandling@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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