

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**

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

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 2018**

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
All prices exclude VAT and include agency commission	

PRINT ADVERTS				
Full Colour adverts	Casual Insertion	2 - 5 Insertions	6 - 10 Insertions	11+ Insertions
A4	21 500	19 900	18 500	17 000
½	16 800	15 800	14 000	12 000
⅓	13 700	12 500	11 000	9 900
¼	10 200	9 500	8 500	7 500
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

**Contact: Louise Cresswell on Tel (011) 781-1401
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**PUBLISHERS OF “SUPPLY CHAIN TODAY”,
 “BULK HANDLING TODAY”, “THE SOUTH
 AFRICAN MECHANICAL ENGINEER”,
 “ARCHITECT AND SPECIFICATOR” and
 “SKILLS ON SITE”.**

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