

# Architect & SPECIFICATOR

## RATE CARD 2018

### 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

Tish Strydom

Tel: (011) 781-1401

Managing Editor: Susan Custers

### Contact Details

Tel: (011) 781-1401

Email: archspec@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

Circulation	5 264
Language	English
Frequency	Bi Monthly
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
A4	23 300	22 000	20 000
½	15 700	14 500	13 000
⅓	13 400	11 880	10 500
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 consecutive 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 Tish Strydom on Tel: (011) 781-1401  
or Email: archspec@promech.co.za  
for further details



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

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