

DATAWEEK

ELECTRONICS & COMMUNICATIONS TECHNOLOGY

Advertising Rates 2010

Insertions

Black and White Rates

Size (mm)	12-23	6-11	4-5	Casual
85x120	R 3 700	R 4 100	R 4 300	R 4 800
55x260	R 4 900	R 5 500	R 5 800	R 6 400
180x130	R 6 100	R 6 800	R 7 200	R 7 900
A4	R 9 400	R 10 500	R 11 100	R 12 200

Full-Colour Rates

Size (mm)	12-23	6-11	4-5	Casual
85x120	R 5 700	R 6 300	R 6 600	R 7 300
55x260	R 6 900	R 7 700	R 8 100	R 8 900
180x130	R 8 000	R 8 900	R 9 400	R 10 400
A4	R 11 400	R 12 700	R 13 400	R 14 700

Special Positions

OFC*	R 20 000
IFC	R 15 800
IBC	R 13 600
OBC	R 16 800

* Includes production, cover story, lead editorial and framed poster of the OFC for promotional purposes.

Loose inserts:	1 page (2 sides)	R 9 300
	2 pages (4 sides)	R 12 000
	per page thereafter	R 1 700

Process Colour

Black and White rate plus R 1 250

Electronics Buyers' Guide 2011

Size	4 Colour	Process Colour	Black & White
A4	R 13 400	R 12 350	R 11 100
1/2 A4	R 9 400	R 8 450	R 7 200
1/4 A4	R 6 600	R 5 550	R 4 300

Special Positions

Outside Front Cover Package	R 39 000
• Design to Technews style	
• Cover story	
Inside Front Cover	R 21 100
Inside Back Cover	R 17 800
Outside Back Cover	R 28 000
Opposite Contents	R 15 600
Spine	R 9 300
Bookmark*	R 19 100
*to be supplied complete with ribbon	
Phone card (1 side)	R 9 300

All rates are per insertion, exclusive of VAT and production, inclusive of agency commission.

Advertising placed by overseas advertisers is subject to a 5% service fee.