

# EBCG

# 2011

*Directory of*  
**THE SOUTH AFRICAN  
ELECTRONICS INDUSTRY**

## ELECTRONICS BUYERS' GUIDE

### Advertising rates

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#### Full-Colour Rates

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 <ul style="list-style-type: none"><li>• Design to Technews style</li><li>• Cover story</li></ul>	R 39 000
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* *to be supplied complete with ribbon	R 19 100
Phone card (1 side)	R 9 300

#### Advertisers added value:

Companies who advertise in the Directory have a comprehensive presence in the print and online Directories as follows:

##### Print edition

- Standard company listing
- Branch offices in southern Africa
- Inclusion in the listing of manufacturers and brand names
- Placing display advertising gives immediate additional exposure and credibility
- The opportunity to place their advert in or near a relevant product table

##### Online edition

Companies who do not advertise have a limited listing comprising only their company name and head office contact details. Advertisers have the following expanded listing:

- Company name in bold
- Business description i.e. "sale of", "manufacture of", "installer of"
- Brands
- Branch offices in southern Africa
- Distributors in southern Africa
- Contact details for key personnel

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