

# SOUTH AFRICAN INSTRUMENTATION CONTROL **AND**

## Advertising Rates 2010

### Monthly issues

#### Full-Colour Rates

Size	Casual	4	6	10+
A4	R 17 700	R 16 000	R 15 200	R 13 700
1/2 A4	R 12 300	R 11 000	R 10 500	R 9 600
1/3 A4	R 10 500	R 9 500	R 9 000	R 8 100
1/4 A4	R 8 800	R 7 900	R 7 500	R 6 800

Bellyband: (supplied preprinted)		R 14 500
Branded profiles:	4 x A4 full colour pages	R 35 600
Loose inserts:	1 page (2 sides)	R 12 500
	2 pages (4 sides)	R 16 000
	per page thereafter	R 1 500

#### Special Positions

OFC	R 25 000
IFC	R 18 900
IBC	R 16 600
OBC	R 20 000

Sponsorship Package:	R 48 000
IFC	R 22 000
IBC	R 19 000
OBC	R 24 000
Page opp contents	R 22 000

### SA Instrumentation & Control Buyers' Guide

#### Full-Colour Rates

Size	
A4	R 15 500
A4 b/w	R 12 500
1/2 A4	R 11 000
1/2 A4 b/w	R 8 000
1/3 A4	R 9 500
1/3 A4 b/w	R 6 500
1/4 A4	R 7 900
1/4 A4 b/w	R 4 900

#### Branded Profiles

A4 Profile + A4 advert	R 24 000
1/2 A4 profile + 1/2 A4 advert	R 16 400
A4 profile only	R 12 950
1/2 A4 profile only	R 8 800

#### Special Positions

OFC	R 39 000
IFC	R 21 600
IBC	R 18 500
OBC	R 28 400

Opp Contents	R 21 600
Bookmark* *to be supplied complete with ribbon	R 19 300
Spine	R 10 000

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.