

**HOT DIP**

# GALVANIZING

**TODAY**

## RATE CARD AND 'FOCUS ON' TOPICS 2017

Bedfordview Office Park, Building Two, Ground Floor, 3 Riley Road, Bedfordview • PO Box 2212, Edenvale 1610

FOR ADVERTISING CONTACT ANNE VAN VLIET 082 775 0711

**Advertising Rates:**

All rates EXCLUDE agency commissions and VAT	
Size	Cost Per Insertion
<b>Standard Rates:</b>	
Double A4 Advertorial	R 17 240.00
A4 Page	R 11 875.00
Half A4 Page	R 8 445.00
A5 Portrait	R 10 170.00
Third A4 Page	R 8 020.00
Quarter A4 Page	R 5 775.00
<b>Premium Positions:</b>	
Back Cover	R 14 325.00
Inside Front Cover	R 13 475.00
Inside Back Cover	R 12 615.00
<b>Half A4 Advertorial:</b>	R 7 820.00
<b>Inserts:</b>	
Single Page	R 11 875.00
Up to 4 Pages	R 23 750.00

**Advert Design and Make Up Only**

Design of advert for printing as per the specifications below

All rates exclude VAT		
Size	Cost	Requirements
DPS	R 1 780.00	<ul style="list-style-type: none"> <li>All copy, logos and photographs to be supplied by the client.</li> <li>Logos and photographs must be supplied at a minimum of 300dpi</li> </ul>
Full A4	R 1 250.00	
Half A4	R 810.00	
Third A4	R 700.00	
Quarter A4	R 700.00	

**Technical Data:**

Size	Trim Size (w x h)	Type Area	Bleed	Material Requirements
Double Page Spread	420 x 297mm	400 x 277mm	430 x 307mm	<ul style="list-style-type: none"> <li>Please ensure that all material is supplied as a <b>print ready PDF</b>. 300dpi JPG or TIFF format will also be accepted.</li> <li>5mm bleed must be included on all material which bleed off the page.</li> <li>Material supplied in Word, Powerpoint or Corel Draw will <b>NOT</b> be accepted.</li> </ul>
Full A4	210 x 297mm	190 x 277mm	220 x 307mm	
Half A4 horizontal (floating)	186 x 127mm	-	-	
Half A4 horizontal (with bleed)	210 x 148.5mm	190 x 128.5mm	220 x 158.5mm	
Third A4 horizontal (with bleed)	210 x 99mm	190 x 79mm	220 x 109mm	
Third A4 vertical (with bleed)	77 x 297mm	57 x 277mm	87 x 307mm	
Quarter A4 vertical (floating)	90 x 127mm	-	-	
<b>NO SINGLE OR SPOT COLOUR ADVERTS ARE CATERED FOR IN THIS PUBLICATION</b>				

**DATES AND FOCUS TOPICS****February/March Issue No. 65:**

'Focus On' Topic: Galvanizing - International and Local.  
(Advertising Deadline - 10 February)

**May/June Issue No. 66:**

'Focus On' Topic: Equipment, Chemicals and Services.  
(Advertising deadline - 31 May)

**August/September Issue No. 67:**

'Focus On' Topic: Galvanizing Around Us.  
(Advertising deadline - 28 August)

**November/December Issue No. 68:**

'Focus On' Topic: Further Education, Skills Development and Training.  
(Advertising deadline - 13 November)

Additional features may be published at the editor's discretion, depending on available material and advertising support.

**Circulation**

All members, including galvanizers and industry support companies such as chemical companies and zinc recoverers. Architects and all disciplines of consulting engineers, including electrical, mechanical, civil, structural, mining, project, chemical, fire, water and agricultural engineers. Town planners, steel fabricators, quantity surveyors, construction and property consultants and developers. Paint manufacturers and paint contractors. Concrete reinforcement suppliers, general engineering companies, fastener manufacturers and stockists, municipalities, universities, technikons, etc.

**Circulation as at 31 December 2016 = 3736.**