



Tel: +27 (0)43 711 4800
 Cell: +27 (0)82 859 6725
 Fax: +27 (0)86 515 2949
 P/Baq X9027 | East London | 5200 | South Africa

PATSY KRUGER: sales1@visionmagazine.co.za
 FRANCES SMITH: pro@rivercorp.co.za
www.visionmagazine.co.za

Editor: Dr Waldo Malan (editor@visionmagazine.co.za)

RIVER[®]
 destiny defined

EFFECTIVE DATES: 1 NOVEMBER 2011 - 31 OCTOBER 2012

AGENCY COMMISSION EXCLUDED

PRINTED ADVERTS - FULL COLOUR

SIZE	TRIM	BLEED	TEXT AREA	RATE IN ZAR (excl. VAT*)
Double Page Spread	210 x 297 mm (x2)	216 x 303 mm (x2)	190 x 262 mm (x2)	20900
Full Page	210 x 297	216 x 303	190 x 262	12650
Inside Front Cover	210 x 297	216 x 303	190 x 262	13750
Inside Back Cover	210 x 297	216 x 303	190 x 262	13200
Outside Back Cover	210 x 297	216 x 303	190 x 262	14850
1/2 Page Horizontal	210 x 148.5	216 x 154.5	190 x 128.5	6600
1/2 Page Vertical	105 x 297	111 x 303	85 x 262	6600
1/4 Page Horizontal	210 x 74	216 x 80	190 x 54	3520
1/4 Page Vertical	52.5 x 297	58.5 x 303	32.5 x 262	3520
1/3 Page Horizontal	210 x 99	216 x 105	190 x 79	4290
1/3 Page Vertical	70 x 297	76 x 303	50 x 262	4290
Horizontal Branding Banner	210 x 38	216 x 44	190 x 18	2770

** International Clients Are Not Charged VAT*

PRINTED ADVERTS - CLASSIFIEDS

4 Lines x 1 Column	45 x 16	215
4 Lines x 2 Columns	92 x 16	435
4 Lines x 3 Columns	138 x 16	650
4 Lines x 4 Columns	186 x 16	870
8 Lines x 1 Column	45 x 32	435
8 Lines x 2 Columns	92 x 32	870
8 Lines x 3 Columns	138 x 32	1300
12 Lines x 1 Column	45 x 48	650
12 Lines x 2 Columns	92 x 48	1950
16 Lines x 1 Column	45 x 64	870
20 Lines x 1 Column	45 x 80	1090

Advertising Rates 2011

PRE-PRINTED INSERTS (LOOSE ONLY)
Rate per 1000 / Minimum Inserts 3000
300

INSERTS OF PROMOTIONAL ITEMS - Bagging Cost on Request



PRINTED ADVERT WITH TBN TELEVISION BROADCAST

PRINT	TELEVISION	RATE IN ZAR (excl. VAT*)
<i>* International Clients Are Not Charged VAT</i>		
Full Page	30 x 28-second slots	19250
Full Page	15 x 28-second slots	16500
1/2 Page	30 x 28-second slots	13200
1/2 Page	15 x 28-second slots	9900
1/4 Page	30 x 28-second slots	10120
1/4 Page	15 x 28-second slots	6820
NO PRINT	1 x 28-second slot	Prime Time 1100
NO PRINT	1 x 28-second slot	Off-Peak Time 550



Available ONLY in 3-month terms
Please see Terms & Conditions

Double Page Spread
Full Page
Inside Front Cover
Inside Back Cover
Back Cover
1/2 Page
1/4 Page
1/3 Page
Business Card Colour
Business Colour B/W

	30 Seconds		60 Seconds	
	30 Slots	60 Slots	30 Slots	60 Slots
	6 500,00	9 500,00	9 000,00	13 500,00
Double Page Spread	24 112,00	26 752,00	26 312,00	30 272,00
Full Page	16 852,00	19 492,00	19 052,00	23 012,00
Inside Front Cover	17 820,00	20 460,00	20 020,00	23 980,00
Inside Back Cover	17 336,00	19 976,00	19 536,00	23 496,00
Back Cover	18 788,00	21 428,00	20 988,00	24 948,00
1/2 Page	11 528,00	14 168,00	13 728,00	17 688,00
1/4 Page	8 817,60	11 457,00	11 017,60	14 977,60
1/3 Page	9 495,20	12 135,00	11 695,20	15 655,20
Business Card Colour	7 172,00	9 812,00	9 372,00	13 332,00
Business Colour B/W	6 688,00	9 328,00	8 888,00	12 848,00

Please supply material in electronic format. The files can be emailed directly to the editor, or sent via a file sharing service such as YouSendit or DropBox. Files incorrectly supplied will be subject to a conversion charge. Files must be supplied in CMYK format, 300dpi and in one of the following file formats: (1) TIFF (2) JPG (3) PDF.

All ads must be supplied with 3mm bleed all around. Please do not place any text or important graphics outside of the text area. Information placed outside the text area is subject to being cut off during the printing process. For more information regarding material formats please contact our graphics department: graphics@visionmagazine.co.za. A 100% cancellation fee will be charged in the case of advert cancellation after the deadline date.

Artwork must be supplied with a booking form. If full payment of the advertisement is not received a week before print the advert will be withdrawn, and the client will be held liable for full payment.