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## ADVERTISING RATES 2018 (EXCL. VAT & AGENCY COMM.)

	<b>Colour</b>	<b>B/W</b>
Full page (297 x 210mm)	R 16 500.00	R 10 900.00
Half page (135mm x 180mm)	R 10 180.00	R 4 730.00
Half page (145 x 210mm) horizontal or (270 x 100mm) vertical	R 10 180.00	R 4 730.00
Quarter page (145 x 100mm)	R 5 080.00	R 3 850.00
Eighth page (70 x 100mm)	R 3 850.00	R 2 500.00

### TECHNICAL DETAILS:

**Page size: 297mm x 210mm**  
Bleed size: 10mm

### MATERIAL REQUIRED:

On CD in PDF Format, or e-mail pdf in Hi-resolution. NB: All colours to be converted to process CMYK. Colour progressive preferred.

### PRINT ORDER:

5 000 Copies

### PUBLICATION FREQUENCY:

Jan/Feb, Mar/Apr, May/Jun, Jul/Aug,  
Sept/Oct, Nov/Dec.

### DISTRIBUTION (NATIONALLY):

Nationally by post to subscribers, greenhouse service providers, research and development institutions, Farmer Associations, Seedling Growers Assoc. members, Tomato Growers Assoc. and SA Flower Growers members and related associations.

### DEADLINES: ADVERTISING (Bookings):

5th<sup>th</sup> of first month of publishing  
(e.g.: 5th Jan for Jan/Feb).

(Ad Material):

5th of month before d. o. p.  
25th of month before d. o. p.

### EDITORIALS:

### AGENCIES:

Commission to be added to advertisement rates above.

### CONDITIONS:

General conditions apply in accordance with rules laid down by the newspaper industry.

### CONTACT:

**Suzanne Oosthuizen 082 832 1604**

**PLEASE NOTE:** Failure of delivery of advertising material by due date will result in an account payable for the space booked.