



Advertisement tariffs

2016 Tariffs

FULL COLOUR	BASIC RATE	INSERTS	
		(4 - 8)	(9 - 12)
Front cover	R44 150	R42 050	R40 050
Double page spread	R44 650	R42 530	R40 500
Full page	R23 250	R22 150	R21 050
Half page	R13 050	R12 450	R11 850
Third page	R7 700	R7 350	R7 000
Quarter page	R6 530	R6 220	R5 920
Eighth page	R4 950	-	-
BLACK & WHITE			
Full page	R16 900	R16 100	R15 330
Half page	R6 750	R6 400	R6 100
Quarter page	R3 770	R3 590	R3 420
Eighth page	R2 140	-	-

Grainguide 2016 – Tariffs

Double page spread	R30 450
Full page	R19 350
Half page	R10 200

- Second colour per full page: **R2 130** per additional colour per advertisement or page
- One spot colour per half or quarter page: **R1 030**
- Loose inserts: **R14 750 + 25%** per second page
- Rates exclude VAT
- Agency commission included



“Focus on...” year planning

- **January:** Grain guide
- **February:** Winter grain in general and Groundnuts
- **March:** Seed and Animal health
- **April:** NAMPO Harvest Day
- **May:** Money matters and Financial services
- **June:** NAMPO Harvest Day review and Value adding
- **July:** Fertiliser
- **August:** Tractors, Tools and Implements
- **September:** Integrated pest control (Pest and Weed control)
- **October:** Animals
- **November:** Natural resources and energy
- **December:** General

Technical

Size

A4



Trim: 297 x 210 mm
Bleed: 303 x 216 mm
Type area: 277 x 190 mm

Half hor./A5



148 x 210 mm
 154 x 216 mm
 135 x 190 mm

Half vert.



297 x 100 mm
 303 x 106 mm
 277 x 90 mm

Grainguide FP



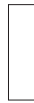
200 x 148 mm
 206 x 154 mm
 185 x 123 mm

Hor. 1/3



Trim: 97 x 210 mm
Bleed: 103 x 216 mm
Type area: 85 x 190 mm
Screen: 175 lpi

Vert. 1/3



297 x 70 mm
 303 x 76 mm
 277 x 60 mm

1/4 Page



148 x 105 mm
 154 x 111 mm
 135 x 95 mm

1/8 Page



74 x 105 mm
 80 x 111 mm
 60 x 90 mm



Contact details

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Closing date for reservations and delivery of advertisement material

Reservations: first of the previous month (in writing)

Material: Tenth of the previous month

Cancellations: 45 days before the deadline for bookings for the applicable month

Do you need more technical information?

- Contact Ashley Erasmus, graphic designer of *SA Graan/Grain*, at 018 468 2716 or ashley@infoworks.biz

General conditions

- *SA Graan/Grain* reserves the right to publish advertisements or to cancel advertising instructions at discretion.
- Advertisement positions on specific pages cannot always be guaranteed.
- Accounts should be settled monthly. Strict 30 days. With payments settled later than 60 days no agency commission will be paid.
- Interest on outstanding accounts: 2% after 60 days.
- All material is subject to approval by the publishers.
- Mutual notice on or before the first of the previous month is required for the cancellation of advertisements.
- Written instructions (CI's) are a prerequisite for advertisement bookings.
- Editorial space with advertisements cannot be guaranteed.
- Advertisers are to supply all material on or before due dates.