

Advertising dynamics

SA Graan/Grain is affiliated at the
Audit Bureau of Circulations (ABC)



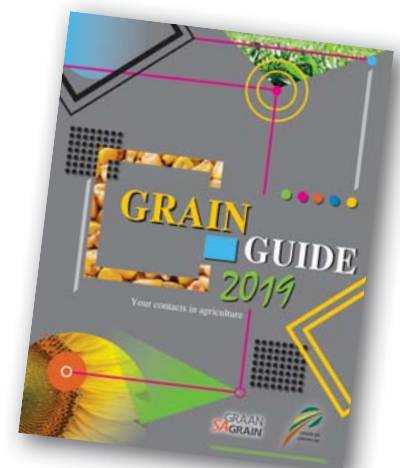
Advertisement tariffs

2019 Rates	
FULL COLOUR	2019 RATE
Front cover	R50 700
Double page spread	R51 215
Full page	R26 675
Inside front cover, Inside back cover, Back cover (Discount rates don't apply)	R26 675
Half page	R15 245
Third page	R9 080
Quarter page	R7 490
Eighth page	R5 460
BLACK AND WHITE*	2019 RATE
Full page	R19 385
Half page	R9 985
Quarter page	R4 990
Eighth page	R2 495

* Second colour per full page: **R2 500** per additional colour per advertisement or page

Grain Guide 2019 – Rates	
Double page spread	R34 950
Full page	R22 175
Half page	R11 700

- Series bookings and packages can be negotiated
- Rates exclude VAT
- Agency commission included





Loose inserts

- **Loose inserts: R13 770** for A4 page printed on both sides.
- For more than one page contact us for a quotation.
- Loose inserts should preferably only include company information. The final content will be subject to approval.
- Full publications should be submitted for consideration.

'Focus on...' year planning for 2019	
January	Grain Guide
February	Groundnuts; Canola
March	Seed; Weed control on winter grains; Cultivar supplement (winter grains)
April	NAMPO Harvest Day
May	Money matters and financial services; Weapons and hunting
June	Review on NAMPO Harvest Day; Grain value chain; Universities
July	Fertiliser; Lime
August	Implements and equipment; NAMPO Cape
September	Integrated pest control; Soybeans and Sorghum
October	Irrigation; Farm security
November	Cultivar supplement (summer grains); Cover crops
December	Outdoors and travel

Technical

Size

Full page



Trim: 285 x 210 mm
Bleed: 288 x 216 mm
Type area: 265 x 190 mm

Half hor./A5



134 x 210 mm
 134 x 216 mm
 122 x 190 mm

Half vert.



285 x 103 mm
 288 x 106 mm
 274 x 91 mm

Hor. Third page



85 x 210 mm
 85 x 216 mm
 77 x 190 mm

Vert. Third page



285 x 68 mm
 288 x 71 mm
 274 x 58 mm

Quarter page



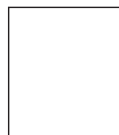
Trim: 135 x 95 mm
Bleed: Geen
Type area: 124 x 87 mm

Eighth page



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

Back page



297 mm x 210 mm
 303 mm x 216 mm
 277 mm x 190 mm

Grain Guide Full page



200 x 148 mm
 206 x 154 mm
 180 x 118 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 Nadine Stork, graphic designer of *SA Graan/Grain*, at 018 468 2716 or nadine@infoworks.biz

General conditions

- *SA Graan/Grain* reserves the right, at own discretion, not to publish an advertisement or insert or to cancel advertisement orders or inserts.
- Advertisement positions on specific pages cannot always be guaranteed.
- Accounts should be settled monthly. Strictly 30 days. With payments settled later than 60 days no agency commission will be paid.
- In the event where an advertiser or agency's outstanding account exceeds 60 days, no new placement bookings will be accepted.
- Interest on outstanding accounts: 2% after 60 days.
- All material is subject to approval by the publishers.
- 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.
- The arrangements for payment per placement order for international bookings and payments are agreed upon and set out on the placement order.