

2021

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



Advertisement Rates

2021 Rates

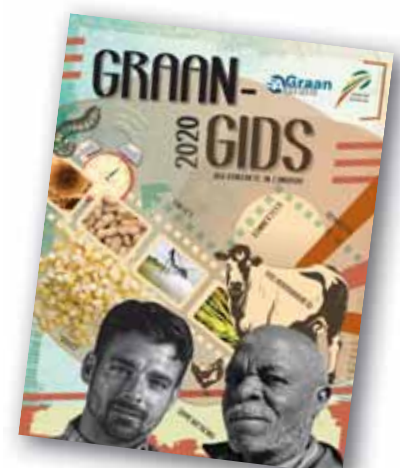
| FULL COLOUR | 2021 RATE |
|---|-----------|
| Front cover | R52 475 |
| Double page spread | R53 000 |
| Full page | R27 600 |
| Inside front cover, Inside back cover, Back cover (Discount rates don't apply) | R27 600 |
| Half page | R15 750 |
| Third page | R9 400 |
| Quarter page | R7 750 |
| Eighth page | R5 650 |
| BLACK AND WHITE* | 2021 RATE |
| Full page | R20 100 |
| Half page | R10 300 |
| Quarter page | R5 150 |
| Eighth page | R2 550 |

* Second colour per full page: **R2 590** per additional colour per advertisement or page

Grain Guide 2021 – Rates

| | |
|--------------------|---------|
| Double page spread | R36 150 |
| Full page | R22 950 |
| Half page | R12 100 |

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



Loose inserts

- » Loose inserts: Price available on request.
- » 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 2021

| | |
|------------------------------|--|
| February | Groundnuts |
| March | Seed; Weed control on winter grains; Cultivar supplement winter grains (loose insert) |
| April | NAMPO Harvest Day (separate publication) |
| May | Money matters and financial services |
| June | Review on NAMPO Harvest Day; Grain value chain; Tertiary institutions |
| July | Fertiliser; Lime |
| August | Implements and equipment; NAMPO Cape (loose insert) |
| September | Integrated pest control; Soybeans; Sorghum; NAMPO ALFA (loose insert) |
| October | Irrigation; Cultivar supplement summer grains (loose insert) |
| November | Cover crops; Grain Producer Awards |
| December/ January | Grain Guide (separate publication) Solar energy Winter grains (wheat, canola, barley, oats and lupins) |

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



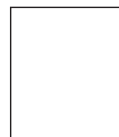
Trim: 135 x 95 mm
Bleed: Geen
Type area: 124 x 87 mm

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

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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.
- » Editorial space with advertisements cannot be guaranteed.
- » Advertisers are to supply all material on or before due dates.
- » All advertisement material and articles are subject to approval by the publishers.
- » Written copy instructions (CI's) are a prerequisite for advertisement bookings.
- » Accounts are strictly payable within 30 days of invoicing. No agency commission will be paid on payments that are settled later than 60 days.
- » In the event where an advertiser or agency's outstanding account exceeds 60 days, no new bookings will be accepted until the account is settled in full.
- » Interest on outstanding accounts: 2% after 60 days.
- » The arrangements for payment per placement order for international bookings and payments are agreed upon and set out on the placement order.