

Business name:		VAT No:	
Postal Address:			
Contact person:		Ad Position:	
Phone number:		Ad size:	
Cell No:	Cost (ex VAT)	R	
Fax No:	VAT	R	
Email:	Total Cost	R	
Comments:		Salesperson: (please fill in)	

Position	Price (member)	Price (non-member)	Size in mm width x height	Bleed	Type area
<b>Covers</b> (Ads may bleed)	VAT excl.	VAT excl.			
- Inside front cover (IFC)	R19 800	R21 780	210 x 297	3mm	185 x 272
- Inside back cover (IBC)	R16 500	R18 150	210 x 297	3mm	185 x 272
- Outside back cover (OBC)	R19 800	R21 780	210 x 297	3mm	185 x 272
<b>Upfront pages</b> (Ads may bleed)					
- Page 4 (opposite CEO Message)	R16 500	R18 150	210 x 297	3mm	185 x 272
- Page 6 (opposite Editorial Comment)	R16 500	R18 150	210 x 297	3mm	185 x 272
- Page 8 (opposite Cover Story)	R16 500	R18 150	210 x 297	3mm	185 x 272
<b>Standard pages</b> (Ads do not bleed)					
- Full page (portrait)	R14 850	R16 335	185 x 272	—	—
- Half page (landscape)	R 9 350	R10 285	185 x 132	—	—
- Half page (portrait)	R 9 350	R10 285	90 x 272	—	—
- Third page (landscape)	R 6 160	R 6 776	185 x 87	—	—
- Third page (portrait)	R 6 160	R 6 776	59 x 272	—	—
- Quarter page (landscape)	R 5 280	R 5 808	185 x 64	—	—
- Quarter page (portrait)	R 5 280	R 5 808	90 x 132	—	—
<b>Opinion Leader Column</b>			Full page advertorial: 500 - 600 words		
- Per category	R 9 350	R10 285	1 profile photo, strip ad (size 185 x 40mm)		
<b>Tools of the Trade</b>			Space: approx one-seventh of a page.		
- Per product	R 2 750	R 3 025	1 product photo (should be deep-etchable)		
(Ideal to showcase a single product)			± 50 words, company name and website url.		
<b>Shop Window (Business card)</b>			50 x 90 mm (landscape) Business name,		
- Per business card (Ideal for SMMEs)	R 1 760	R 1 936	Logo, ±15 words, phone, email, website.		

### Artwork (please tick appropriate block)

Advertisers may opt to:

**A)** Supply the advert as complete print-ready material.  
Accepted formats: Hi-res PDFs or 300dpi Jpg to size.

**B)** Have the advert made up by PCB's appointed designers.  
Please supply copy (text) in MS Word and photographs, artwork and logos in 300 dpi Jpeg.

**Terms & Conditions:** Standard Terms & Conditions of the Printing Industry and those of the Publisher apply. Advertisers agree to supply material timeously, so as not to delay production Standard CMYK production costs apply to all rates. Final artwork is subject to the publisher's approval. While every effort will be made to accommodate requests, positioning of Standard adverts and shared-page adverts is solely at the discretion of the publishers. The publishers will not be held responsible for any copyright dispute which may arise from supplied material. Prices are inclusive of PCB sales commission, but exclude agency commission. Prices exclude Vat. Payment is due on invoice.

**Email completed Booking Form to Pat Franken: [pat@kal-media.co.za](mailto:pat@kal-media.co.za)**

SIGNED	DATE
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