



Perdeby Advertising Rates 2018

Circulation:

Perdeby is the official student newspaper of the University of Pretoria.

Printed on high quality paper the publication is tabloid sized. 6 000 - 10 000 copies of *Perdeby* are printed weekly (see publication dates).

Perdeby is distributed free of charge, every Monday afternoon during the University term. Copies are distributed outside all the buildings on the main campus of the university (Hatfield), Groenkloof Campus, Onderstepoort, Medical Campus, Mamelodi Campus, as well as all the residences.

The newspaper is also distributed digitally on

<http://issuu.com/perdeby>

Earspace:

Advertisements on the right of the masthead, on either the front or back page.

Size: 45mm (w) x 40mm (h)

Price: R390 each

Banners:

Size: 2650mm (w) x 20mm (h) - at the bottom of any page.

Price: R1 800 (R2300 front or back page)

Inserts:

Our printers will insert pamphlets and brochures, provided by the advertiser, into *Perdeby*.

10 000 copies must be supplied at least one week prior to publication date.

Price: R4 000 per 10,000

Payment and discounts:

Perdeby offer a **15% discount** on advertisements that are booked for three or more consecutive issues.

A tax invoice will be issued on the date of publication.

Contact:

For further information please contact **Carel Willemse** at 083 318 9738 or (012) 420 6600.

Faxes can be sent through to 086 53 111 72 and emails to carel.willemse@up.ac.za

Perdeby

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International code (+27 12) **Telephone** 012 420 6600 **Fax** 086 53 111 72

info@up.ac.za www.up.ac.za www.perdeby.co.za perdeby@up.ac.za **Advertising:** carel.willemse@up.ac.za

Advert size	B&W	Colour
Full Page - 265mm (w) x 370mm (h)	R7 500	R9 500
Full Page 3	R8 700	R10 700
Half Page - 265mm (w) x 185mm (h)	R4 000	R5 000
Half Back Page	R4 400	R6 200
Half Page 3	R4 400	R6 200
1/4 Page - 130mm (w) x 185mm (h)	R2 500	R3 000
1/4 Page - 265mm (w) x 90mm (h)	R2 500	R3 000
1/4 Page Front page	R3 500	R4 000
1/4 Page 3	R3 500	R3 800
15x3 - 95mm (w) x 150mm (h)	R1 700	R2 500
10x4 - 130mm (w) x 100mm (h)	R1 300	R1 700
10x3 - 90mm (w) x 100mm (h)	R1 100	R1 300
10x2 - 60mm (w) x 100mm (h)	R550	R680
5x2 - 60mm (w) x 50mm (h)	R260	R360

While the advertiser has the option to determine their own advertisement size, *Perdeby* has compiled a number of standard sizes and prices for your convenience.
Prices include VAT.

Advertisement Material:

All advertisement material can be designed/laid out by *Perdeby* staff members at no extra charge. Should the advertiser wish to make use of this service, material should reach the offices of *Perdeby* by **no later than 13:00 on the Monday prior to the date of publication.**

Alternatively, the advertiser has the option to provide their own artwork. The completed artwork must be supplied in electronic format. Artwork must be saved in PC format as TIFF, JPG or PDF files at 300 dpi, and should reach the offices of *Perdeby* **no later than 13:00 on the Tuesday prior to publication.**