



## Perdeby Advertising Rates 2017

### 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: R380 each

### Banners:

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

Price: R1 600 (R2200 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](mailto:carel.willemse@up.ac.za)

Advert size	B&W	Colour
<b>Full Page</b> - 265mm (w) x 370mm (h)	R7 500	R9 500
<b>Full Page 3</b>	R8 700	R10 700
<b>Half Page</b> - 265mm (w) x 185mm (h)	R4 000	R5 000
<b>Half Back Page</b>	R4 400	R6 200
<b>Half Page 3</b>	R4 400	R6 200
<b>1/4 Page</b> - 130mm (w) x 185mm (h)	R2 500	R3 000
<b>1/4 Page</b> - 265mm (w) x 90mm (h)	R2 500	R3 000
<b>1/4 Page Front page</b>	R3 500	R4 000
<b>1/4 Page 3</b>	R3 500	R3 800
<b>15x3</b> - 95mm (w) x 150mm (h)	R1 700	R2 500
<b>10x4</b> - 130mm (w) x 100mm (h)	R1 300	R1 700
<b>10x3</b> - 90mm (w) x 100mm (h)	R1 100	R1 300
<b>10x2</b> - 60mm (w) x 100mm (h)	R550	R680
<b>5x2</b> - 60mm (w) x 50mm (h)	R260	R350

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.**

# Perdeby

Postal University of Pretoria, Student Centre, Private Bag x6, Hatfield, 0028 Pretoria

Street University of Pretoria, Lynwood Road, Hillcrest, Pretoria, SOUTH AFRICA

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