

Mzansihealth



**2020 | RATE CARD
& MEDIA PACK**

Mzanzi**health**



ONLINE ADVERTISING RATES

RATES FOR ONLINE MAGAZINE

All advertising rates exclude agency commission & VAT:

STANDARD PLACEMENTS

DOUBLE PAGE SPREAD:	R 15 000.00
FULL PAGE:	R 10 000.00
HALF PAGE:	R 8 000.00
1/3RD STRIP VERTICAL:	R 5 000.00
1/3RD STRIP HORIZONTAL:	R 5 000.00
BUSINESS CARD	R 3 500.00

SPECIALIZED PLACEMENTS:

INSIDE FRONT/BACK SPREAD: (1ST DPS)	R 18 000.00
INSIDE FRONT COVER:	R 18 000.00
3 PAGE PROFILE:	R 25 000.00
OUTSIDE BACK COVER:	R 18 000.00
INSIDE BACK COVER:	R 18 000.00
OPP CONTENT PAGE:	R 12 000.00
OPP EDITORS NOTGE:	R 12 000.00

ADVERTISEMENT DESIGN RATES

SHOULD YOU BE IN NEED OF NEW ARTWORK FOR YOUR ADVERT OR IF YOUR ARTWORK DOESN'T COMPLY WITH OUR SPECIFICATIONS, WE CAN DESIGN YOUR ADVERT FOR YOU.

RATES

DOUBLE PAGE SPREAD: (includes 2 stock images)	R 1 950.00
FULL PAGE FULL COLOUR: (includes 1 stock images)	R 1 450.00
HALF PAGE: (Includes 1 stock image)	R 1 040.00

* extra images can be purchased / pricing dependant on exchange rate.

MATERIAL REQUIREMENTS

SIZE	TYPE (H X W)	TRIM (H X W)	BLEED (H X W)
DPS	255 x 400 mm	275 x 420 mm	285 x 430 mm
FULL PAGE	255 x 190 mm	275 x 210 mm	285 x 220 mm
HALF PAGE VERTICAL	255 x 95 mm	275 x 105 mm	285 x 115 mm
HALF PAGE HORIZONTAL	125 x 190 mm	135 x 210 mm	140 x 215 mm
THIRD VERTICAL	260 x 60 mm	275 x 70 mm	285 x 80 mm
THIRD HORIZONTAL	80 x 190 mm	90 x 210 mm	95 x 215 mm
BRANDING STRIP	25 x 190 mm	30 x 210 mm	35 x 215

FORMAT: CMYK PDF(Compliant PDF/x - 1a Standard for magazine web printing)

RESOLUTION: 300 dpi



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DIGITAL ADVERTISING RATES

RATES

All advertising rates exclude agency commission & vat:

DIGITORIALS:

TEXT TO BE SUPPLIED IN A WORD DOC, IMAGES 72 DPI IN PNG OR JPG

- | | |
|---|------------|
| • 1 image, 600px Wide, 500 words | R 7 500.00 |
| • Gallery of 6 images, 600px Wide, 800 words | R 8 500.00 |
| • Image/s (max 10) + Video Embedded - 800 words | R 9 500.00 |

BANNERS:

ARTWORK TO BE SUPPLIED IN JPG OR PNG. 72 DPI FILE SIZE NO LARGER THAN 200 KB

- | | | OPTIONAL DESIGN COST |
|--|-------------|----------------------|
| • Leaderboard (970px X 90px) Position: Home Page, Below Main Banner | R 12 500.00 | R 1 550.00 |
| • Island Unit (300px X 250px) Position: Right Side Bar | R 8 000.00 | R 1 450.00 |
| • Skyscraper (300px X 600px) Position: Right Side Bar | R 7 000.00 | R 1 040.00 |
| • Middle Banner (970px X 90px) Position: Centre of Page, between content | R 5 500.00 | R 1 040.00 |

TAKEOVER

CONTENT TO BE SUPPLIED BY CLIENT: EPS LOGO FILE, FONTS, IMAGES, AND TEXT

- | | | MANDATORY DESIGN COST |
|------------|------------|-----------------------|
| • Homepage | R22 500.00 | R2 500.00 |

