

Sowetan



2017

RATECARD

SALES CONTACTS

Deputy GM: Advertising Print and Digital Sales	Reardon Sanderson (PA Marlene Smallberger)	011 340 9336 011 280 3186	sandersonr@timesmedia.co.za marlenes@timesmedia.co.za
Senior National Sales Manager 360	Susie White	011 280 5059	whitesj@timesmedia.co.za
National Sales Manager: Public Sector	Yusuf Patel	011 280 3895	pately@timesmedia.co.za
Business Manager: Private Sector/International Sales/Tenders	Anna-Marie Mahri	011 280 3028	mahria@timesmedia.co.za
Product Manager: BDFM & Special Projects	Ian Tasman	011 280 3077	tasmani@timesmedia.co.za
National Sales Manager: Legals, Classifieds & Direct	Jyoti Govind	011 280 3231	govindj@timesmedia.co.za
Business Manager: ST (Travel, Fashion, Home & Food)	Maryna Parsons	011 280 5981	parsonsm@timesmedia.co.za
Business Manager: Automotive	Nina Harms	011 280 3154	harmsn@timesmedia.co.za
National Administration	Melanie Kotze Jansher Khan	011 280 3213 011 280 3204	kotzem@timesmedia.co.za khanj@timesmedia.co.za
Product Manager: BDFM & Special Projects	Kay Naidoo	011 280 3710	naidoo@bdfm.co.za
CPT Regional Manager	Janine Bywater	021 488 1722	bywaterj@timesmedia.co.za
KZN Regional Manager	Verna Pillay	031 250 8563	pillayv@timesmedia.co.za

COLUMN CONFIGURATION (8 COLUMN TABLOID)

COLUMN	WIDTH
1 Col	30 mm
2 Col	63 mm
3 Col	96 mm
4 Col	129 mm
5 Col	162 mm
6 Col	195 mm
7 Col	228 mm
8 Col	261 mm
Tabloid DPS is 39x16 (390mm in height x 540mm in width) which includes 18mm gutter.	

MAIN BODY RATES (INCLUDING TIMEOUT AND EDUCATION)

	RATE (psccm)		
Full colour	R 399.00		
1 Spot colour	R 309.00		
Black & White	R 240.00		
REGIONAL RATES	FC	1 SPOT	B&W
KZN	R 167.00	R 148.00	R 126.00
Gauteng, Limpopo, North West, Mpumalanga	R 344.00	R 258.00	R 194.00
Free State & Northern Cape	R 167.00	R 148.00	R 126.00
Eastern & Western Cape	R 151.00	R 134.00	R 113.00
SPECIAL POSITIONS			
Ear Space (5x2)	FC Rate + 200%		
Front page solus (7x8)/(10x8)	FC Rate + 200%		
Page 2 & 3 facing pages	Rate + 50%		
Page 3 solus (max 20x8)	FC Rate + 50%		
Back page solus (10x8)- Sport	FC Rate + 50%		
	FC	1 SPOT	B&W
AUCTIONS	R 374.00	R 279.00	R 218.00
TENDERS	R 324.00	R 254.00	R 201.00
LEGALS/CLASSIFIEDS DISPLAY	R 324.00	R 254.00	R 201.00
GUARANTEED POSITIONS	Rate + 25%		
Newsprint wrap	Rate on Request		
JOB MARKET/WORLD OF JOBS COMBO	R 471.00	R 452.00	R 377.00
Booking deadline: 3 working days prior to publication			
Material deadline: 2 working days prior to publication			
Cancellation deadline: 3 working days prior to publication			
Cancellation Fee: 50% 2 days prior to publication and 100% 1 day prior to publication			

All prices exclude VAT

SOWETAN MOTORING MAIN BODY RATES

	RATE (psccm)
Full Colour	R 268.00
1 Spot Colour	R 213.00
Black and White	R 170.00

Booking deadline: 4 days prior to publication (Monday at 17h00)

Material deadline: 2 days prior to publication (Wednesday at 11h00)

Cancellation: Any cancellations after 12h00 on the day of the booking deadline will be charged at 100% cancellation fee

SOWETAN MOTORING (OUTSIDE PRINTED INSERTS) - PER THOUSAND

Product	Size	PAGING						
		4 to 8	8 to 16	16 to 24	24 to 32	32 to 48	48 to 64	64 +
Inserts	Tabloid	R 776.00	R 834.00	R 893.00	R 947.00	R 1 003.00	R 1 062.00	R 1 127.00
	A4	R 710.00	R 752.00	R 792.00	R 840.00	R 891.00	R 945.00	R 1 000.00
	A5	R 903.00	R 957.00	R 1 015.00				

Newsprint Gloss Wrap (4 x Tabloid)	Media Cost	TBA
Per thousand	Media Cost	R 650.00

All wraps to be printed by Times Media. Inserts terms and conditions can be viewed in the specifications, terms and conditions document available at www.TMAdroom.co.za

All prices exclude VAT

CLASSIFIED RATES

CLASSIFIED LINAGE (5.5 POINT) TRADE & PRIVATE

	RATE (psccm)
1 – 3 insertions (psccm)	R 194.00
4 or more insertions (psccm)	R 157.00
Tenders (psccm)	R 180.00
Vacancies (psccm)	R 180.00
Sales in execution (psccm)	R 144.00
Creditors & debtors (Per advertisement)	R 632.00
Liquidation & distribution (Per advertisement)	R 632.00
Insolvencies (Per advertisement)	R 632.00
Town planning (Per advertisement)	R 678.00
Liquor act (Per advertisement)	R 587.00
Divorce Notices (per advertisement)	R 1236.00
Petroleum Licenses (per advertisement)	R 1648.00
Funeral Notices	
-- Trade (Per advertisement)	R 361.00
-- Private (Per advertisement) Sowetan	R 330.00

	FC	SPOT	B/W
LEGALS/CLASSIFIEDS DISPLAY	R 324.00	R 254.00	R 201.00

SPECIAL POSITIONS

	RATE (psccm)
U-Shape	Rate + 30%
Inverted T-Shape	Rate + 40%
H- Shape (only in Sports Section)	Rate + 30%
L- Shape	Rate + 30%
Island, Checkerboard, Earspace	Rate + 50%
Booking deadline: 12h00, 2 days prior to publication	
Material deadline: 12h00, 2 days prior to publication	
Payment deadline: 10h00, 2 days prior to publication	
Tel: 011 280 3431	

SOWETAN OPI (OUTSIDE PRINTED INSERTS)

Product	Size	PAGING						
		4 to 8	8 to 16	16 to 24	24 to 32	32 to 48	48 to 64	64 +
Inserts	Tabloid	R 731.00	R 786.00	R 843.00	R 893.00	R 947.00	R 1001.00	R 1063.00
	A4	R 670.00	R 709.00	R 748.00	R 792.00	R 839.00	R 890.00	R 943.00
	A5	R 852.00	R 901.00	R 956.00				

- A) For spend exceeding R 300,000 per annum, rates will be linked to RoP contractual spend discount.
 B) For spend less than R 300,000 per annum, rates will be negotiated separately based on client OPI spend.

Inserts terms and conditions can be viewed in the specifications, terms and conditions document available at www.Tmadroom.co.za

All prices exclude VAT

CONTACTS

GAUTENG

4 Biermann Avenue, Rosebank, Johannesburg, 2196

	TEL	FAX	EMAIL
Main Switchboard	011 280 3000		
National Sales	011 280 5059	086 693 9757	whitesj@timesmedia.co.za
National Direct Sales	011 280 5997	086 674 7440	pillaysu@timesmedia.co.za
National Recruitment	011 280 3187		badimol@timesmedia.co.za
National Government	011 280 9587	086 680 3821	mabelanem@timesmedia.co.za
National Retail	011 280 3145	086 518 6400	
National Legal and Classified	011 280 5553	086 206 0954	naidoovas@timesmedia.co.za

CAPE TOWN

12th floor, Number 2 Long street, Cape Town, South Africa

National Sales	021 488 1700	086 644 2815	
National Recruitment	021 488 1700	086 532 2312	
National Government	021 488 1788		
National Retail	021 488 1710		

KZN

Uniprint building, 6 Cedarfield Close, Springfield park, Durban

National Sales	031 250 8500	086 743 5489	
National Recruitment	031 250 8640	086 743 5489	
National Government	031 250 8573	086 743 5489	
National Retail	031 250 8614	086 743 5489	daveyr@timesmedia.co.za
National Legal and Classified	031 250 8569	086 206 8387	
National Direct Sales	031 250 8501	086 743 5489	vanniekerke@timesmedia.co.za