

 BusinessDay



2017

RATECARD

SALES CONTACTS

Deputy GM: Advertising Print and Digital Sales	Reardon Sanderson (PA Marlene Smalberger)	011 340 9336 011 280 3186	sandersonr@timesmedia.co.za marlenes@timesmedia.co.za
Senior National Sales Manager: 360	Susie White	011 280 5059	whites@timesmedia.co.za
National Sales Manager: Public	Yusuf Patel	011 280 3895	pately@timesmedia.co.za
National Sales 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
Cape Town Regional Manager	Janine Bywater	021 488 1722	bywaterj@timesmedia.co.za
Product Manager: BDFM & Special Projects	Kay Naidoo	011 280 3710	naidooka@bdfm.co.za
Business Manager: Private Sector/International Sales/Tenders	Anna-Marie Mahri	011 280 3028	mahria@timesmedia.co.za
Business Manager: The Edit, Edit Man and Wanted	Yvonne Shaff	021 439 4907	shaffy@timesmedia.co.za
Business Manager: Travel, Fashion, Home & Food	Maryna Parsons	011 280 5981	parsonsm@timesmedia.co.za
Business Manager: Automative	Nina Harms	011 280 3154	harmsn@timesmedia.co.za
KZN Regional Manager	Verna Pillay	031 250 8640	pillayv@timesmedia.co.za

TECHNICAL SPEC

COLUMN

BROADSHEET 10 COL

1 Col	34 mm
2 Col	73 mm
3 Col	111 mm
4 Col	148 mm
5 Col	187 mm
6 Col	225 mm
7 Col	264 mm
8 Col	302 mm
9 Col	340 mm
10 Col	379 mm

MAIN BODY

	RATE (psccm)
Full Colour	R 302.00
Black & White	R 216.00
Notices/Tenders: Black & White	R 187.00
Notices/Tenders: Full Colour	R 216.00
Auctions: Black & White	R 187.00
Auctions: Full Colour	R 216.00
Recruitment Rate : Black and White	R 187.00
Recruitment Rate : Full Colour	R 216.00
Newsprint Wrap	Rate on request

FINANCIAL ADVERTISING

Full Colour	R 295.00
1 spot Colour	R 245.00
Black & White	R 220.00

All prices exclude VAT

SPECIAL POSITIONS

FRONT PAGE FIRST SECTION (Monday Section, Innovation, Leadership, Health & Wellness, Lifestyle)

RATE

Solus 23x3 (230mm x 111mm)	Rate +100%	R 41 676.00
Front page masthead strip 2x8 (20mm x 284mm)	Rate +300%	R 19 328.00
Front page masthead ear space 8x2 (80mm x 73mm)	Rate +300%	R 19 328.00
Front page left column block (40mm x 90mm)	Rate +300%	R 9 664.00

Booking deadline: 3 working days prior to publication

Material deadline: 2 working days prior to publication

Cancellation deadline: 5 working days prior to publication

Cancellation fee: 50% 2 working days prior & 100% 1 working day prior

SPECIAL POSITIONS - CONTINUED

		RATE
INSIGHTS		
Ear Space 2x3 (20mm x 111mm) eg: Property Page Wednesday	Rate +300%	R 7 248.00
BACK PAGE FIRST SECTION		
Ear Space & Left / Right (25mm x 70mm) Combination	Rate +300%	R 6 040.00
COMPANY NEWS (Front Page Companies & Market)		
Ear Space 6.5 x 3 (65mm x 111mm)		R 11 778.00
Above Alex cartoon 3 x 5 (30mm x 187mm)	Rate +100%	R 9 060.00
Semi - Solus 27 x 5 (270mm x 187mm)	Rate +25%	R 50 965.00
Semi - Solus 23 x 3 (230mm x 111mm)	Rate + 25%	R 26 050.00
MARKET WRAP POSITIONS		
Solus 65mm x 210mm		R 18 481.00
BACK PAGE SECOND SECTION (Sports Day)		
40mm x 100mm	Rate +100%	R 6 040.00
PLEASE NOTE: Full Colour AND Black & White material to be provided for all positions on "Market Wrap"		
SPECIALIST PAGES		
Ear space 20mm x 70mm		R 3 032.00

Please contact your national sales executive for all other special positions & specs.

All prices exclude VAT

LEGAL AND OFFICIAL NOTICES

	RATE
Notice to Creditors (per advertisement)	R 317.00
Liquidation & Distribution (per advertisement)	R 317.00
Insolvencies (per advertisement)	R 317.00
Sale of Business (per advertisement)	R 361.00
Legal notices display (pscm)	R 191.00

Please note that the following services are available to you when you advertise in Business Day:

- * Submission to the Government Printers
- * Business Day tearsheets

BUSINESS DAY MAIN BODY - OPI

Product	Size	PAGING						
		2 to 8	9 to 16	17 to 24	25 to 32	#33 to 48	#49 to 64	*64 +
Business Day Main Body	Tabloid	R 68 800.00	R 113 222.00	R 146 539.00	R 155 330.00	R 164 651.00	On request	On request
	A4	R 45 120.00	R 58 655.00	R 76 251.00	R 80 827.00	On Request	On request	On request
	A5	R 49 144.00	R 51 361.00	R 53 876.00	R 66 789.00	On request	On request	On request
	*ON REQUEST		#DIFFICULT BUT CAN DO ON REQUEST			SAMPLES REQUIRED ON ALL A5 INSERTS		
	RATES CALCULATED ON A NATIONAL RUN				ALL PRICES EXCLUDE VAT, INCLUDE AGENCY COMMISSION			

PRODUCT		
BD GLOSS WRAP Subscribers Only	Printing Cost	TBA
BD NEWSPRINT WRAP National Run Only	Media Cost	On request

BOOKING DEADLINE: SUBJECT TO AVAILABILITY
 MATERIAL DEADLINE: 3 WORKING DAYS PRIOR TO PUBLICATION
 ALL PRICES EXCLUDE VAT, INCLUDE AGENCY COMMISSION

SPECIAL PROJECTS		
MOTORNEWS NEWSPRINT WRAP	Media Cost	R 75 932.00
HOMEFRONT NEWSPRINT WRAP	Media Cost	R 75 932.00

TERMS & CONDITIONS:-

1. All wraps to be printed by TMG.
2. Production costs are subject to change - based on international fluctuation.
3. Delivery of inserts are subject to change - contact your sales representative for queries.
4. Specs to be provided on confirmation of booking.
5. **NO farmed advertising or company profiles will be accepted**
6. **Cancellation 1 Day Prior to publication will be charged at 100%**

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 1700		
National Retail	021 488 1710		

KZN

Uniprint Building, 6 Ceadarfield 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 8503	086 743 5489	
National Legal and Classified	031 250 8569	086 206 8387	
National Direct Sales	031 250 8501	086 743 5489	vanniekerke@timesmedia.co.za