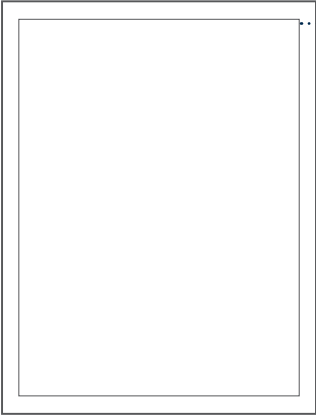


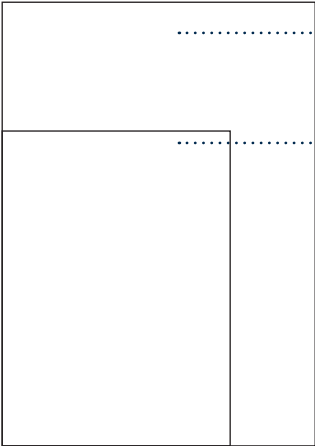
ADVERTISING MATERIAL SPECIFICATIONS



Broadsheet: Title: - Sunday Times



Type area

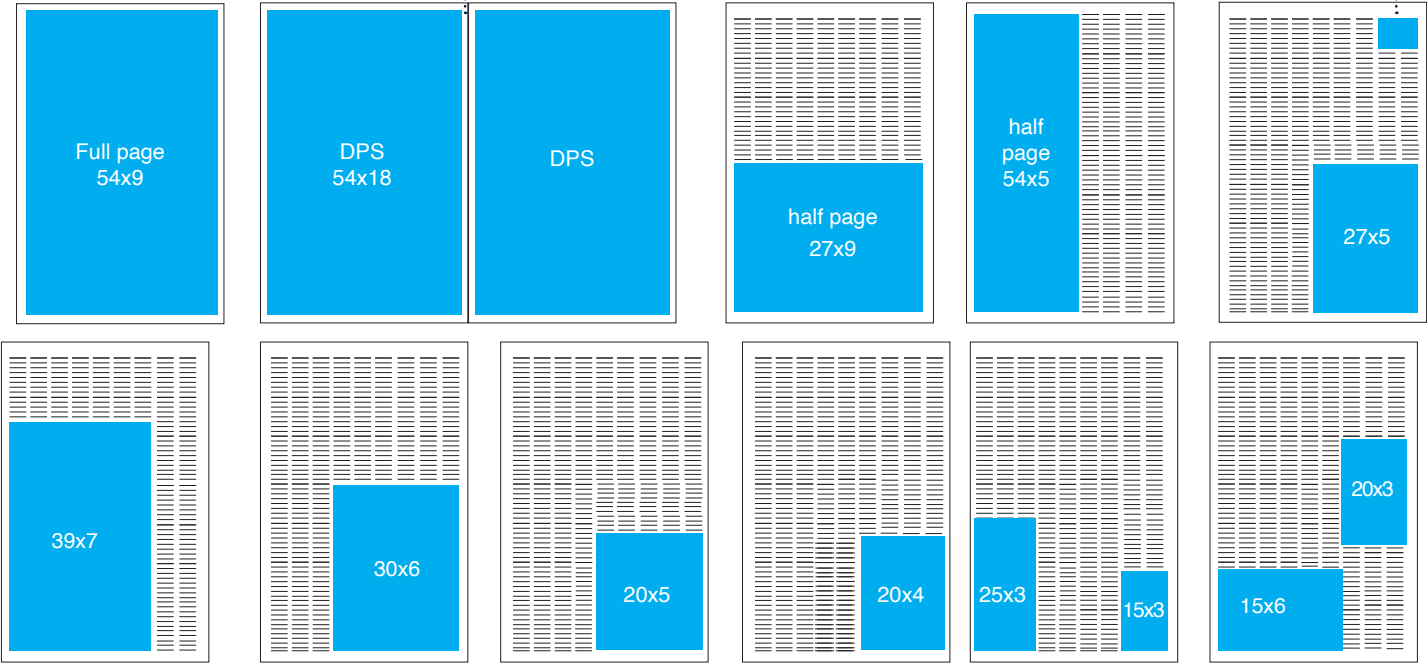


Broadsheet - 540h x 338w mm

Tabloid - 390h x 261w mm

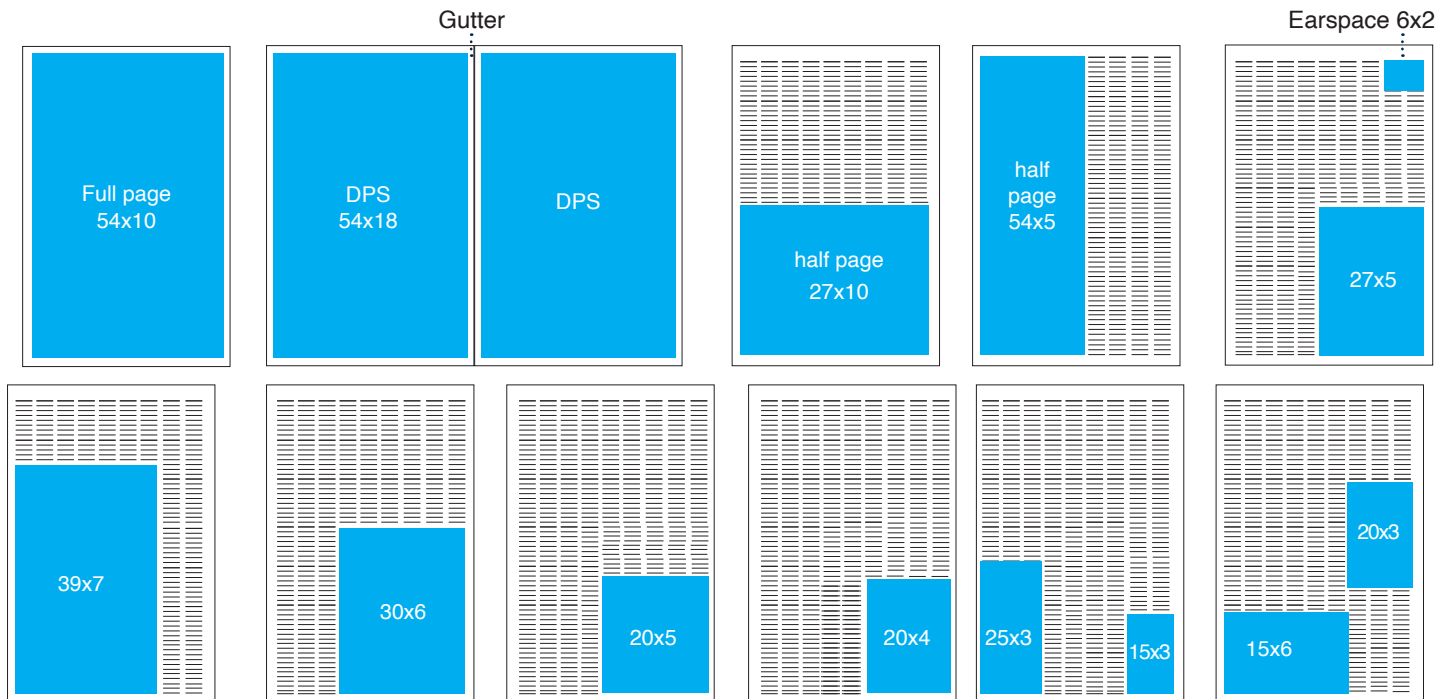
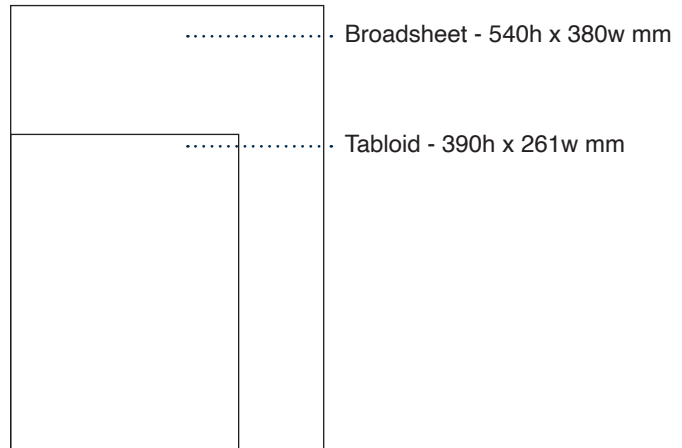
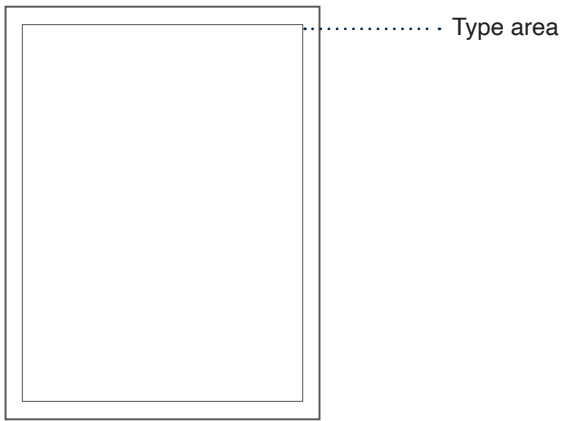
Gutter

Earspace 6x2



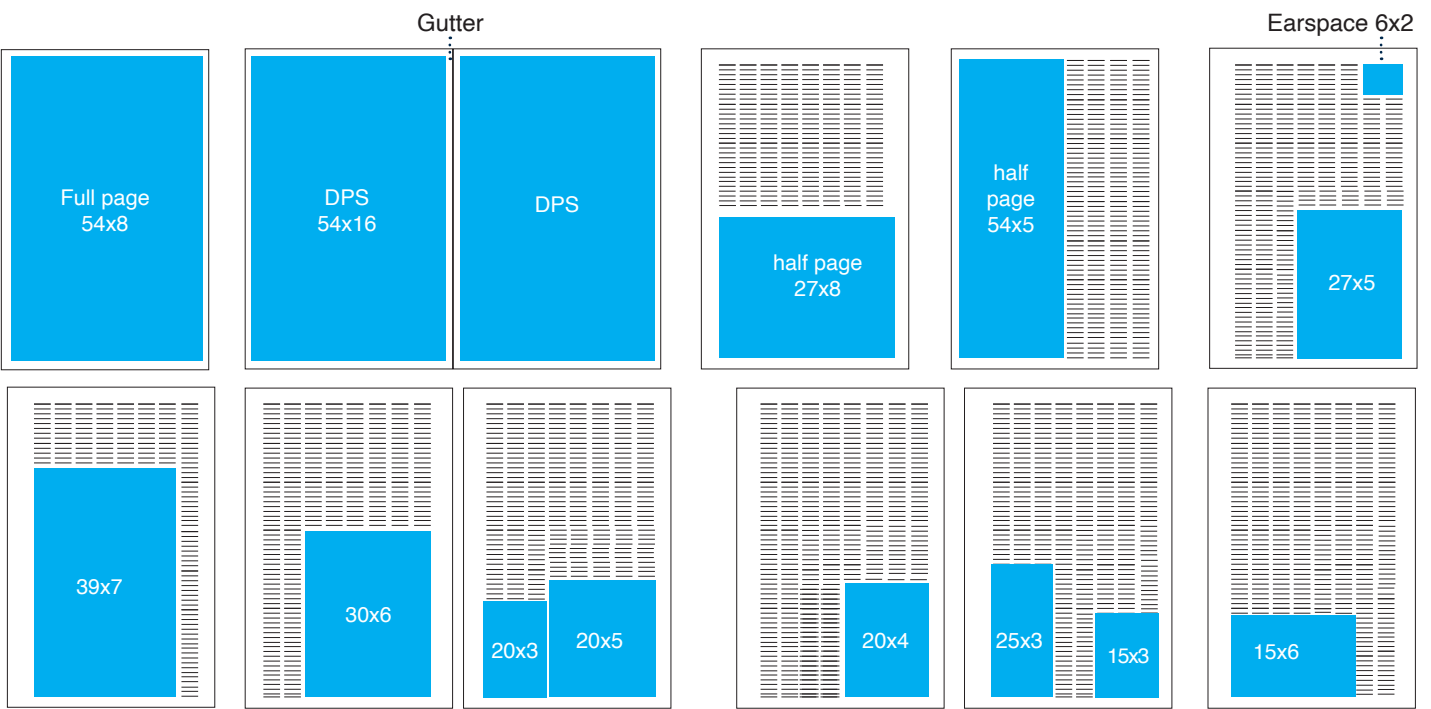
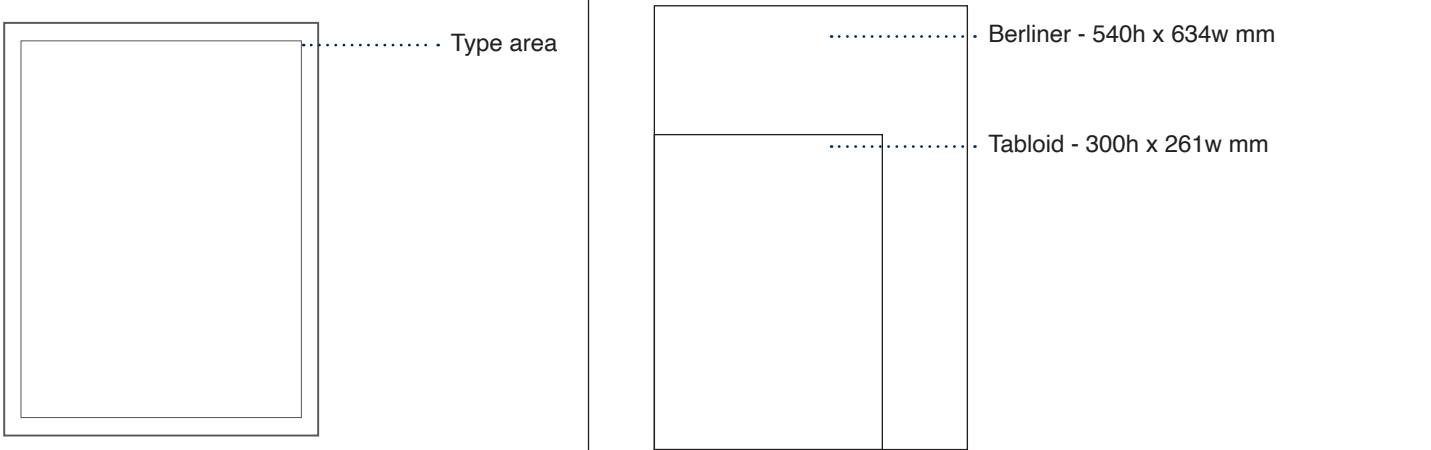
Size (Main Body)	Material (Main Body & Business Times & Lifestyle)	Deadline
54 x 9 54 x 11 (Careers & Tenders)	540h x 338w mm 540h x 350w mm	Thursday 16h00 prior to publication
54 x 18 (DPS) 54 x 22 (DPS) (Careers & Tenders)	540h x 716w mm 540h x 720w mm	
39 x 7	390h x 262w mm 390h x 222w mm	
27 x 9 (Half Page) 27 x 11 (Careers & Tenders)	270h x 338w mm 270h x 350w mm	
54 x 5	540h x 186w mm 540h x 158w mm	
30 x 6 (A4)	300h x 224w mm 300h x 190w mm	
27 x 5	270h x 186w mm 270h x 158w mm	
20 x 5	200h x 186h mm 200h x 158w mm	
15 x 6 (A5 H)	150h x 224w mm 150h x 190w mm	
20 x 4 (A5 V)	200h x 148w mm 200h x 126w mm	
25 x 3	250h x 110w mm 250h x 94w mm	
15 x 3	150h x 110w mm 150h x 94w mm	
6 x 2 (earspace)	60h x 72w mm 60h x 62w mm	

Broadsheet: Titles - [Daily Dispatch and The Herald]



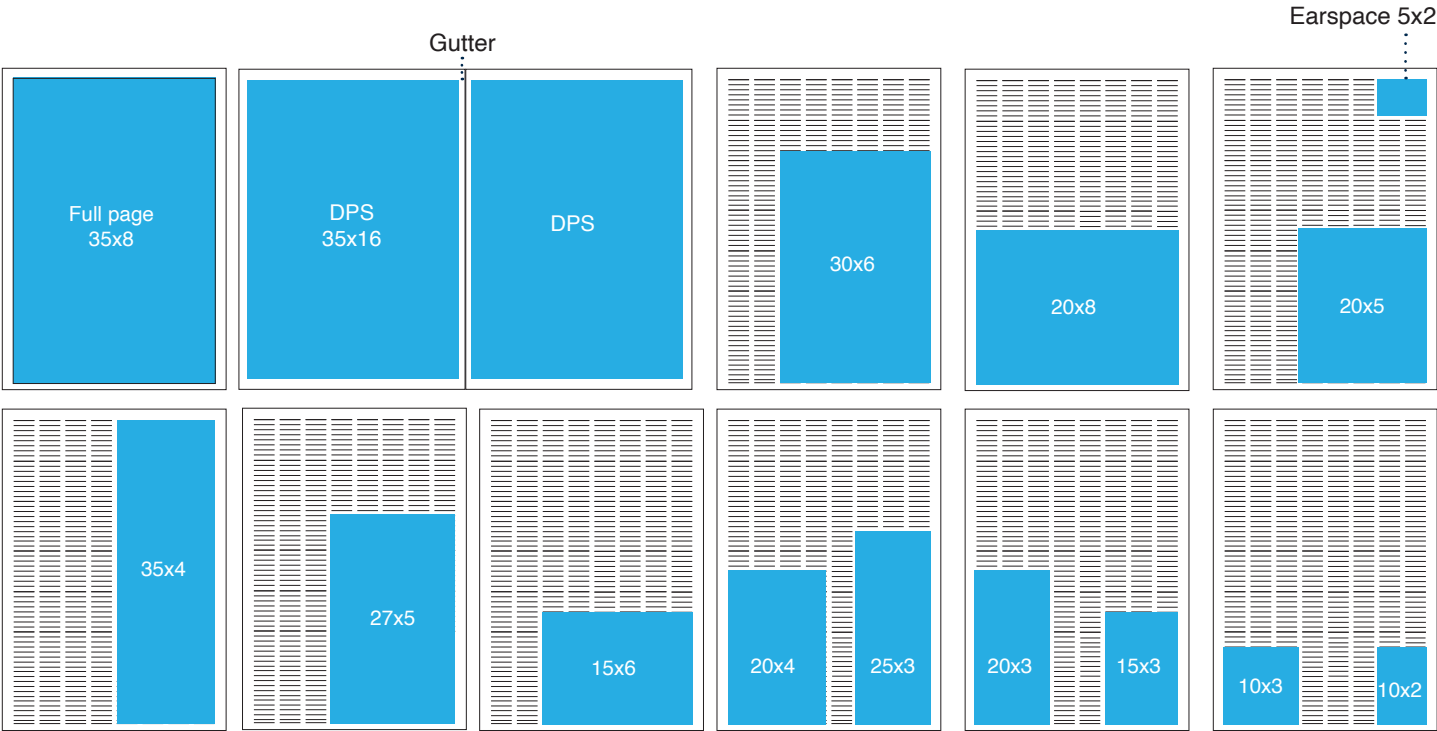
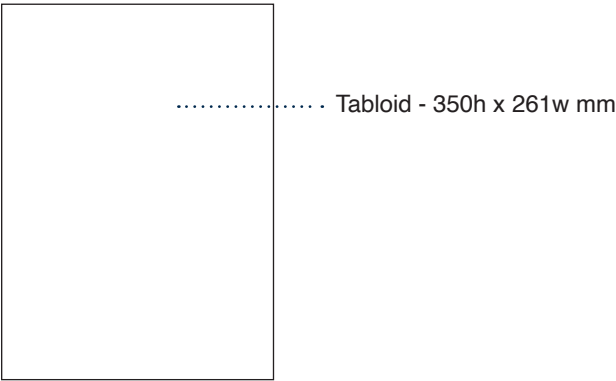
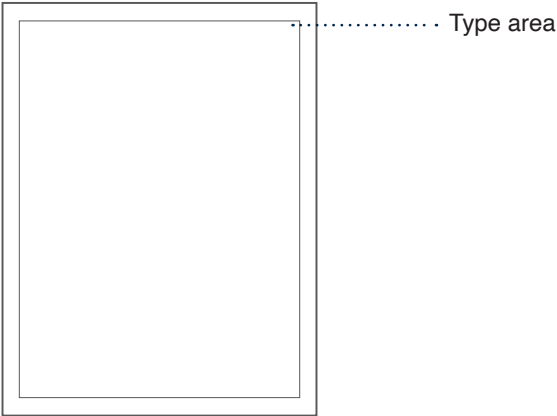
Size	Material	Deadline
54 x 10 (Full Pg)	540h x 379w mm	Daily Dispatch – 12h00, 2 working days prior to publication The Herald – Friday 10h00, prior to Monday publication
54 x 20 (DPS)	540h x 790w mm	
39 x 7 (Half Pg V)	390h x 264w mm	
27 x 10 (Half Pg H)	270h x 379w mm	
54 x 5 (Half Pg V)	540h x 187w mm	
30 x 6 (A4)	300h x 225w mm	
27 x 5 (Quarter Pg)	270h x 187w mm	
20 x 5	200h x 187w mm	
15 x 6 (A5 H)	150h x 225w mm	
20 x 4 (A5 V)	200h x 148w mm	
25 x 3	250h x 111w mm	
20 x 3	200h x 111w mm	
15 x 3	150h x 111w mm	
6 x 2 (earspace)	60h x 73w mm	

Berliner: Titles - [Business Day]

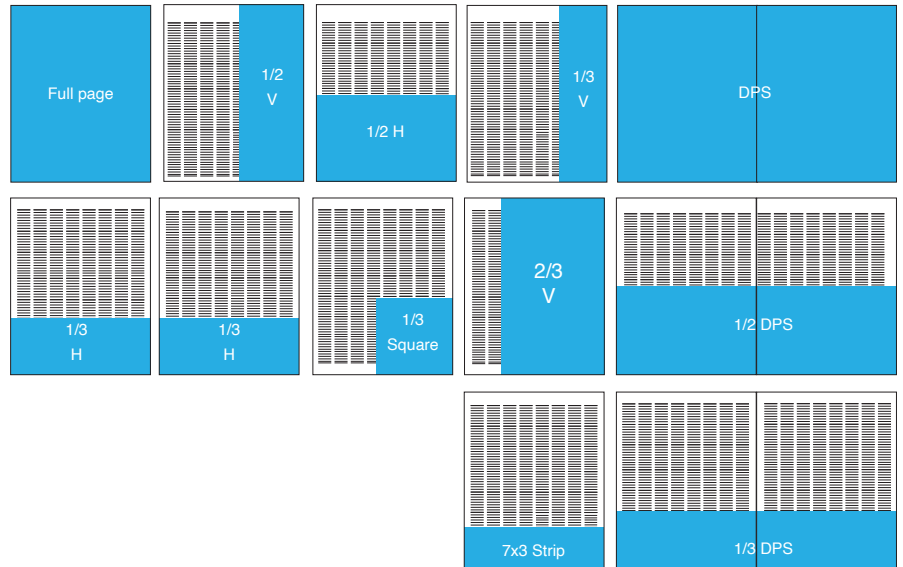
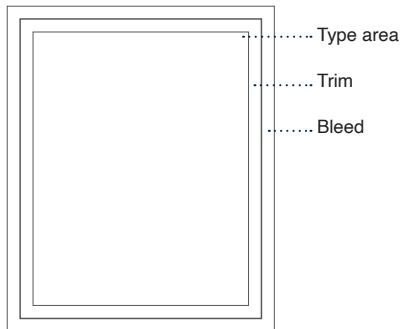


Size	Material	Deadline
54 x 8 (Full Pg)	540h x 300w mm	Business Day – 2 working days prior to publication
54 x 16 (DPS)	540h x 634w mm	
39 x 7 (Half Pg V)	390h x 262w mm	
27 x 18(Half Pg H)	270h x 379w mm	
54 x 5 (Half Pg V)	540h x 186w mm	
30 x 6 (A4)	300h x 224w mm	
27 x 5 (Quarter Pg)	270h x 186 mm	
20 x 5	200h x 186w mm	
15 x 6 (A5 H)	150h x 225w mm	
20 x 4 (A5 V)	200h x 148w mm	
25 x 3	250h x 110w mm	
20 x 3	200h x 110w mm	
15 x 3	150h x 110w mm	
6 x 2 (earspace)	60h x 72w mm	

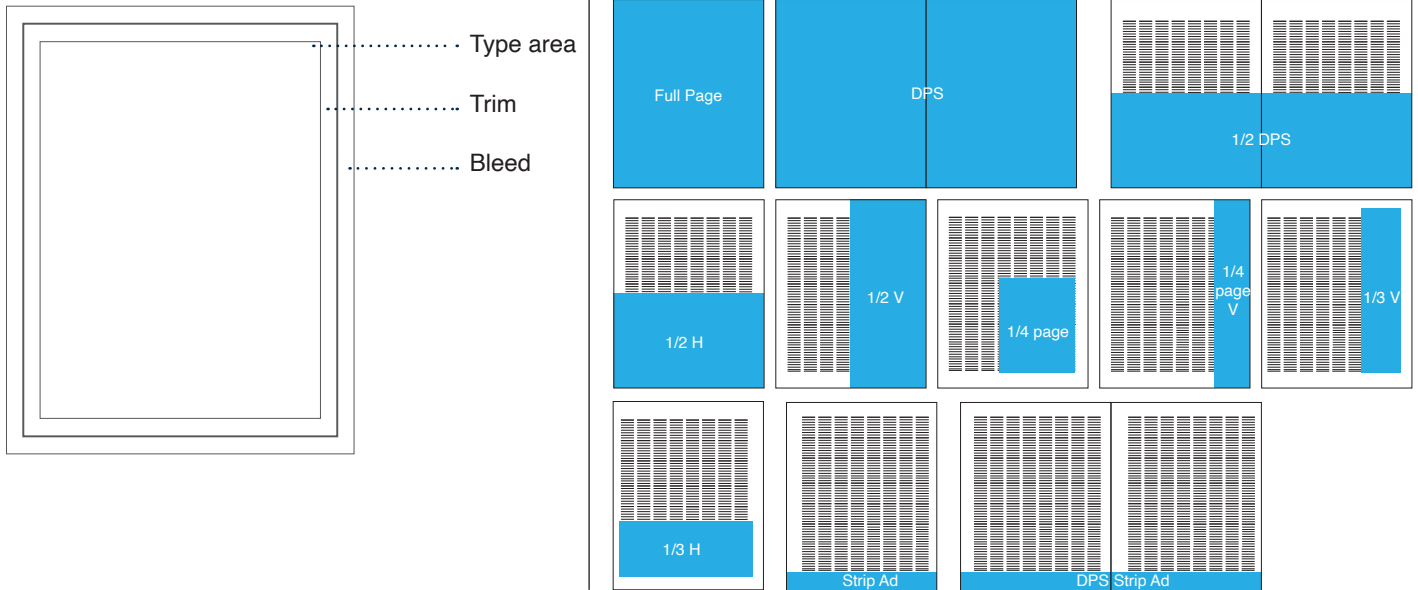
Tabloid: Titles - [Sowetan, Weekender]



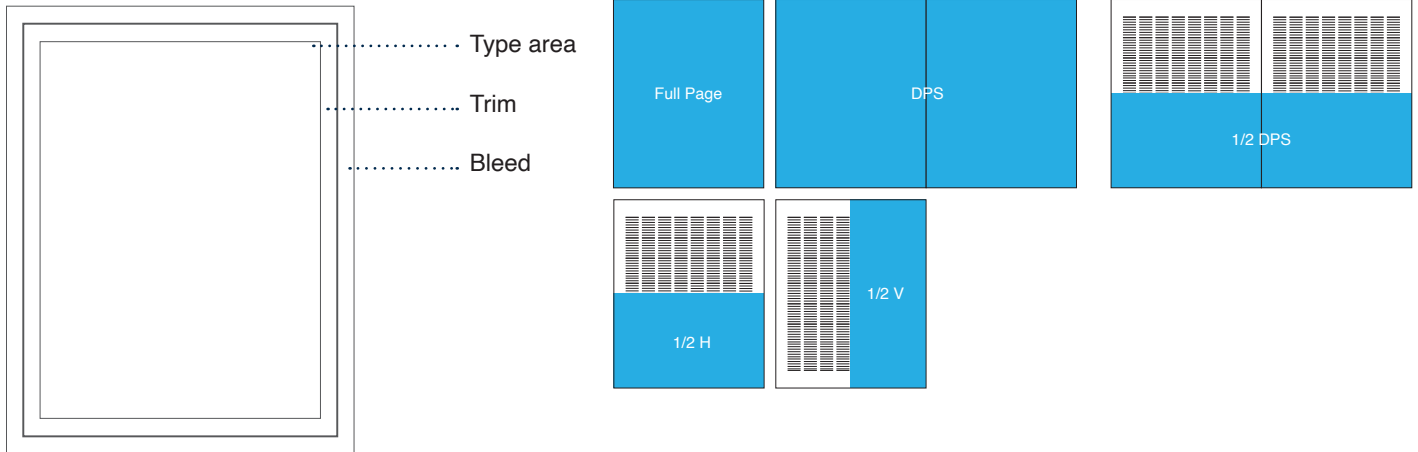
Size	Material	Deadline
35 x 8 (Full Pg)	350h x 261w mm	Sowetan – 2 working days prior to publication
30 x 6 (A4)	300h x 195w mm	Weekender – 12h00, 2 working days prior to publication
20 x 8 (Half Pg H)	200h x 261w mm	
35 x 4 (Half Pg V)	350h x 129w mm	
27 x 5	270h x 162w mm	
20 x 5	200h x 162w mm	
15 x 6 (A5 H)	150h x 195w mm	
20 x 4 (A5 V)	200h x 129w mm	
25 x 3	250h x 96w mm	
20 x 3	200h x 96w mm	
15 x 3	150h x 96w mm	
10 x 3	100h x 96w mm	
10 x 2	100h x 63w mm	
5 x 2 (earspace)	50h x 63w mm	



Size	Material	Deadline
Full page	Type: 255h x 190mm Trim: 275h x 210mm Bleed: 285h x 220mm	FM- 1 Week prior to publication date
½ Horizontal	Type: 125h x 190w mm Trim: 135h x 210w mm Bleed: 140h x 220w mm	FM- 1 Week prior to publication date
½ Vertical	Type: 255h x 90w mm Trim: 275h x 105w mm Bleed: 285h x 117w mm	FM- 1 Week prior to publication date
DPS Double Page Spread Bleed through gutter	Type: 255h x 400w mm Trim: 275h x 420w mm Bleed: 285h x 440w mm	FM- 1 Week prior to publication date
½ DPS	Type: 125h x 400w mm Trim: 135h x 420w mm Bleed: 140h x 440w mm	FM- 1 Week prior to publication date
1/3 DPS	Type: 80h x 400w mm Trim: 85h x 420w mm Bleed: 90h x 440w mm	FM- 1 Week prior to publication date
1/3 Horizontal	Type: 80h x 190w mm Trim: 85h x 210w mm Bleed: 90h x 220w mm	FM- 1 Week prior to publication date
1/3 Vertical	Type: 255h x 60w mm Trim: 275h x 70w mm Bleed: 285h x 80w mm	FM- 1 Week prior to publication date
1/3 square	120h x 20w mm	FM- 1 Week prior to publication date
2/3 Vertical	Type: 255h x 125w mm Trim: 275h x 135w mm Bleed: 28h x 145w mm	FM- 1 Week prior to publication date
5 x 3 Strip	50h x 190w mm	FM- 1 Week prior to publication date
10 x 1	100h x 60w mm	FM- 1 Week prior to publication date



Size	Material	Deadline
Full page	Type: 310h x 245w mm Trim: 350h x 275w mm Bleed: 360h x 285w mm	2 Weeks prior to publication date
DPS	Type: 310h x 520w mm Trim: 350h x 550w mm Bleed: 360h x 560w mm	2 Weeks prior to publication date
½ DPS	Type: 155h x 520w mm Trim: 175h x 550w mm Bleed: 185h x 560w mm	2 Weeks prior to publication date
½ Horizontal	Type: 155h x 245w mm Trim: 175h x 275w mm Bleed: 185h x 285w mm	2 Weeks prior to publication date
½ Vertical	Type: 310h x 120w mm Trim: 350h x 140w mm Bleed: 360h x 146w mm	2 Weeks prior to publication date
¼ page	Type: 155h x 120w mm Trim: 175h x 140w mm Bleed: 185h x 146w mm	2 Weeks prior to publication date
¼ page vertical	Type: 310h x 55w mm Trim: 350h x 60w mm Bleed: 360h x 71w mm	2 Weeks prior to publication date
1/3 vertical	310h x 81w mm	2 Weeks prior to publication date
1/3 Horizontal	103h x 245w mm	2 Weeks prior to publication date
Strip Ad at bottom of page	35h x 245w mm	2 Weeks prior to publication date
DPS strip ad at bottom of page	35h x 490w mm	2 Weeks prior to publication date



Size	Material	Deadline
Full page	Type: 205h x 252w mm Trim: 232h x 297w mm Bleed: 242h x 307w mm	2 Weeks prior to publication date
DPS	Type: 252h x 440w mm Trim: 297h x 464 mm Bleed: 307h x 474 mm	2 Weeks prior to publication date
½ DPS	Type: 155h x 520w mm Trim: 175h x 550w mm Bleed: 178h x 560w mm	2 Weeks prior to publication date
½ Horizontal	Type: 124h x 205w mm Trim: 149h x 232w mm Bleed: 159h x 242w mm	2 Weeks prior to publication date
½ Vertical	Type: 103h x 252 mm Trim: 116h x 297 mm Bleed: 121h x 307 mm	2 Weeks prior to publication date