

# THE POST

GEORGE - GREAT BRAK RIVER - MOSSEL BAY

www.thepost.org.za

## ADVERTISING RATES & SPECIFICATIONS

Facebook @ThePostGardenRoute

*The Post* is a local community newspaper in Great Brak River, Mossel Bay and surrounding areas. Currently 5 000 copies of the newspaper are distributed on a monthly basis through numerous outlets between Mossel Bay and Wilderness. Every advertisement placed also appears on the website of *The Post* for a period of three months unless the advertisement is renewed.

**Bookings for advertising space must be received by the 10th of each month.**

**All artwork, information and payments must be received by the 15th of the month prior to the month of issue.**

**Final booking space is ONLY secured upon payment.**

**Advertising material must be supplied to size in high resolution (300 dpi) as CMYK jpeg.**

Take note of layout and size format. Please send advert material to Laurinda Smit at sales@thepost.org.za

### PREMIUM POSITIONS (FULL COLOUR)

Position	Size (mm)	Cost
Cover: 1/3 Page	190 x 90	R 2 600.00
Back Pg: 1/4 Page	92 x 130	R 1 450.00

### DESIGN & LAYOUT

Please note that the above advertising fees do not include initial design. If you would like *The Post* to handle this on your behalf, please contact Laurinda Smit with your requirements regarding size, content, look and feel, in order to get a quotation. Advert must be supplied in the correct layout format as per attached layout specifications.

**5% Discount when signing-up for a 3 month period.  
The full amount will be payable in advance to qualify for the discount.**

## CONTACT DETAILS

**Laurinda Smit: 082 738 8011**

**E-mail: sales@thepost.org.za**

### INSIDE (FULL COLOUR) NON-PREMIUM

Position	Size (mm)	Cost
Full Page	190 x 270	R 3 750.00
1/2 Page	190 x 130	R 2 350.00
1/3 Page	190 x 90	R 2 100.00
1/4 Page	92 x 130	R 1 150.00
1/8 Page	92 x 63	R 680.00
Business Card	92 x 40	R 470.00

### ADVERTORIALS

An advertorial is an advertisement giving information in the style of an article. If you would like *The Post* to handle this on your behalf, please contact Laurinda Smit with your requirements to get a quotation. sales@thepost.org.za | 082 738 8011

### FLYER INSERTS

Please contact Laurinda Smit for a quotation to suit your specific needs.

### BANKING DETAILS

**PAYMENT** - Please note that payment is due on presentation of the invoice. Advertisements will only be placed once payment is received. **PLEASE PROVIDE INVOICE NUMBER AS REFERENCE.**

Account Holder: The Post  
Bank: NedBank  
Account No: 1176350838  
Branch: 109114

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## TARIEWE EN SPESIFIKASIES VIR ADVERTENSIES

Facebook @ThePostGardenRoute

*The Post* is 'n plaaslike gemeenskapskoerant wat artikels en nuuswaardighede oor George, Groot-Brakrivier, Mosselbaai en omliggende areas insluit. Maandeliks word daar 5 000 kopieë vanaf verskeie afsetpunte tussen Mosselbaai en Wildernis versprei. Elke advertensie geplaas, word ook op *The Post* se webwerf gesit vir minstens drie maande tensy dit hernu word.

**Advertensiespasie moet teen die 10de van elke maand bespreek word. Alle ontwerpe, inligting en betalings moet teen die 15de van die maand (dws die maand voor die volgende uitgawe) ontvang word. SLEGS na ontvangs van betaling word die advertensiespasie finaal toegeken.**

**Advertensiemateriaal moet op skaal, in hoë resolusie (300 dpi) in CMYK jpeg verskaf word.**

Let op die uitleg formaat en mates. Stuur asseblief die advertensiemateriaal na Laurinda Smit by sales@thepost.org.za

### PRIMA-PLASING (VOLKLEUR)

Posisie	Grootte (mm)	Koste
Voorblad: 1/3 Blad	190 x 90	R 2 600.00
Agterblad: 1/4 Blad	92 x 130	R 1 450.00

### BINNEBLAAIE (VOLKLEUR) NIE-PRIMA

Posisie	Grootte (mm)	Koste
Volblad	190 x 270	R 3 750.00
1/2 Blad	190 x 130	R 2 350.00
1/3 Blad	190 x 90	R 2 100.00
1/4 Blad	92 x 130	R 1 150.00
1/8 Blad	92 x 63	R 680.00
Besigheidskaartjie	92 x 40	R 470.00

### ONTWERP & UITLEG

Neem asseblief kennis dat bostaande advertensietariewe nie oorspronklike ontwerpfoeie insluit nie. Indien u verkies dat *The Post* die advertensie moet hanteer, kontak Laurinda Smit gerus om dit te bespreek met betrekking tot grootte, inhoud, gevoel, ens. vir 'n kwotasie. Advertensie uitleg moet verskaf word in korrekte formaat en uitleg spesifikasies. sien uitleg aanhangsel.

**5% Afslag vir n 3 maande vooraf plasingsbespreking. Bedrag is dadelik betaalbaar ten einde te kwalifiseer vir die afslag.**

### ADVERTORIALS

'n Bemerkingsartikel is 'n advertensie wat inligting in die vorm van 'n artikel aanbied. As u wil hê dat *The Post* dit namens u moet hanteer, kontak Laurinda Smit met u vereistes om 'n kwotasie te verkry. sales@thepost.org.za | 082 738 8011

### INSLUITING VAN STROOIBILJETTE

Kontak Laurinda Smit vir 'n kwotasie wat aan u spesifieke behoeftes voldoen.

### BANKBESONDERHEDE

BETALING - Betaling moet geskied by ontvangs van faktuur. Advertensies sal net geplaas word wanneer betaling ontvang is. **VERSKAF ASB. FAKTUURNOMMER AS VERWYSING**

Rekeninghouer: The Post  
Bank: NedBank  
Rekeningno: 1176350838  
Takkode: 109114

## KONTAKBESONDERHEDE

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E-pos: sales@thepost.org.za