



The Advertising Communication Media and Marketing Supplier Magazine.

Showcasing advertising & marketing suppliers.

RATE CARD 2017

Our Mission:

To be the number one point of reference on advertising communication and marketing supplier information.
Providing news and information on current and new technology available.
Helping to educate, inform and make it easier to run, strategize and manage advertising and marketing campaigns.
While assisting suppliers in providing successful products and services to you.

RATE CARD 2017

Adcomm showcases various platforms of advertising communication suppliers and media owners to advertising and marketing executives in corporate companies and advertising agencies including SME business owners.

It is a one of a kind digital publication with content specific to advertising suppliers, manufacturers, producers, service providers and media owners. Focusing on products and services as well as new technology to aid in marketing and advertising.

Because of its unique content offering it is a source of essential information. Aiming to educate, inform and motivate on available products and services, emphasizing the possible thereby making the impossible, possible.

People need to know how these products are made and why these services are offered, who makes them, how they work and where they can be used strategically, to make advertising successful.

This information will assist in streamlining advertising communication and help in budgeting for effective campaign control. It will increase interest, sales and profitability in business, while allowing marketing professionals to target their advertising more successfully.

How we do this:

- A living website updated daily with relevant news on supplier products, services and advertising platforms.
- E-News that is mailed out to advertising agencies, corporate companies and business owners.
- Bi - monthly digital magazine distributed to avid readers.
- All articles are shared on social media along with the digitized verbatim copy of the printed magazine.

Adcomm Media communicates to:

Corporate Companies:	Advertising & Marketing agencies
Media Buyers, CEO's, Corporate Communication, Brand Strategists, Advertising Executives, Managing and Marketing Directors, General Managers, Marketing Coordinators, Media Planners, Merchandise Managers, Operations Managers, Marketing Strategists and Public Relations Officials.	Creative Marketing Managers, Production Managers, Media Planners, Media Buyers, Client Service, Creative Heads, CEO's, Art Directors Account Executives, Account Directors, Account Managers, Creative Directors.

Also included are media owners across all media types and SME company owners.

Rates:

All rates include V.A.T. but exclude Agency commission.

	Casual	2 - 6 Issues	7-12 Issues
Full Page	R 12 950	R 12 350	R 11 700
Double Page Spread	R 24 950	R 23 750	R 22 500
Half Page	R 9 100	R 8 645	R 8 190
Third of a Page	R 6 020	R 5 719	R 5 418
Quarter of a Page	R 5 300	R 5 035	R 4 770
Strap Line (strip along the bottom of the page)	R 2 950	R 2 850	R 2 650

Advertorials are subject to a loading fee of 10% to accommodate writing and editorial fees.

Guaranteed positions: + 30%

Prime Positions:

Front Cover:	R 24 950
Inside Front Cover	R 18 950
Outside Back Cover	R 19 950
Inside Back cover	R 18 950

Booking Deadlines:

Editorial or Advertorial deadlines:	2 weeks before print
Advertising Booking deadlines:	2 weeks before print
Advertising Material deadlines:	2 weeks before print

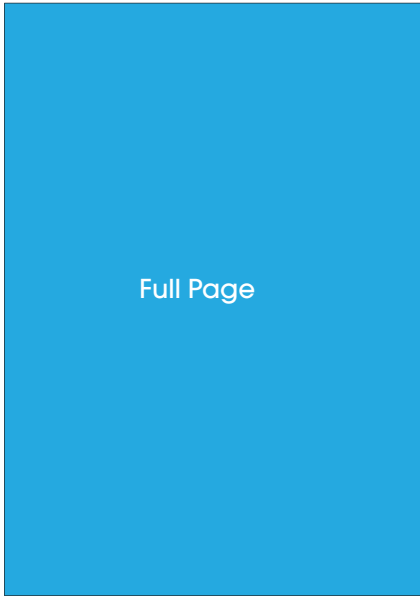
Cancellations to be submitted in writing 1 month prior to print.

A cancellation fee of 30% of the total value applies.

Full Page	Trim Size: Type Area: Bleed:	210mm wide x 297mm high 200mm wide x 287mm high 5mm all round
Double Page Spread	Trim Size: Type Area: Bleed:	420mm wide x 297mm high 410mm wide x 287mm high 5mm all round
Half Page Horizontal	Trim Size: Type Area: Bleed:	210mm wide x 140mm high 200mm wide x 130mm high 5mm all round
Half Page Vertical	Trim Size: Type Area: Bleed:	105mm wide x 297mm high 95mm wide x 287mm high 5mm all round
Third Page Horizontal	Trim Size: Type Area: Bleed:	70mm wide x 297mm high 65mm wide x 287mm high 5mm all round
Third Page Vertical	Trim Size: Type Area: Bleed:	210mm wide x 90mm high 200mm wide x 80mm high 5mm all round
Quarter Page	Trim Size: Type Area: Bleed:	105mm wide x 148.5mm high 95mm wide x 138.5mm high 5mm all round
Strap Line	Trim Size: Type Area: Bleed:	210mm wide x 40mm high 200mm wide x 30mm high 5mm all round.

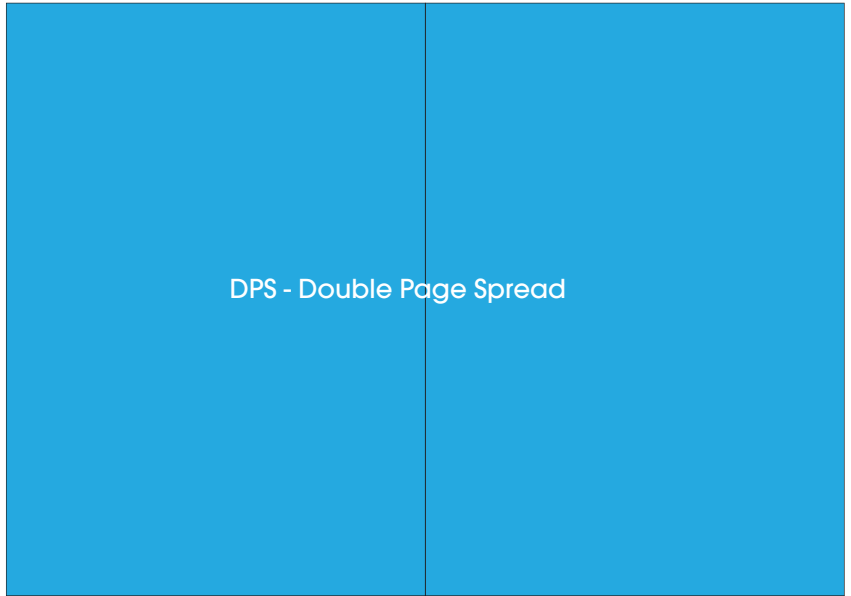


Page Size Info graphic



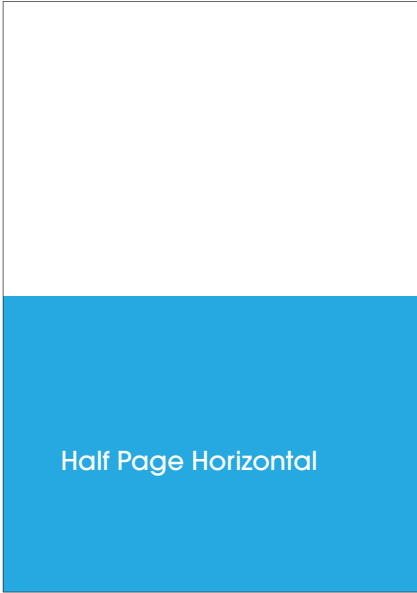
Full Page

Trim Size: 210mm wide x 297mm high
Type Area: 200mm wide x 287mm high
Bleed: 5mm all round



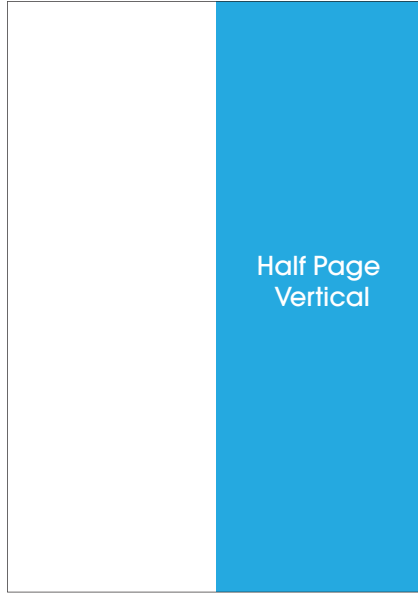
DPS - Double Page Spread

Trim Size: 420mm wide x 297mm high
Type Area: 410mm wide x 287mm high
Bleed: 5mm all round



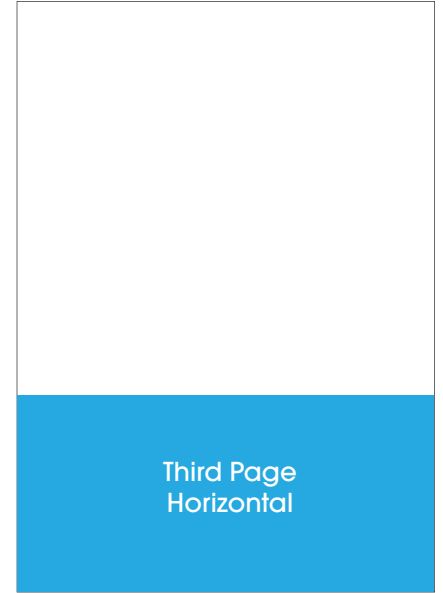
Half Page Horizontal

Trim Size: 210mm wide x 140mm high
Type Area: 200mm wide x 130mm high
Bleed: 5mm all round



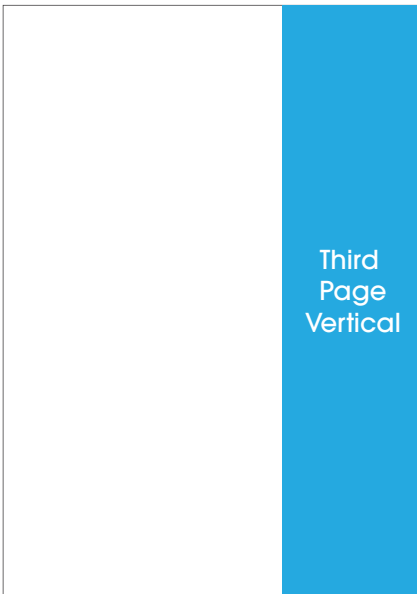
Half Page Vertical

Trim Size: 105mm wide x 297mm high
Type Area: 95mm wide x 287mm high
Bleed: 5mm all round



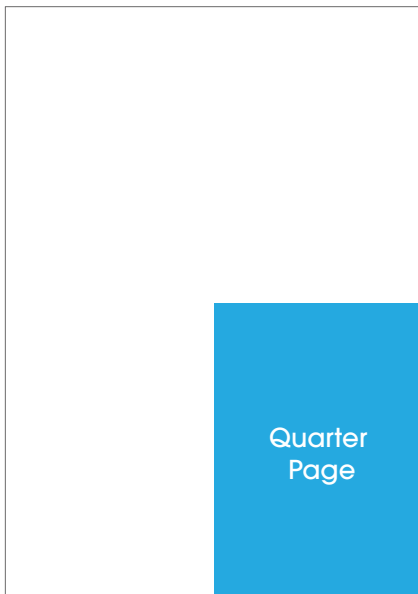
Third Page Horizontal

Trim Size: 70mm wide x 297mm high
Type Area: 65mm wide x 287mm high
Bleed: 5mm all round



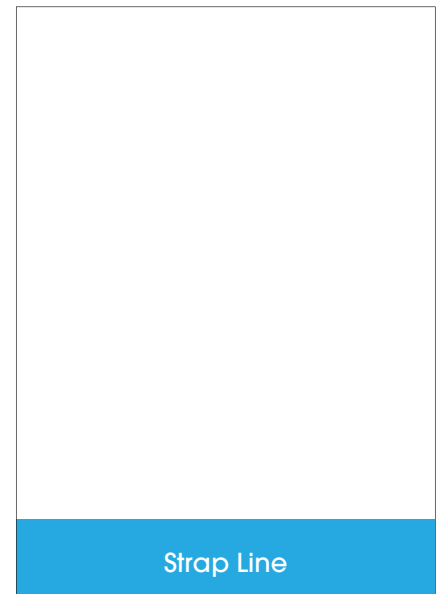
Third Page Vertical

Trim Size: 210mm wide x 90mm high
Type Area: 200mm wide x 80mm high
Bleed: 5mm all round



Quarter Page

Trim Size: 105mm wide x 148.5mm high
Type Area: 95mm wide x 138.5mm high
Bleed: 5mm all round



Strap Line

Trim Size: 210mm wide x 40mm high
Type Area: 200mm wide x 30mm high
Bleed: 5mm all round.

Website advertising may be a static Jpeg/PNG or animated Gif.

Advertising runs on a bi-monthly account ie. 2 Months.

Advertising on the website and in the weekly newsletter are combined but rotated depending on advertisers.

Weekly newsletters are sent to a database of 7000+ subscribers.

A value of the rate will be allocated for "boosting" articles on social media (to your target market & demographic).

Position	Size @ 100dpi	Rate @ 2 Months
Top header banner	720px X 100px	R 6 300
Top leader board banner	1 200px X 200px	R 6 300
Top Slider (rotating ads)	1 200px X 200px	R 6 300
Leader board banner between sections	1 200px X 200px	R 2 550
Square banner A (Top position above screen break)	300px X 300px	R 5 550
Square banner B (2nd position above screen break)	300px X 300px	R 5 550
Square banner C (3rd position above screen break)	300px X 300px	R 5 550
Square banner D (below screen break)	300px X 300px	R 2 490
Square banner E (below screen break)	300px X 300px	R 2 490
Square banner F (below screen break)	300px X 300px	R 2 490
Footer long banner	728px X 90px	R 2 490
Footer square banner	150px X 150px	R 1 500

Editorial written by Adcomm is subject to a writing fee of R 1 000.

Advertorial (Cybertorial) written by Adcomm is subject to a writing fee of R 1 300. Placed in top position for 5 days on the website and run twice a month.

Cybertorial content supplied by you, to be edited by Adcomm is subject to editor fees of R 500.

Any design of advertising (if needed) is charged at R 400ph.

Directory listings are a company logo and contact information at a monthly rate (separate from advertising).

Position	Size @ 100dpi	Rate @ 2 Months
Top (first on list)	100px X 100px	R 325
Second on list	100px X 100px	R 300
Third from top	100px X 100px	R 275
Rest of list downwards	100px X 100px	R 250

Website Home Page

Top header banner

Top leader board banner

Top Slider (rotating ads)

Square banner A

Square banner B

Square banner C

Square banner D

Square banner E

Screen Break

Website Home Page (Cont)

General News

AMARULA PROTECTS AFRICA'S ELEPHANTS

MASA AWARDS 2016

Digital Briefcase strikes marketing trifecta with website

Facebook - facilitating businesses to attract customers.

G&G Digital scoops nine awards for digital excellence at the New Generation Awards

Gold for Huggies® virtual reality campaign

Leader board banner between sections

Newsletter

Top leader board banner

ADCOMM MEDIA RELOADED

Tube Packaging

AQUACY

Caltex - Using Graffiti's Top, Tail and Superside branding

Graffiti / Regent - Branding and celebrities promote motor racing

Brother - Brother flies Mango, inside and out.

Graffiti brands Man United bus for SA tour

- Square banner A
- Square banner B
- Square banner C
- Square banner D
- Square banner E

Leader board banner between sections

Videos

HUGGIES
There's nothing like a hug.

Gold for Huggies® virtual reality campaign

Some Branding News

A Case study - PIBOX Trading

Brandyourcar.com - driving e.tv's new branding

Caltex - Using Graffiti's Top, Tail and Superside branding

Graffiti / Regent - Branding and celebrities promote motor racing

Brother - Brother flies Mango, inside and out.

Graffiti brands Man United bus for SA tour

Other News