

where practicable, the proof plates be processed from the negative material supplied. Progressives should follow the conventional pattern and include assistive guides such as solid colour bars printed across the direction of inking and colour guides. They should be inked in the same direction as are pages on the METRO PRESS i.e. TABLOID PAGES (two-up) FROM RIGHT TO LEFT. Ink densities on proofs and progressives with respect to unprinted stock as zero should not be greater than the following: Yellow 0.70, Cyan 0.90, Magenta 0.90, Black 1.10. Printing sequence is Yellow, Cyan, Magenta, Black. NATAL EDITION: Full Colour: Right reading positives emulsion side down. Black and White: Right-reading positives with maximum screen ruling of 34 lines/cm. GENERAL: TML reserves the right to revise this specification at any time.

EXECUTIVES: Editor: Ken Owen. General Manager Marketing: P. McKenzie. Manager Sales & Marketing: R. Parker.

CIRCULATION: 533 419 A.B.C. (Jan. - Jun. 1992)

READERSHIP: AMPS 1992

W: 965 000. C: 294 000. A: 296 000. B: 974 000.

rate change 2/92 data change 4/92 approved 4/92

Sunday Times magazine

(A.M.P.S.) (A.B.C.) (N.P.U.)

Weekly

English

PUBLISHED BY: Times Media Ltd, 11 Diagonal Street, Johannesburg, P.O. Box 1090, Johannesburg 2000. Tel: (011) 497-2711. Tlx: 4-88921. Fax: (011) 834-1686.

ISSUED: Weekly.

DEADLINE: In accordance with published schedules, which must be strictly adhered to.

1992 ISSUES	Space Bookings	Cancellation Bookings	Material Bookings	Deadline
Dec	6	Nov 5	Nov 10	Nov 12
	13	12	17	19
	20	19	24	26
	27	26	Dec 1	Dec 3
1993				
Jan	3	Dec 3	Dec 8	Dec 10
	10	10	15	17
	17	17	22	24
	24	24	29	31
	31	31	Jan 5	Jan 7
Feb	7	Jan 7	Jan 12	Jan 14
	14	14	19	21
	21	21	26	28
	28	28	Feb 2	Feb 4
March	7	Feb 4	Feb 9	Feb 11
	14	11	16	18
	21	18	23	25
	28	25	March 2	March 4

STANDARD RATES: W.E.F. 1.2.92

BLACK & WHITE: (per insert) INCL VAT

16+ 11-15 4-10 1-3

Full page R13282.50 R14080.00 R14839.00 R15625.50

2/3 page (v) 11869.00 10472.00 11049.50 11616.00

1/2 page 6814.50 7210.50 7617.50 8008.00

1/3 page (v) 4422.00 4708.00 4955.50 5208.50

1/4 page square 3845.60 4010.60 4350.50 4565.00

COLOUR:

Spot Colour

1 Standard Tariff + 25%

2 Standard Tariff + 50%

Full Colour 16+ 11-15 4-10 1-3

Full page R19619.60 R20680.00 R21934.00 R23083.50

2/3 page (v) 14707.00 15570.50 16445.00 17308.50

1/2 page 11764.50 12474.00 13145.00 13851.20

1/3 page (v) 8833.00 9350.00 9867.00 10389.50

1/4 page square 8173.00 8652.60 9130.00 9614.00

1/4 page (h) 8173.00 8652.60 9130.00 9614.00

COVERS:

Full Colour 16+ 11-15 4-10 1-3

IFC R24530.00 R25971.00 R27390.00 R28853.00

OBC 24530.00 25971.00 27390.00 28853.00

IBC 21576.50 22858.00 24046.00 25382.50

BLEED: No extra cost

SPECIAL POSITIONS: By negotiation

Split-run facilities are available on application.

INSERTS: (per 1000)

Loose R132.00

Stitched-in 154.00

PAGE FORMAT:

Trim size 273 x 210 mm Type area 250 x 185 mm

2/3 page (v) 250 x 120 mm 1/2 page (h) 125 x 185 mm

1/2 page (v) 250 x 92 mm 1/3 page (v) 250 x 60 mm

1/4 page (s) 125 x 92 mm 1/4 page (h) 60 x 185 mm

PRINTED: Webb offset litho.

MATERIAL REQUIREMENTS: 2 sets of litho positives and progressives.

SCREEN: Outer section (80 gsm) 120; Main Body (60 gsm) 100; Television and Comic Section 85.

EXECUTIVES: General Manager Marketing: Peter McKenzie. Sales & Marketing Manager: Robin Parker.

Cape Town: Nick Holdsworth. Durban: Ashley Julius. Port Elizabeth: Bill Schaffenberg.

CIRCULATION: As for Sunday Times.

READERSHIP: AMPS 1992.

W: 821 000. C: 264 000. A: 259 000. B: 632 0

REGIONAL WEEKLY

rate change 2/92 data change 6/92 approved 6/92

Sunday Star

(A.M.P.S.) (A.B.C.) (N.P.U.) (R.D.L.)

English

Weekly

PUBLISHED BY: Argus Newspapers Ltd, 47 Sauer Street, Johannesburg, P.O. Box 1014, Johannesburg 2000. Tel: (011) 633-9111.

Classified: 492-3500. Telex: 487083 SA Fax: (011) 838-3019.

ISSUED: Weekly on Sundays.

DEADLINE:

Bookings and Cancellations

Black and White, Spot and Full Colour

Main Body includes Insight & Sport Thursday 12 noon.

Money/Computing Wednesday 10 a.m.

Life Wednesday 10 a.m.

Prime Time & Comics Wednesday 10 a.m.

Material

Black and White for setting

Main Body includes Insight & Sport Friday 9.00 a.m.

Money/Computing Wednesday 12 noon.

Life Wednesday 12 noon.

Prime Time & Comics Monday 3.30 p.m. week

prior (13 days)

Black and White Complete material

Main Body includes insight & sport Friday 10.30 a.m.

Money/Computing Friday 10.30 a.m.

Life Friday 10.30 a.m.

Prime Time & Comics Tuesday 2.00 p.m. week

prior (12 days)

Full/Spot Colour complete material

Main Body includes Insight & Sport Friday 10.30 a.m.

Money/Computing Thursday 3.30 p.m.

Life Thursday 3.30 p.m.

Prime Time & Comics Tuesday 2.00 p.m. week

prior (12 days)

Full/Spot Colour to be manufactured

Main Body, Insight and Sports

Full Colour Friday 10.30 a.m. week prior

Spot Colour Wednesday 10.30 a.m.

Money/Computing Friday 10.30 a.m. week prior

Spot Colour Wednesday 10.30 a.m.

Life 10.30 a.m. week prior

Spot Colour Wednesday 10.30 a.m.

Comic Section and Prime Time

Full Colour Friday 10.30 a.m. two weeks prior

Spot Colour Monday 10.30 a.m. week prior (13 days)

N.B. Black and White for setting material deadline for

advertisements in excess of 54 cm x 8 columns is 72 hours

prior to publication.

AGENCY DISCOUNT: 16.5%

GROUP RATES: See front of Newspaper Section.

STANDARD RATES: W.E.F. 1.1.92

PRACTITIONER & DIRECT RETAIL INCL VAT

B/W p.s.c.cm. R23.10

1 Spot Colour 29.15

2 Spot Colours 33.55

Full Colour 37.40

WEEKEND COMBINATION RATES:

(a) Less 15% of the standard rate for two insertions of the

same advertisement which appears on Saturday and

Sunday of the same weekend.

(b) Less 10% of the standard rate for two insertions of the

same advertisement which appears between Friday and

Monday of the same weekend.

ADVERTISING AGENCY BULK DISCOUNT.

SPECIAL POSITIONS:

ATISLAND & STEP DOWN ADVERTISEMENTS

i) Island advertisements min size 8 x 3

. max size 23 x 3

Flat rate: EXCL VAT

B/W p.s.c.cm. R2 793.00

1 Spot Colour 3 524.50

2 Spot Colours 4 056.50

Full Colour 4 522.00

ii) Step down advertisements

Top 8 x 2 Centre 12 x 3 Bottom 8 x 2

Flat rate: EXCL VAT

B/W p.s.c.cm. R2 793.00

1 Spot Colour 3 524.50

2 Spot Colours 4 056.50

Full Colour 4 522.00

B. SOLUS POSITIONS

Standard Space rate + 100%

5 x 7 at top of page

a) Front or back of Money/Computing

b) Back or inside sports

c) Main Body "people" page

d) Life - back page

Guaranteed Pages

Standard rate (Monday to Sunday) Space + 25%

GENERAL: p.s.c.cm.

(a) Company Reports, Prospectuses,

Financial and Mining Notices R21.27

One spot colour 26.59

Two spot colours 30.36

Full Colour 33.00

(b) Government, Railway, Provisional,

Divisional Council, Municipal and

Local Bodies' Notices R23.10

(Rate applies if for general displays)

(c) Church and Charity Notices 13.86

(d) Schools 13.86

(e) Staff Vacancies

(Recruitment Display Advertising) 23.10

(f) Auction Notices 21.70

INSERTS: per 1000

PRACTITIONER & DIRECT RETAIL

Broadsheet Tabloid

2-4 4-8 R115.50

6-8 12-16 126.50

9-13 20-24 137.50

14 28 148.50

16 32 159.50

Minimum Circulation Run Available: 30 000

SPECIFICATIONS FOR ALL ISSUES

Max length 410 mm Max width 285 mm

Min length 210 mm Min width 140 mm

Min paper weight for a single sheet is 80 gsm.

Any carrier inserts printed by a subsidiary or affiliated

member of the Argus Printing & Publishing Co. will qualify

for a 10% discount. Company reports and financial notices

are not acceptable as inserts and will be charged as in

3(A) above.

PAGE FORMAT:

Broadsheet:

Col length 54 cm width 9 ems Cols per page 10

DPS width 192 ems (81 cms)

Tabloid:

Col length 39 width 9 ems (3.8 cms) Cols/page 7

Width of DPS 130.5 ems (55 cm)

Black and White material must be supplied in bromide

form. Full pages may be supplied in negative form.

MATERIAL REQUIREMENTS:

2.0 COLOUR SEPARATION:

2.1 All our newspapers use negative working plates so that

all advertisements should be in the form of wrong-reading

negatives. Note that a negative is described as

"wrong-reading" when viewed with the emulsion side

facing the observer.

2.2 Negatives should be second generation "hard dot"

material with a density of not less than 3.0 in the solid

black areas. Only "final" negatives not showing evidence

of further retouching will meet this requirement.

2.3 Register marks in the form of centre lines on both axes

should be provided on these negatives. The line thickness

of the register marks should not exceed the width of a 50%

dot of the screen ruling employed. For a 40 lines/cm

screen the width of the register lines will thus be less than

0.015 mm.

2.4 Negatives should be dimensionally stable with a

polyester type film base of at least 0.1 mm thickness to

preserve close register.

2.5 A screen ruling of 34 lines/cm is preferred but any

screen ruling up to 40 lines/cm will be acceptable. Please

note, however, that a coarser screen ruling gives a better

tone reproduction in the shadow areas and a lower dot

gain in the shadow and middle tone areas. An elliptical dot

screen will be advantageous in smoothing out the tone

reproduction in the 50% dot area.

2.6 Conventional screen angles of yellow 90°, cyan 15°,

magenta 75°, and black 45° should be used. If, however,

the dominant colour in the subject appears to favour a

different set of screen angles, this should be discussed

with the newspaper concerned who will then indicate their

Tone Level %	Negative Print Density	Tone Level %
45	0,34	76
60	0,22	88
75	0,12	95
90	0,04	99

2.11 The dot values of the last printable tones carrying detail at the extremes of the screen range should fall within the following limits for a 34 lines/cm screen:

Highlight	Negative Density	Negative Density
Shadow	97%	1,50
	7,5%	0,035

Beyond these dot percentages, the extreme highlights carrying no important detail could drop out and the most intensely coloured areas with no detail could go solid on individual printers. Smoothness in these transitions is essential and must be achieved by correct separation and screening techniques and not by retouching.

Film densities should be measured with a transmission densitometer, such as the Macbeth TD504 having an aperture width of at least 3 mm, after zeroing on clear film base.

2.11 With the inks currently in use, grey balance is achieved at the following % tone values on the negatives:

Cyan Printer	Magenta Printer	Yellow Printer	Neutral Density
100	74	77	0,93
80	60	63	0,84
60	46	50	0,72
40	27	32	0,52
20	13	15	0,28

The effective maximum 4-colour density is 1,36.

2.13 All negatives should be clearly marked as being yellow, magenta, cyan or black printers and should also carry the name or mark of the reproduction house.

3.0 PROOFS

3.1 Two "run to" proofs, which reflect accurately the tonal values of the final negatives supplied, should accompany the material. These proofs will be used to adjust the inking during the printing run and should be signed by the Production House quality controller as conforming to these specifications. It is desirable for the "run to" proofs be accompanied by the complete sets of progressives since these are useful for quality checking.

3.2 All proofs must be pulled on standard locally produced newsprint. This newsprint can be obtained directly from the paper suppliers or cut to size at a nominal cost from individual newspapers.

3.3 The inks used for proofing must match the hues of the standard offset inks specified in BS 4666 and ISO 2846-75.

3.4 The proofing sequence should be yellow first, cyan, magenta and black last to correspond to the inking sequence on the production presses.

3.5 It is essential to include, on all proofs and progressives, solid colour bars, at least 7 mm wide, positioned across the direction on inking ahead of the image areas and extending over the whole width of the illustration. They will be used to check the density and evenness of inking across the direction of proofing.

3.6 It is advisable to include a recognised colour control strip on all proofs and progressives since this will allow the proofing operation to be assessed for colour balance, dot gain, slur and ink trapping. If the colour control strip does not incorporate suitable areas for checking contrast in terms of paragraph 3.8 it is essential that the solid colour bars specified in paragraph 3.5 should have adjacent 60% tint areas at least 7 mm in a ruling of 34 lines/cm.

3.7 The ink densities, with respect to unprinted paper as zero, to be used for proofing are:

	D1 (polarising & 47 filter)	D142-3 (polarising & 47B filter)	Macbeth RD918	X-Rite
Yellow	0,70	0,95	0,81	0,72
Cyan	0,90	0,95	0,79	0,83
Magenta	0,90	0,95	0,83	0,77
Black	1,10	1,10	0,77	0,84

These densities are the aim values on the production, presses measured in solid areas. Colour bars on "dry" proofs should be within 0,05 of these values. (A polarising densitometer with the 47B filter is strongly preferred for these measurements and the Pira conversions for Macbeth and X-Rite are merely quoted for completeness).

3.8 When producing "run to" proofs it is necessary to adjust the proofing operation so that it matched the dot gain conditions on the production presses as set out in 4.1. The major ink suppliers will provide proofing inks with reduced pigment concentration and adjusted consistency with which proofs, which match the print produced under production conditions on high speed offset newspaper presses, can be pulled from the "final" negatives.

3.9 Non-ink/paper proofs from prepress proofing systems will generally not be acceptable unless the substrate colour matches that of standard newsprint (3.2) the pigments used match the standard offset inks (2.7) and the proofing systems characteristic curves conform with 2.10, 2.12, 3.7 and 4.1.

4.0 PRINTING

4.1 Printing conditions on all production presses should be adjusted so that ink densities settle at the indicated values and always remain within 0,1 of the norm. At the standard ink densities, a 60% dot area on the negative should reproduce at the following density and equivalent printed dot percentages (Murray-Davies):

	Gretag D1 Densitometer		Gretag D142 Densitometer		Equivalent
Ink	Solid Density	Dot Density	Solid Density	Dot Density	
Yellow	0,7	0,50	0,9	0,58	83-87
Cyan	0,9	0,66	0,9	0,65	87-91
Magenta	0,9	0,66	0,9	0,70	87-91
Black	1,1	0,75	1,05	0,70	86-91

(On a negative, a printing dot value of 60% corresponds to a transmission densitometer reading of 0,22)

5.0 VIEWING

5.1 When comparing proofs to the original transparency or when comparing the printed result to the proof to establish a visual assessment of the match, such comparisons should be carried out under standard lighting conditions with a correlated colour temperature of 5000 K as laid down in ISO Standard 3664 (BS 950 Part 2).

EXECUTIVES: Editor: D. Hazelhurst. Advertisement: R. Montgomery.

CIRCULATION: 88 704 A.B.C. (Jan - Jun 1992)

READERSHIP: AMPS 1992

W: 161 000. C: 8 000. A: 9 000. B: 179 000.

rate change 6/92 data change 11/92 approved 11/92

SUNDAY TRIBUNE

English

Weekend

PUBLISHED BY: Natal Newspapers (Pty) Ltd, Newspaper House, 18 Osborne Street, Greyville, Durban 4001. P.O. Box 47549, Greyville 4023. Tel: (031) 308-2911. Fax: (031) 308-2444. Telex: 6222301.

ISSUED: Copy deadline: Display copy should reach Sunday Tribune as early as possible, and not later than NOON on the Thursday preceding. Cancellation: 10 a.m. 3 days prior to publication. Colour Deadline: copy and cancellation: 12 noon, 2 weeks prior to date of publication. Cover price: R2,50 incl. VAT.

AGENCY DISCOUNT: 16,5%

GROUP RATES See front of Newspaper Section

STANDARD RATES: W.E.F. 1.1.92

PRACTITIONER RATE INCL VAT

B/W p.s.c.cm. R32,15

1 Spot Colour 36,62

2 Spot Colours 41,09

Full Colour 47,47

AGENCY RETAIL & DIRECT RETAIL:

B/W p.s.c.cm. R26,54

1 Spot Colour 31,01

2 Spot Colours 35,48

Full Colour 47,47

DIRECT RETAIL VOLUME DISCOUNTS

Basic Discount/Incentive Discount

1 000 cm 5%

1 500 cm 6% 7%

2 500 cm 7% 8%

5 000 cm 8% 9%

7 500 cm 9% 10%

10 000 cm 10% 11%

15 000 cm 11% 12%

20 000 cm 12% 13%

25 000 cm + 13% 14%

If a higher volume level is achieved than contracted for, the relevant incentive discount will apply. If the contracted volume level is not achieved the relevant basic discount will apply.

SPECIAL POSITIONS (B/W, Spot or F/C)

Page 1 Right Hand R118,67

Solus Space + 100%

Semi Solus Space + 50%

Guaranteed Page Space + 50%

EARSPPACES (70 mm wide x 45 mm deep)

Page 1 F/C per ear R620,40

Others per ear 260,04

SPECIAL DISCOUNTS:

Discounts apply to appropriate basic rates

SERIES RATE:

Any publication combination, with no change of copy:

4 Consecutive Days Less 10%

5 Consecutive Days Less 15%

4 Consecutive Issues Less 15%

(Womans Weekly or Home News)

STANDBY ADVERTISING Less 25%

Subject to negotiation

SPECIAL PROMOTIONS Less 25%

CHARITY NOTICES Less 25%

Fund raising number must be produced.

NOMINATED FEATURES & SPECIAL SUPPLEMENTS

Tabloid Features Less 35%

Broadsheet Features Less 30%

Tabloid Supplements Less 40%

SPECIAL SUPPLEMENTS:

3 issues Less 10,0%

6 issues Less 12,5%

12 issues Less 15,0%

per 1000

INSERTS

Broadsheet Tabloid

2-4 pages 4-8 pages R115,50

6-8 pages 12-16 pages 128,50

10-12 pages 20-24 pages 137,50

14 pages 28 pages 148,50

16 pages 32 pages 159,50

Plus R10,40 for every additional 2 Broadsheet 4 Tabloid

pages.

VOLUME DISCOUNT: Any advertiser who spends R400

000 or more on inserts in Argus Group newspapers during

a 12 month period will earn a discount of 10%. The

discount will be paid at the end of the period.

In-house printing discount 10%

otted distribution (Split Runs) can be negotiated but will be

subject to the following loadings:

10% of total print order + 50%

11% - 20% of total print order + 45%

21% - 30% of total print order + 40%

31% - 40% of total print order + 35%

41% - 50% of total print order + 30%

31% - 60% of total print order + 25%

61% - 70% of total print order + 20%

71% - 80% of total print order + 15%

81% - 90% of total print order + 10%

SUNDAY SUPPLEMENT

PRACTITIONER RATE:

B/W p.s.c.cm. R32,15

1 Spot Colour 36,62

2 Spot Colours 41,09

Full Colour 47,47

DIRECT RETAIL

B/W p.s.c.cm. R17,61

1 Spot Colour 20,55

2 Spot Colours 23,47

Full Colour 31,65

ENTERTAINMENT

PRACTITIONER:

B/W p.s.c.cm. R26,54

1 Spot Colour 31,01

2 Spot Colours 35,48

Full Colour 47,47

Combined rates Less 10%

Discount rate for a combination of any two newspapers.

Advertisements must be same copy and same size.

DIRECT:

B/W p.s.c.cm. R17,61

1 Spot Colour 20,55

2 Spot Colour 23,47

Full Colour 31,65

Combined rates: Discount rate for a combination of any

two newspapers. Advertisements must be same copy and

same size.

VOLUME DISCOUNTS per annum

300 cm 4%

500 cm 5%

1 000 cm 6%

2 000 cm 8%

3 500 cm 10%

4 500 cm 11%

7 000 cm 13%

10 000 cm 15%

FREQUENCY DISCOUNTS

Four inserts per week 15%

Five inserts per week 20%

Seven inserts per week 25%

May include the Sunday Tribune same size advertisement

with minor copy changes.

PAGE FORMAT:

BROADSHEET:

Col length 54cm width 36 mm Cols per page 10

TABLOID:

Col length 39 cm width 36 mm Cols per page 7

Maximum size for complete material:

Broadsheet:

sc 36 mm dc 74 mm 3 col 112 mm

4 col 150 mm 5 col 188 mm 6 col 226 mm

7 col 264 mm 8 col 302 mm 9 col 339 mm

10 col 377 mm DPS incl.gutter 806 mm

Tabloid:

sc 36 mm dc 74 mm 3 col 112 mm

4 col 150 mm 5 col 188 mm 6 col 226 mm

7 col 264 mm DPS in cl. gutter 540 mm

MATERIAL REQUIREMENTS: Advertisements must be in

the form of wrong reading negatives.

All negatives should be clearly marked to indicate the

colour and register marks should appear on all four axes

in the form of centre lines.

A screen of 34 lines/cm is preferred but we will accept

screens up to 40 lines/cm.

Preferred screen angles are yellow 90°, cyan°, magenta

75° and black 45°. Under colour removal is essential as

printing is wet on wet. The quality of the reproduction of

your advertisement depends on this.

COLOUR:

Colour sequence is yellow, magenta, cyan black. Proofs

and progressives should be pulled on Mondi Offset grade

newsprint, Mondi Standard or Sappi Standard in the above

sequence with Argus Offset inks which are based on BS

4665.

PROGRESSIVE: Progressives should be proofed inking

from head to tail except in cases where the advertisement

is to appear in a tabloid publication where inking should be

side to side. A colour test strip is required on all proofs and

progressives.

N.B. When progressive colour guides are not supplied

subsequent compensation claims for poor reproduction

will not be considered.

SPOT COLOUR Colour material must carry register marks

and proofs of each colour should be supplied. Two colour

guides must also be supplied.

BLACK & WHITE: Complete bromide 90% shadow dot

and 5% highlight. A screen of 25 lines/cm is preferred but

will accept screens up to 34 lines/cm (65 to 85 screens).

GENERAL: Copy and layouts to be legible. Bromides and

other material must be submitted with copy. Material must

be claimed within 30 days after which no responsibility can

be accepted.

INSERTS: Folded size: Minimum 105 x 150

CAPE

DAILY

rate change 2/92 data change 11/92 approved 11/92

THE ARGUS

(Daily and Weekend)

(A.M.P.S.) (A.B.C.) (N.P.U.) (R.D.L.)

English

Daily Afternoon

PUBLISHED BY: The Argus Printing and Publishing Co. Ltd, Newspaper House, 122/134 St. George's Street, Cape Town 8001. **P.O. Box 56 Cape Town 8000. Tel:** (021) 488-4911. **Telex:** 57-27383. **Advertising Fax:** (021) 488-4107/4110.

ISSUED: Daily Monday to Saturday. Single copy price: 80c (daily), R1,50 (weekend).

DEADLINES: Full Colour: noon, 48 hours prior to date of publication (for bookings, copy and cancellations). **CLASSIFIED:** Smalls, display smalls, super smalls: 4.45 pm, day preceding publication. Block display: noon, day preceding day of publication. Appointment notices, Auctions: 3.00 pm, day preceding day of publication. All above 11.30 am, Saturday for Monday. **NATIONAL:** 9 am day preceding publication. **RETAIL:** Noon day preceding publication. Spot Colour: as above if complete material supplied, otherwise 24 hours earlier.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.1992
PRACTITIONER RATE **INCL VAT**
 B/W p.s.c.cm. R25,52
 1 Spot Colour 31,90
 2 Spot Colours 34,49
 Full Colour 40,92

Practitioner Bulk Discounts

Group bulk discount rates are available from the Newspaper Marketing Bureau.

DIRECT RETAIL RATES

General Commercial Notices

1 insert R25,52
COLOUR:

1 Spot Colour Space + 25%
 2 Spot Colours Space + 35%
 Full Colour Space + 60%

COMBINED RATES

Details on request The Argus and Cape Times

SPECIAL POSITIONS:

Practitioner and Direct Retail

EARSPACES: per insertion

Front page R484,00

Other 264,00

Special Positions

Solus Front page main body:

Full Colour Space + 100%

Black & White Space + 100%

Solus Argus Tonight Space + 30%

Solus positions require minimum of one month's notice of cancellation.

GENERAL

Church and Charity Less 25%

Schools Less 25%

Special Promotions Less 25%

Advertising Supplements on application

Standby Advertising Less 40%

CARRIER INSERTS

Practitioner and Direct Retail

(Per 1 000 insert)

Tabloid Broadsheet

2-8 pages 2-4 pages R115,50

10-16 pages 6-8 pages 126,50

18-24 pages 10-12 pages 137,50

28 pages 14 pages 148,50

32 pages 16 pages 159,50

Plus R10,45 for every 2 page broadsheet 4 page tabloid

increase in size. 10% discount on carrier inserts printed by

The Argus, Hortors, CTP or Caxton. N.B. Company

announcements, Financial notices, prospectuses, etc., are

not accepted as carrier inserts.

CLASSIFIED:

Linage-Smalls

PRIVATE

5 point line (minimum 2). Consecutive inserts

Daily Weekend

per line per line

1 insert R2,99 R3,33

2 inserts 2,76 2,76

3 inserts 2,63 2,63

4 inserts 2,28 2,28

TRADE

5 point line (minimum 2). Consecutive inserts

Daily Weekend

per line per line

1 insert R4,02 R4,48

2 inserts 3,71 3,71

3 inserts 3,51 3,51

4 inserts 3,06 3,06

SUPERSMALLS: (minimum 2 line). 10 point lines will be

charged at double the smalls rate. 18 point lines will be

charged at three times the applicable smalls rate.

Announcements/Domestic Notices

Found Notices: Free of Charge

Charity Notices: 3 lines free

All domestic and family announcements placed in classifications 3, 9, 10, 11, 12, 13 and 153-169 Per line: R3,00 and will appear in both The Argus and Cape Times. Staff Vacancy, motors and miscellaneous rates

Display Casual

1 insert, p.s.c.cm R23,27

2 inserts placed within 7 days, p.s.c.cm. 20,35

WEEKEND STAFF VACANCY DISPLAY:

1 insert 24,75

Any staff vacancy advertisement placed in the Weekend edition and repeated on Monday will qualify for a 50% discount on the Monday insertion.

PRACTITIONER

1 insert, p.s.c.cm. R25,52

Church and Charity, p.s.c.cm. R15,73

Schools and Colleges (other than Business or

Commercial), p.s.c.cm. 15,73

Auctions, p.s.c.cm. 14,58

Government, Railway or Municipal notices, including

legal notices and tender, p.s.c.cm. 20,68

Composite Advertisements placed under a special event

banner heading, p.s.c.cm. 17,99

Special positions Front and Back Rate + 25%

STANDBY ADVERTISING 60% of applicable rate

Guaranteed Positions Rate + 25%

PROPERTY:

Display casual rate Black & White

1 insertion, p.s.c.cm. R23,27

2 inserts placed within 7 days, p.s.c.cm. 20,35

COLOUR:

1 colour, p.s.c.cm. Space + R2,33

2 colours, p.s.c.cm. Space + 4,97

Full Colour Space + 11,37

A-Z RESIDENTIAL PROPERTY GUIDE

Advertisers may combine A-Z units vertically with a

maximum of 3 units:

Single R122,10

Double 244,20

Triple 366,30

COLOUR:

1 Spot Colour Space + 30%

2 Spot Colours Space + 40%

Full Colour Space + 55%

GUARANTEED POSITIONS Rate + 25%

PAGE FORMAT:

BROADSHEET: Col length 540 mm; width 795 mm +

Gutter. Cols per page 12.

Column widths:

1 col 31 mm 2 col 63 mm 3 col 96 mm

4 col 128 mm 5 col 161 mm 6 col 194 mm

7 col 226 mm 8 col 259 mm 9 col 292 mm

10 col 324 mm 11 col 357 mm 12 col 390 mm

TABLOID:

Col length 390 mm, width 7 ems 3 points. Cols per page

8.

MATERIAL REQUIREMENTS: Negative working material is required. Every advertisement must be in the form of

wrong reading negatives. Each individual separation

should have its colour clearly marked.

EXECUTIVES: Ad. Manager: Malcolm Dean-Smith.

Deputy Ad. Manager: Gordon Wardman. Retail Sales

Manager: Peter Knutsen. Classified Sales Manager: Belita

Randall. National Sales Manager: Derek Goosen.

CIRCULATION:

. Monday - Friday 102 145 A.B.C. (Jan - Jun 1992)

. Weekend Argus 114 929 A.B.C. (Jan - Jun 1992)

READERSHIP: AMPS 1992

Monday - Friday:

W: 135 000. C: 283 000. A: 19 000. B: 321 000.

Weekend Argus:

W: 199 000. C: 165 000.

rate change 2/92 data change 11/92 approved 11/92

DIE BURGER

(A.M.P.S.) (A.B.C.) (N.P.U.) (R.D.L.)

Afrikaans

Daily Mon - Sat.

PUBLISHED BY: Nasionale Koerante Beperk, Nasionale

Persentrum, 40 Heerengracht, Cape Town 8001. P.O.

Box 692, Cape Town 8000. Tel: (021) 25-4850. Fax: (021)

419-2502.

ISSUED: Mon. - Sat. Single copy price: 80c.

DEADLINES: F/C: 48 hours before date of publication.

DISPLAY: Copy and material should be sent in as early as

possible but not later than 5 p.m. two days prior to

publication.

APPOINTMENTS / AUCTIONS: 10 a.m. on the day

preceding publication.

CLASSIFIED DISPLAY AND SMALLS: 11 a.m. on the day

preceding publication.

CANCELLATION: Colour and Full pages: 5 p.m. two days

before publication. Other advertisements: 10 a.m. day

before publication.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.92

PRACTITIONER RATE **INCL VAT**

B/W p.s.c.cm. R22,00

1 Spot Colour 25,30

2 Spot Colours 28,60

Full Colour 33,20

Square deal discount is available in one, two or three other

newspapers - rate on application

VOLUME DISCOUNTS:

5 000 cm 9 999 cm / annum R20,90

10 000 cm 14 999 cm / annum 20,25

15 000 cm 19 999 cm / annum 19,36

20 000 cm plus per / annum 18,70

N.B. No Discount on colour for volume contracts.

Cinema Rate (show guide free) 19,00

COLOUR: Practitioners & Direct

One Spot, p.s.c.cm. Space + R3,30

Two spot Space + 6,60

Full Colour Space + 11,20

DIRECT RATES (non-commission bearing)

Casual R22,00

VOLUME DISCOUNTS:

50 - 100 cm per month R20,90

101 - 200 cm per month 20,24

201 - 500 cm per month 19,36

501 - 1 000 cm per month 18,70

1 001 - 2 000 cm per month 18,04

2 001 - 3 000 cm per month 17,60

3 001 - 5 000 cm per month 17,16

5 001 - 8 000 cm per month 16,94

8 001 cm plus per month 16,50

CARRIER RATES: Practitioners

Up to 16 pages broadsheet or 20 pages

tabloid per 1000 R121,00

More than 16 pages broadsheet or 20 pages

tabloid per 1000 132,00

GENERAL RATES

STANDBY RATE: 60% off Qualifying rate.

Feature Advertisements R22,00

Company Reports: Meetings of Mining, Insurance and

other Companies 22,00

Financial and Mining Notices Prospectuses 22,00

Social Announcements 95,00

Schools and Colleges 16,45

Church and Charity 16,45

Election notices 22,00

STANDBY RATE: 60% of qualifying rate.

EAR SPACES

Monday Saturday: Front page R220,00

SPECIAL PAGES/FEATURES

Casual only R16,40

SPECIAL POSITIONS:

Front page Solus R44,00

FRONT PAGE SOLUS MUST CARRY AT LEAST ONE

COLOUR. The front page solus position is not subject to

sliding scale discounts. Standard size 23 x 3 col.

Semi-solus on leader page spread R33,00

Top next news page/ front half/ back page 27,50

Restricted circulations: less than ABC figure. Colour

rates as per Die Burger are applicable.

PAGE FORMAT:

depth: 55 cm; width 8 ems: Classified pages: 8 ems x 8

Cols per page. Display: 8 ems x 10 Cols per page.

PRINTED: Webb-offset Litho. Screen: 40.

MATERIAL REQUIREMENTS: Litho material in

accordance with the specification of the NPU/AAPA. Litho

negatives to be clearly marked with colour identification

and accompanied by one set of progressive proofs.

EXECUTIVES: Ad. Manager: Innes van Eeden.

Johannesburg Representatives: Leonard Gildenhuys.

Steven Hayward, Media Centre, 2 Herb Street,

Nieu-Doornfontein. Tel: (011) 402-1205. Fax: (

COLOUR:

1 Spot Colour	Space + 25%
2 Spot Colours	Space + 35%
Full Colour	Space + 60%

COMBINED RATES

Details on request . . . Cape Times and The Argus

SPECIAL POSITIONS:

Practitioner and Direct Retail

Ear Spaces Per insert

Front R280,50

Others 154,00

Guaranteed and Solus Positions

Front page + 100%

Semi-solus + 50%

Other on application

GENERAL:

PRACTITIONER AND DIRECT RETAIL

Church & Charity Less 25% on casual rate

Social Announcements

Engagements, per insert

including picture, each R82,50

excluding picture, each 77,00

Weddings

Full Colour 113,85

Schools Less 25% on casual rate

SPECIAL PROMOTIONS Less 25% on casual rate

Features and Supplements

Advertisements repeated from the Sunday Times into

selected Cape Times Features and Supplements will

qualify for a discount of 20% in the Cape Times.

Standby Advertising Less 40%

CARRIER INSERTS:

Practitioner and Direct Retail (per 1000 insert)

Tabloid	Broadsheet	
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2-8 pages	2-4 pages	R115,50
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10-16 pages	6-8 pages	126,50
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18-24 pages	10-12 pages	137,50
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28 pages	14 pages	148,50
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32 pages	16 pages	159,50
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Plus R10,45 for every 2 page Broadsheet / 4 page Tabloid

increase in size.

10% discount on carrier inserts printed by The Argus,

Hortons, C.T.P. or Caxton.

N.B. Company announcements, Financial notices,

prospectuses, etc., are not accepted as carrier inserts.

THE CAPE TIMES (Daily and Weekend)

CLASSIFIED

LINAGE - Smalls

5 point line (minimum 2) . . . Daily and Weekend Editions

1 non-consecutive, per line R2,77

2 non-consecutive, per line 2,59

3 non-consecutive, per line 2,31

4 non-consecutive, per line 2,09

SUPERSMALLS

10 point lines will be charged at double the smalls rate. 18

point lines will be charged at three times the applicable

smalls rate.

Smalls Contracts on application

Linage discounts: 4 or more inserts Less 5%

6 or more inserts Less 10%

Family Announcements R3,30

Tenders and Legals (per line) 2,78

Items for sale over R50 (3 lines for 4 days) R13,40

Display

Motors / Miscellaneous

Series discounts, 4 lines for price of 3 R18,43

Staff Vacancy 16,72

Agency 21,89

Composite Rate 14,74

Church & Charity 14,74

Schools & Colleges 14,74

Legals 16,70

Staff Vacancy / Motors / Miscellaneous

Display Contracts: on application

COLOUR:

1 Spot Colour Space + R2,37

2 Spot Colours Space + 3,91

Full Colour 10,73

GUARANTEED POSITIONS

Property Space + 25%

Linage per line

1 insert (min 2 lines) R2,49

2 non-consecutive inserts 1,89

3 non-consecutive inserts 1,39

4 + non-consecutive inserts 0,98

Display

Residential and Commercial

B/W p.s.c.cm. R5,39

1 Spot Colour 6,73

2 Spot Colours 8,25

Full Colour 11,45

Showcase Advertising

Single R58,30

Double 116,60

Triple 174,90

AUCTIONS

1 insert R11,75

4 or more inserts Less 20%

COLOUR

1 Spot Colour Space + 15%

2 Spot colors Space + 30%

Full Colour Space + 50%

PAGE FORMAT:

col length 540 mm	width 795 mm	cols per page 12
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1 col 31 mm	2 col 63 mm	3 col 96 mm
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4 col 128 mm	5 col 161 mm	6 col 194 mm
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7 col 226 mm	8 col 259 mm	9 col 292 mm
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10 col 324 mm	11 col 357 mm	12 col 390 mm
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PRINTED: Litho.

MATERIAL REQUIREMENTS: Negative working material is required. Every advertisement must be in the form of a wrong-reading negative. A screen ruling of 34 lines per centimetre is preferred. Screening in excess of 40 lines per centimetre could cause problems on newsprint.

Full Colour A screen of 34 lines/cm is preferred but all screens up to 40 lines/cm are acceptable. Under colour removal is essential as printing is wet on wet. The quality of your advertisement depends on this. Each individual separation should have its colour clearly marked.

Proofs and Progressives: Proofs and progressives should be pulled on Mondri or Sappi Standard grade newsprint with C.T. offset inks which are based on B.S. 4666. Two sets of progressives should be supplied. Progressives should be proofed inking from head to tail, except in cases where the advertisement is to appear in a tabloid publication where inking should be from side to side. A colour test strip is required on all proofs and progressives.

For further technical information, refer to C.T. Litho Specification Schedule. Advertisements, in certain instances, can be printed across the gutter of the centrespread, to allow a maximum size equivalent to double page spread. The only additional charges the advertiser will bear are those for the production of suitable material through a commercial production house.

EXECUTIVES: Ad. Manager: Malcolm Dean-Smith. Classified Sales Manager: Belita Randall. Retail Sales Manager: Peter Knutsen. National Sales Manager: Derek Goosen.

CIRCULATION:

Monday - Friday 61 181 A.B.C. (Jan. - Jun. 1002)

Saturday 55 711 A.B.C. (Jan. - Jun. 1992)

READERSHIP: AMPS 1992

W: 117 000. C: 151 000.

rate change 2/92 data change 11/92 approved 11/92

DAILY DISPATCH

(A.M.P.S.) (A.B.C.) (N.P.U.)

English

Daily

PUBLISHED BY: Dispatch Media Ltd, P.O. Box 131, East

London 5200. Tel: (0431) 43-0010. Fax: (0431) 43-5159.

DEADLINE: B/W, Spot Colour and F/C: 48 hours before publication; 72 hours if advertisements are to be drafted by our service department or if proofs are required. Cover price: 70c (incl. V.A.T.).

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1,12,91

PRACTITIONER RATE INCL. V.A.T.

B/W p.s.c.cm. R13,20

1 Spot Colour - Up to 75 cms R20,68

2 Spot Colours - Up to 75 cms 22,22

1 Spot Colour - 76 cm to F/P 15,84

2 Spot Colours - 76 cm to F/P 17,60

Full Colour 23,65

DISCOUNTS:

Annual Adspend (Excl V.A.T.) in Daily Dispatch

R660 000 + Less 13,0%

R575 000 + Less 10,0%

R400 000 + Less 9,0%

R230 000 + Less 8,0%

R130 000 + Less 7,5%

R 90 000 + Less 6,0%

R 70 000 + Less 5,0%

R 40 000 + Less 4,0%

(b) LOCAL RETAIL Contract Rates Direct

500 cm R11,88

1 000 cm 11,44

3 000 cm 10,78

5 000 cm 10,34

10 000 cm 10,12

15 000 cm 10,01

30 000 cm 9,90

50 000 cm 9,79

Country Districts (restricted Circ.) 7,26

SPOT COLOUR

(Min. rate) R192,50

. Number of Colours

	1	2
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Up to 75 cm	R726,00	R1 210,00
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76 cm to full page	880,00	1 485,00
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Cinema, Stage and Entertainment

Announcement page R11,55

General trade advertisements on above page R12,10

Company reports and prospectuses R17,60

Company reports and prospectuses plus

one spot colour R22,22

Financial and Mining Notices R17,60

Financial and Mining Notices plus one spot colour R22,22

Government, Railways, Municipal, Provincial and

Divisional Council Notices R12,65

Legal Notices and Tenders R12,65

Estate Notices per insertion R66,00

Auctions Classified Section only R11,00

CLASSIFIED: p.s.c.cm.

Householders, per line R2,20

Series rate: 4 consecutive insertions for the price of 3.

(Minimum 3 lines).

Trade, per line R2,20

Series rate: 6 consecutive insertions, less 20% (Minimum

3 lines).

Domestic, per line R2,31

(Minimum 3 lines).

Church & Charity Notices, per line R1,65

(Minimum 3 lines).

Classified Display, p.s.c.cm. R11,00

Free use of any available type and illustrations.

(Minimum size 3 cm x 1 column).

Employment Notices, p.s.c.cm. R11,55

SPECIAL POSITIONS:

Semi-solus: Front page R20,24

Front page + 1 Spot Colour R29,15

Front page + 2 spot colours R31,35

Guaranteed position R14,52

EARSACES:

(per insert)

Front page R18,37

Back page R12,00

EARSACE COLOUR

Loadings per colour R66,00

INSERTS: (Print order 42 000)

. per 1000

1- 8 tabloid pages R110,00

10-16 tabloid pages 115,50

18-24 tabloid pages 126,50

Fully printed inserts to be supplied (Min. rate R770) The

Daily Dispatch, 31 Caxton Street, East London.

Pre-printed sizes: Maximum size: 420 mm deep x 290 mm

wide. Minimum size: 200 mm deep x 100 mm wide. No

single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina fold. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

FULL COLOUR

By Litho process only.

P.s.c.cm. R23,65

Front Page Semi-solus, p.s.c.cm R35,20

EAR SPACES:

Front page, per insertion R379,50

Back page, per insertion R319,00

PAGE FORMAT:

Col length 54 cms	width 9 ems	Cols per page 10
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The minimum size of Display Advertisements is 3 cm

single column, increasing by 1 cm. The following are the

minimum depths acceptable for various column widths:

3 cm x 2 col	8 cm x 3 col	10 cm x 4 col
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13 cm x 5 col	15 cm x 6 col	18 cm x 7 col
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20 cm x 8 col	23 cm x 9 col	25 cm x 10 col
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PRINTED: Web Offset.

MATERIAL REQUIREMENTS: Black & White: a clear art

pull or negative (emulsion side up, wrong reading) of

actual size is required. Colour: as for B/W plus additional

pulls or negatives for each colour. Proofs showing the

desired colour should be submitted on SAPPi Newsprint

for colour matching. Screen 35.

B/W: A clear art-pull or negative (emulsion side up wards,

reading wrong) of actual size is required. Matrices,

stereos, electros etc., are not accepted.

ANNUAL CONTRACT RATES (Minimum size 20 cm)

1 000 cm	5,39
2 500 cm	4,95
5 000 cm	4,84
10 000 cm	4,62
15 000 cm	4,46
20 000 cm	4,07

Larger contracts on application

GENERAL COMMERCIAL ADVERTISEMENTS:

Info-finder	6,16
Company Reports & Prospectuses	8,64
Financial & Mining Notices	8,64
Government, Railway, Municipal and Local Bodies	
Statutory Notices	6,82
Auctions	4,95
School, Church & Charity Notices	3,63
Election Notices, Manifestos and Letters of Thanks	10,40
Staff Vacancies	6,00
Legal notices and tenders	7,32
Minimum charge	58,52

Theatres, Museums, Galleries, Sporting Bodies & Entertainment Groups 25% prepayment discount

SPECIAL POSITIONS:

Guaranteed page position	Rate + 25%
Front page solus	Rate + 50%
Semi-solus	Rate + 25%
Front and back page ear space	R96,25

INSERTS: (Print Order 8 800)

Tabloid pages

Up to 4 pages per 1000	R83,05
8 + pages per 1000	on application.
15% less if printed by Argus. Pre-printed sizes: Maximum size: 27,5 cm deep x 40 cm wide. Minimum size: 15 cm deep x 15 cm wide. No single sheet inserts under 60 gsm. No plastic covered inserts. No concertina fold. (We can take these unusual inserts but they will have to be hand inserted at extra cost). Cnr Bean & Villiers Street, Kimberley.	

CLASSIFIED ADVERTISEMENTS:

Classified Display p.s.c.cm.	R6,00
2 or 3 consecutive inserts	5,50
4 or more consecutive inserts	5,28
Other	
Tele-Ads per word	0,88
2 or 3 consecutive inserts	0,83
4 or more consecutive inserts	0,77
Private linage, per word	0,61
3 + consecutive inserts	0,55

PAGE FORMAT:

Col length 39 cm width 8,5 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENT: Main Body: Litho process. Screen 85. For Black & White spot colour ads - bromides only. Full Colour: Litho positives only. Screen 85. Full Colour progressives must be supplied.

EXECUTIVES: Manager: M.H. Zeller. Ad. Manager: D. Deminey. NMB Executives: Managing Director: Robin Dukoff Gordon, Tel: (011) 880-6100. Admin Director: Joy Foxcroft, Tel: (011) 474-0460.

CIRCULATION: 7 779 A.B.C. (Jul. - Dec. 1991)

READERSHIP: AMPS 1992

W: 13 000. C: 12 000.

SPECIAL POSITIONS:

Front Page Solus	Space + 100%
Back Page	Space + 50%
Guaranteed page	Space + 30%
Classified centre smalls	R17,42

Earspaces:

Front page (4cm x 2 col)	R20,56
Business page (4cm x 2 col)	18,03
Stocks page (5cm x 2 col)	13,92
Back page (4cm x 2 col)	18,03

CLASSIFIED:

Headline smalls	
Per line headline	5,06
Per line body copy	2,53
Super-smalls	

With heading, Style 9	16,39
Full display	16,83

Minimum charge three lines

Domestic Notices (inserted in both Herald and Evening Post)	4,02
Business Advertisements and Notice	2,53

Comic Strip positions:

10 cm x 4 cols per insert	17,20
5 cm x 4 cols per insert	14,96

LOOSE INSERTS: (Print order Mon-Fri 37 000 and Saturday 31 000)

Up to 8 pages tabloid	R121,00
Over 8 up to 16 pages tabloid	137,50
Over 16 up to 24 pages tabloid	154,00

PAGE FORMAT:

Col. depth 54cm width 8,5 ems Cols. per page: 10.

The following are the minimum depths acceptable for various column widths.

5 cm x 2 cols	8 cm x 3 cols	10 cm x 4 cols
13 cm x 5 cols	15 cm x 6 cols	18 cm x 7 cols
20 cm x 8 cols	23 cm x 9 cols	26 cm x 10 cols

Half tones: 34 lines per centimetre screen.

PRINTED: Litho.

MATERIAL REQUIREMENTS: Right reading litho positives with emulsion side up, repro pulls or bromides. Full Colour wrong reading negatives with emulsion side up. For full colour advertisements a full set of progressives must be supplied. Half tones: 34 lines per centimetre screen.

EXECUTIVES: Marketing: National Consultant: Bill Schattenberg. Advertising Manager: Jack Vorster. Editor-in-Chief: D. Smith. Business Editor: J. Swanepoel. Features Editor: Peter Rowse. News Editors: Robert Bail. Sports Editor: Stan Terblanche. Women's Editor: La Femme: Sally Kernohan. NMB Executives: Robin Dukoff-Gordon Tel: (011) 880-6100.

CIRCULATION:

Mon-Fri 29 444 A.B.C. (Jan - Jun 1992)

Sat 24 825 A.B.C. (Jan - Jun 1992)

READERSHIP: AMPS 1992

Mon-Fri:

W: 70 000. C: 25 000.

Saturday:

W: 40 000.

rate change 11/92 data change 11/92approved 11/92

EVENING POST

(A.M.P.S.) (A.B.C.) (N.P.U.)

English

Daily-Monday to Friday

PUBLISHED BY: Times Media Ltd, Eastern Cape Division, 19 Baakens Street, Port Elizabeth 6001. P.O. Box 1141, Port Elizabeth 6000. Tel: (041) 504-7911. Telex: 243047. Fax: (041) 56-3315.

ISSUED: Monday to Friday. Cover price 60c incl G.S.T.

DEADLINE: B/W 3 working days prior to publication. F/C 5 working days prior to publication.

AGENCY DISCOUNT: 16,5%.

GROUP RATES: See front of Newspaper section.

STANDARD RATES: W.E.F. 1.1.93

PRACTITIONER RATE INCL VAT

B/W p.s.c.cm. R11,77

1 Spot Colour 13,54

8tabA - Minimum charge R220,00

2 Spot Colours 14,12

Minimum charge R440,00

Full Colour 20,60

Minimum charge R660,00

DIRECT:

Casual p.s.c.cm. R11,52

500 cm or more 11,39

1 000 cm or more 11,00

2 500 cm or more 10,81

7 500 cm or more 10,63

GENERAL COMMERCIAL ADVERTISEMENTS:

Entertainment Page 13,41

Company Reports, Prospectuses, Financial and

Mining Notices 15,62

Government, Railway, Municipal

and Divisional Council 11,77

Election Notices, Manifestos and Letters of Thanks

Appointments 11,77

Legal Notices and Tenders 13,26

Estate Notices (deceased) 75,90

Auctions 10,84

SPECIAL POSITIONS:

Front Page Solus	Space + 100%
Back Page	Space + 50%
Guaranteed page	Space + 30%

Classified centre smalls R12,02

EARSACES: (4 cm x 2 cols) R10,88

INSERTS: (Print order Mon-Thurs 29 000, Friday 34 000)

Up to 8 pages per 1 000 R115,50

8-16 pages 121,00

16-24 pages 126,50

CLASSIFIEDS:

Lineage

Domestic Notices (per line) (inserted in both EP Herald and Evening Post) R4,02

Business Advertisements and Notices (per line) 2,09

Semi-Display (p.s.c.cm.) 10,51

Full Display (p.s.c.cm.) 11,77

No single sheet inserts under 60 gsm. No plastic covered inserts. No concertina fold. (We can take these unusual inserts but they will have to be hand inserted at extra cost).

PAGE FORMAT:

Col length 39cm width 8,5 ems Cols per page 7

PRINTED: Not supplied.

MATERIAL REQUIREMENTS: B/W: Right reading positives with emulsion side up or Repro pulls. F/C: Wrong reading negatives. Emulsion side up. Screen 100. Colour progressives on newsprint. Solid black backgrounds and white letters on solid backgrounds are not permitted. Light backgrounds must not be blacker than a stipple 50 - 50 or not finer than a 34 lines per centimeter screen. No solid black rule in any "copy" may exceed a width of 8 point.

EXECUTIVES: Marketing: National Consultant: Bill Schattenberg. Advertising Manager: Jack Vorster. Editor: N.M. Woudberg. Business Editor: C. Selon-Smith. Features Editor: B. Keet. Racing Editor: J. Stassen. Women's Editor: Mrs B. Robertson. Sports Editor: G. Byron. News Editors: C. Foster. NMB Executives: Robin Dukoff-Gordon (011) 880-6100. Admin: Joy Foxcroft (011) 474-0460.

CIRCULATION: 19 415 A.B.C. (Jan - Jun 1992)

READERSHIP: AMPS 1992

W: 17 000. C: 40 000. B: 77 000.

rate change 4/92 data change 11/92approved 11/92

OOSTERLIG

(A.M.P.S.) (A.B.C.) (N.P.U.)

Afrikaans

Daily

PUBLISHED BY: Nasionale Media Bepark, 52 Cawood Street, Port Elizabeth. P.O. Box 525, Port Elizabeth 6000. Tel: (041) 54-2431. Tlx: 24-2898. Fax: (041) 54-2187.

ISSUED: Daily Monday to Friday.

DEADLINE: B/W Display, Classified Display and Smalls not later than 09h00 on the day preceding publication.

Spot and F/C 10h00 two days preceding day of publication.

Cancellation: Spot and F/C 13h00 two days preceding day of publication. Other advertisements 09h00 on the day preceding publication.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.1.92

PRACTITIONER RATE INCL VAT

B/W p.s.c.cm. R7,78

insertion without extra charge. Orders must be utilised within 12 months from date of order.

GENERAL:	P.s.c.cm.
Leader page advertisements	R7,78
Reader Advertisements	
(Notices appearing under and next to News with the word "advertisement" at top of advertisement)	8,42
Company reports of meetings of Mining, Insurance and other Companies	7,78
Government Financial, Mining and Divisional Council, Provincial, Railway, Municipal Notices	7,78
Legal & Tender notices	7,78
Estate Notices, per insertion	55,29
Auctions	7,78
Racing clubs	7,78
Church and charity Notices:	
(a) Displays	6,14
(b) Leader Page	6,14
Social Announcements, Wedding Reports, etc	7,78
Schools, Colleges and Universities (other than business or commercial)	6,14
Election Notices, Manifestos and Letters of Thanks for Candidates, etc	7,78

CLASSIFIED:

Cash per 4 words	R1,23
Minimum charge 3 lines	3,67
Charge per line	1,40
Minimum charge 3 lines	4,18
Super swaps per line	1,65
Minimum charge 3 lines	4,94
Swap Column	Free to private persons only

CLASSIFIED DISPLAY:

Vacancy Display advertisements single and Multi Columns	7,78
EAR SPACES: (per insertion)	R67,05

SPECIAL POSITIONS:

Special Positions can be guaranteed only if the following charges p.s.c.cm. are paid:

Solus	rate + 100%
Semi-solus (opposite Leader Page)	rate + 50%
Guaranteed page / Back page	rate + 20%
Link rate with PE Express, UD News and Metro Express on application.	

CARRIER RATES FOR PREPRINTED INSERTS:

Per 1000 copies (irrespective of size)	R101,20
Tariffs negotiable.	

LINK RATE WITH P.E. EXPRESS

Direct Retail	R6,05
Property advertisements (Display)	6,05
Vacancies (Display) Direct Retail	6,05

PAGE FORMAT:

Col length 55 cm	width 9 ems	Cols per page 10
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Classified Vacancies, Auctions: Col width 7,5 ems.
The minimum size for DISPLAY advertisements is 3 cm single column, increasing by 1 cm units. Minimum depths acceptable for various columns widths:

6 cm x 3 cols	9 cm x 4 cols	12 cm x 5 cols
15 cm x 6 cols	18 cm x 7 cols	21 cm x 8 cols
24 cm x 9 cols	27 cm x 10 cols	

Where an advertisement over 6 or 7 columns less than 12 cm, over 8 to 10 columns less than 13 cm of the full column length, the advertiser shall pay for the full length of the number of columns concerned when the advertisement will be floated in the space paid for.

PRINTED: Litho

MATERIAL REQUIREMENTS: Litho material in accordance with the NPU/AAPA. Litho negatives to be clearly marked with colour identification and accompanied by one set of progressive proofs.

EXECUTIVES: Ad. Manager: Port Elizabeth, Stefan Engelbrecht Tel: (041) 54-2431.

Johannesburg, Group Office, Leonard Gildenhuys, Steven Hayward, Tel: (011) 402-1205.

Cape Town: Freddie van Delft, Tel: (021) 25-4850.

CIRCULATION: 9 015 A.B.C. (Jan - Jun 1992)

READERSHIP: AMPS 1992

W: 37 000.

CAPE WEEKLY

rate change 10/92 data change 11/92approved 11/92



English/Afrikaans

Weekly

PUBLISHED BY: Times Media Ltd, 19 Baakens Street, Port Elizabeth, P.O. Box 1863, Port Elizabeth 6000. Tel: (041) 504-7511. Fax: (041) 56-3315.

Bookings & Material: NMB, Cnr Commando Road and Blumberg Street, Industria. Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Thursday. Distribution free.

DEADLINE: Copy: Tuesday 4 p.m. Bookings: Monday 12 noon.

AGENCY DISCOUNT: 16,5%.

STANDARD RATES:W.E.F. 1.10.92

PRACTITIONER AND DIRECT RATEINCL VAT

P.s.c.cm.R9,52

1 Spot Colour11,39

2 Spot Colours12,65

Full Colour17,71

DIRECT:

Casual B/W p.s.c.cm.R9,52

500 cm or more9,35

1 000 cm or more9,24

2 500 cm or more8,86

5 000 cm or more8,47

7 500 cm or more8,25

SPECIAL POSITIONS:

Front page SolusSpace + 100%

Back pageSpace + 50%

Guaranteed pageSpace + 30%

EARSPACES:

Back page 4 cm x 2 colR9,46

GENERAL RATES:

Church and CharityR5,72

Election notices, manifestos and letters of thanks10,89

Pre-printed sizes: Maximum size: 27,5 cm deep x 40 cm wide. Minimum size: 15 cm deep x 15 cm wide. No single sheet inserts under 60 gsm. No plastic covered inserts. No concertina fold. (We can take these unusual inserts but they will have to be hand in sorted at extra cost).

CLASSIFIED RATES: (Minimum charge three lines (approx. 12 words))

Business Advertisements and noticesper line R1,43

Domestic noticesper line 1,43

Semi Displayp.s.c.cm. 5,34

Full Displayp.s.c.cm. 9,52

LEADER PAGEp.s.c.cm. 10,52

GOVERNMENT, Railway, Municipal and Divisional Council9,52

AppointmentsR9,52

Legal Notices and Tenders9,52

Auctions9,52

INSERTS: (Print order 56 500)per 1000

Up to 8 pages tabloidR82,50

8 to 16 pages88,00

16 to 24 pages93,50

Delivery address: Baakens St., Port Elizabeth. Attn: June Morgan.

PAGE FORMAT: Tabloid

Col length 39 cm width 8,5 ems Cols per page 7

Half tone 34 lines per centimeter screen.

PRINTED: Litho.

MATERIAL REQUIREMENTS: Right reading litho positives with emulsion side up, repro pulls or bromides. Full Colour wrong reading negatives with emulsion side up. For full colour advertisements a full set of progressives must be supplied.

EXECUTIVES: Free Sheet Manager: Marius Nortjé. Ad. Representatives: NMB, Sales Director: Robin Dukoff-Gordon Tel: (011) 880-6100. Admin: Joy Foxcroft Tel: (011) 474-0460. Circulation Manager (inserts) E.P. Newspapers, Baakens Street, Port Elizabeth 6000.

CIRCULATION: Not certified.

rate change 10/92 data change 10/92approved 11/92

ATLANTIC SUN

(INCORPORATING CITY EXPRESS)

(V.F.D.)

English

Weekly

PUBLISHED BY: Unicorn Publishing A division of Argus Newspapers Ltd, 9th Floor, Protea House, 31 Adderley Street, Cape Town 8001. P.O. Box 1983, Cape Town 8000. Tel: (021) 462-1680. Fax: (021) 462-1689.

ISSUED: Weekly on Thursdays. Distribution free.

DEADLINE: Complete Material: Three days prior to publication. Copy to be set: Tuesday week prior to publication.

AGENCY DISCOUNT: 16,5%

STANDARD RATES:W.E.F. 1.10.92

PRACTITIONER AND DIRECT RATEINCL VAT

B/W p.s.c.cm.R12,98

1 Spot Colour14,69

2 Spot Colour16,28

Full Colour19,03

MULTI TITLE DISCOUNTS

Any 2 publicationsLess 15,0%

Any 3 publicationsLess 16,5%

Any 4 publicationsLess 18,0%

Any 5 publicationsLess 20,0%

Any 6 publications22,5%

Any 7 + publicationsLess 25,0%

PROPERTY

B/W p.s.c.cm.R9,57

DIRECT RETAIL CONTRACTS

B/W casual p.s.c.cm.R12,98

6 insertsR12,49

13 inserts12,38

26 inserts12,05

49 inserts11,66

VOLUME DISCOUNT

1 000 cmR12,49

2 500 cm12,38

5 000 cm12,06

10 000 cm11,66

20 000 cm11,06

30 000 cm10,45

COLOUR:

Spot Colour

One spot colour, p.s.c.cm.Space + R1,71

Two spot colours, p.s.c.cm.Space + 3,30

Full ColourR19,03

SPECIAL POSITIONS:

Guaranteed Positions (subject to availability)

Front page & earspaceB/W rate + 75%

Page 3, back page0,99

Other pages0,77

INSERTS: (Per 1000). Print order 29 800.

TABLOID

2-8 pagesR110,00

10-16 pages121,00

BROADSHEET

2-4 pages110,00

6-8 pages121,00

(Minimum number of inserts accepted 5000 per publications) Deliver to Argus Printing & Publishing Co.

122 St. Georges Street, Cape Town.

FEATURES & SUPPLEMENTS

Black & WhiteR24,75

One spot colour29,15

Two spot colours32,67

Full Colour38,39

PAGE FORMAT: Tabloid.

DPS 540 mm including gutter.

Col length 390 mm width 8 ems cols per page 7

1 col 35 mm 2 cols 74 mm 3 cols 110 mm

4 cols 150 mm 5 cols 188 mm 6 cols 226 mm

7 cols 264 mm.

PRINTED: Litho.**MATERIAL REQUIREMENTS:**

B/W: Bromide or negative working material is preferred. A screen ruling of 35 lines per cm. could cause problems on news print.

F/C: Litho negatives. A screen ruling of 34 lines per cm is preferred. Screening in excess of 40 lines per cm will affect the quality of the advertisement. Each individual separation should have its colour clearly marked.

PROOFS AND PROGRESSIVES: Proofs and progressives should be pulled on Mondri or Sappi Standard grade newsprint with offset inks which are based on B.S. 4666. Progressives should be inked from side to side. A colour test strip is required on all proofs and progressives.

EXECUTIVES: Sales Manager: Sandy Naudé. General Manager: Pim Urban. Editor-in-Chief: Tony Robinson. Ad. Representatives: Capro Ltd, JHB 833-6870. DUR 305-4342.

CIRCULATION: 29 275 V.F.D. (Jan - Jun 1992)

The AUDIT BUREAU OF CIRCULATIONS regulates the auditing of circulations and reports the facts and figures that tell you the exact circulation offered for the distribution of your sales message
Tel: (011) 339-6344/7

Don't buy in the dark -
not when you can be

ABC sure

Once in a blue moon guesswork
guesses lucky, but that's not good
enough for a message aimed at
building sales

You can be ABC sure

per cm will affect the quality of the advertisement. Each individual separation should have its colour clearly marked.

PROOFS AND PROGRESSIVES: Proofs and progressives should be pulled on Mondi or Sappi Standard grade newsprint with offset inks which are based on B.S. 4666. Progressives should be inked from side to side. A colour test strip is required on all proofs and progressives. **EXECUTIVES:** Sales Manager: Sandy Naudé. General Manager: Pim Orban. Editor-in-Chief: Tony Robinson. Ad. Representatives: Capro Ltd, JHB 833-6870. DUR: 305-4342. **CIRCULATION:** 28 805 V.F.D. (Jan. - Jun. 1992).

rate change 4/92 data change 10/92 approved 10/92
STELLELANDER

Bilingual
Weekly

PUBLISHED BY: Rustenburg Koerante (Pty) Ltd, c/o Caxtons, Bookings & Material: NMB, Cnr Commando Road and Blumberg Street, Industria, Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Wednesday.

DEADLINE: Friday 12 noon prior. Distribution: Sold.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.92
PRACTITIONER & DIRECT INCL VAT

B/W p.s.c.cm. R4,95

1 Spot Colour Space + 25%

minimum R225,00

2 Spot Colours Space + 50%

minimum R451,00

Full Colour Space + 50%

minimum per page or part thereof R676,50

INSERTS: (Print order 5 000)

Preprinted up to 8 pages any size per 1000 . . . R104,50

10 + pages any size per 1000 . . . on application

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina fold. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to: DFA, cnr Bean & Villiers Street, Kimberley. No

later than 4 working days prior to distribution.

PAGE FORMAT:

Col length 42 cm width 8,3 ems Cols per page 8

PRINTED: Litho.

MATERIAL REQUIREMENTS: Main Body: Nylo process.

Screen 65. For B/W and spot colour ads - bromides only.

Full Colour: Litho positives only. Screen 85. Progressives

must be supplied.

EXECUTIVES: NMB Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: Not certified.

new listing 6/92 data change 8/92 approved 8/92

The Times of Hermanus and Walker Bay

(inc. Swellendam, Grabouw News, Villiersdorp
Bulletin (Monthly)

English (Times), Afrikaans (Venster)

Weekly

PUBLISHED BY: Agulhas Publishers cc, P.O. Box 96,

Hermanus 7200. Tel: (0283) 23717. Fax: (0283) 24316.

ISSUED: Weekly on Thursdays.

DEADLINE: Tuesday 12h00.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT INCL VAT

B/W p.s.c.cm. R6,38

1 Spot Colour Space + 25%

minimum R231,00

2 Spot Colours Space + 50%

minimum R462,00

Full Colour Space + 50%

minimum R693,00

INSERTS:

1-8 pages tabloid, per 1000 R104,50

10 + pages on application

PAGE FORMAT:

Col length 39 cm width 38 mm Cols per page 7

Staff Vacancies & Property 39 cm x 8 cols.

PRINTED: Not supplied.

MATERIAL REQUIREMENTS: Not supplied.

EXECUTIVES: Acting Editor: Avis Macintyre. Marketing

Manager: Johan Swiggers.

CIRCULATION: Not certified.

rate change 2/92 data change 11/92 approved 11/92
TYGER-BURGER

**BELLVILLE, KUILS RIVER/BRACKENFELL
/KRAAIFONTEIN, DURBANVILLE, PAROW,
GOODWOOD/PINELANDS, COAST**

Bilingual

Weekly

PUBLISHED BY: Nasionale Koerante Bpk., 40
Heerengracht, Cape Town. P.O. Box 692, Cape Town
8000. Tel: (021) 25-4850. Fax: (021) 946-1971. Grams:
Drukpers. Telex: 57-27751 or 57-21125.

ISSUED: Weekly on Wednesday.

DEADLINE: Copy deadlines: Display: 17h00 Thursday
before date of publication. Classified Line display: 11h00
Tuesday prior.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.92

. INCL VAT

(FOR STANDARD AND OTHER GROUP RATES

PLEASE SEE FRONT OF NEWSPAPER SECTION)

INSERTS:

Tabloid

1 to 20 pages, per '000 R121,00

More than 20 pages 132,00

PAGE FORMAT:

Col length 39 cm width 8,5 ems Cols per page 7

Column widths:

1 cols 8,5 ems 2 cols 17 ems 3 cols 26 ems

4 cols 35,5 ems 5 cols 44 ems 6 cols 53 ems

7 cols 62,5 ems.

MATERIAL REQUIREMENTS: Litho negatives in

accordance with NPU/AAPA specifications.

EXECUTIVES: Editor: Barend Venter. Display

Advertisements: Helen Theron (021) 948-6157. Classified

Advertisements: Karen Bester (021) 25-4888.

Johannesburg: Steven Haywar, Leonard Gildenhuys (011)

402-1205.

CIRCULATION: 96 930 V.F.D. (Jan. - Jun. 1992)

Kuils River/Brackenfell/Kraaifontein 14 990

Goodwood/Pinelands 19 950

Bellville 18 370

Durbanville 6 503

Parow 16 142

Coast 20 975

TOTAL 96 930

rate change 4/92 data change 7/91 approved 11/92
U.D. NEWS

English/Afrikaans

Weekly

PUBLISHED BY: Nasionale Koerante Beperk, 52 Cawood
Street, Port Elizabeth. P.O. Box 525, Port Elizabeth 6000.

Tel. (041) 54-2431. Tlx: 24-2898.

ISSUED: Weekly on Thursdays. Distribution free.

DEADLINE: Friday prior to publication. Classified line

display 15h00 Tuesday before date of publication.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.92

PRACTITIONER & DIRECT INCL VAT

B/W p.s.c.cm. R5,82

1 Spot Colour 6,99

2 Spot Colours 8,18

Full Colour 9,30

Commission bearing to practitioners only if complete

material is provided.

Standby Tariff 40% Discount on the Qualifying Tariff.

VOLUME DISCOUNTS

Casual Inserts R5,82

1 001 - 2 001 cm 5,57

2 001 - 3 000 cm 5,45

3 001 - 4 000 cm 4,93

4 001 - 5 000 cm 5,25

5 001 - 6 000 cm 5,16

6 001 + cm 4,37

Charity 4,37

Election Notices 6,71

SPECIAL POSITIONS:

Front page solus Space + R11,64

Guaranteed page Space + 20%

Classified Tariffs

Normal Tariffs Per line

Standard rate R1,45

Church and Charity 1,17

Full Display 6,39

Link rate with Oosterlig and P.E. Express 1,17

Legal notices per insert 34,16

Vacancies 6,39

Auctions 6,39

Link rate with Oosterlig and P.E. Express 4,37

INSERTS:

Pre-printed Brochures per '000 R72,74

PAGE FORMAT:

Col length 390 mm width 8,5 ems Cols per page 7

Centre Spread 390 mm x 130 ems

PRINTED: Webb-Offset Litho.

MATERIAL REQUIREMENTS: Litho material in

accordance with the specifications of the NPU/AAPA is

required. Litho negatives to be clearly marked with colour

identification and accompanied by one set of progressive

proofs.

EXECUTIVES: Ad. Managers: Uitenhage, Brian Halgreen

Tel: (0422) 992-5639. Fax: (0422) 992-2783.

Johannesburg, Group Office: Tel: (011) 402-1460. Cape

Town: Mr. J. du Plessis. Tel: (021) 25-4850.

CIRCULATION: Not certified.

rate change 11/92 data change 4/92 approved 11/92
WEEKEND POST

English

Saturday (Afternoon)

PUBLISHED BY: Times Media Ltd, Eastern Cape
Division, 19 Baakens St. Port Elizabeth 6001. P.O. Box
1141, Port Elizabeth 6000. Tel: (041) 504-7911. Telex:

243047. Fax: (041) 56-3315.

ISSUED: Saturday pm. Cover price: R1,20.

DEADLINES: R.O.P. Wednesday before. Comic: 2 weeks

prior. Family Post: 10 days prior.

AGENCY DISCOUNT: 16.5%

GROUP RATES: See front of Newspaper section.

STANDARD RATES: W.E.F. 1.1.93

PRACTITIONER RATE INCL VAT

B/W p.s.c.cm. R18,87

1 Spot Colour 21,69

minimum R220,00

2 Spot Colours 22,64

minimum R440,00

Full Colour 33,00

minimum R660,00

DIRECT: Casual 18,87

500 cm or more 18,22

1 000 cm or more 16,89

2 500 cm or more 16,38

5 000 cm or more 16,19

7 500 cm or more 15,82

GENERAL:

Leader Page 20,35

Leader Page Overflow 16,39

Entertainment Page 19,36

Company Reports, Prospectuses, Financial and

Mining Notices 25,55

Government, Railway, Municipal and Divisional

Council 18,87

Election Notices, Manifestos and Letters of Thanks 21,32

Earspaces, per insert

Front page main section 21,44

Back page sport 19,29

Front page business post 19,29

Top Classified 8,86

Appointments 18,87

Legal Notices and Tenders 20,68

Estate Notices (deceased) per insert 113,30

Auctions 17,49

SPECIAL POSITIONS:

Front Page Solus Space + 100%

Back Page Space + 50%

Guaranteed page Space + 30%

LOOSE INSERTS: (Print order 49 000)

per 1000

Up to 8 pages R115,50

8-16 pages 121,00

16-24 pages 126,50

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic

covered inserts. No concertina fold. (We can take these

unusual inserts but they will have to be hand inserted at

extra cost). Delivery address: Distribution Manager, E.P.

Newspapers, Horton Street, Port Elizabeth.

Classifieds:

Lineage Domestic Notices (per line) R2,75

Business Advertisements and Notices (per line) . . . 2,64

Full Display (p.s.c.cm.) 18,87

PAGE FORMAT:

Col depth 54 cm width 8,5 ems Cols per page 10

PRINTED: Not supplied.

MATERIAL REQUIREMENTS: Right reading litho

positives with emulsion side up, repro pulls or bromides.

Full Colour wrong reading negatives with emulsion side

STANDARD RATES: W.E.F. 1.7.92
PRACTITIONER & DIRECT INCL VAT
 B/W p.s.c.cm. Parow and Goodwood R11,00
 B/W p.s.c.cm. Bellville and Durbanville 10,59
 B/W p.s.c.cm. Brackenfell, Kuilsrivier and
 Kraaifontein 6,88
 All areas 20,63
 1 Spot Colour Space + R3,44
 2 Spot Colours Space + 6,88
 Full Colour Space + 10,31
GENERAL:
 Church and Charity 50% of normal rate
 (no colour)

DISCOUNT

	3 months	6 months	12 months
1 insertion		5%	10%
2 insertions	5%	10%	15%

INSERTS: (Print order 89 000)

SPECIAL POSITIONS:

Front page Solus Space + 100%
 Back page Space + 50%

CLASSIFIED:

Display R15,40
 Property display, per block 116,60
 Government, Municipal, Official Notices 15,40

PAGE FORMAT:

Col length 40 cm width 9 ems Cols per page 7
 Type width 8 ems; gutter 6 ems.

Advertisements which are 36 cm or more deep, will be charged for as if they were 40 cm deep. Advertisements through the gutter will be charged for one extra column x depth of the advertisement. Classified, official notices and vacancy advertisements are being set on pages with 8 columns. Col width 8 ems; type width 7 ems.

PRINTED: Litho.

MATERIAL REQUIREMENTS: Not supplied.

EXECUTIVES: Editor: Susan Botha. Advertisement Manager: Susan Botha.

CIRCULATION: Not certified.

rate change 2/92 data change 11/92 approved 11/92

LANDBOU-BURGER

(V.F.D.) (N.P.U.) (R.D.L.)

Afrikaans

Twice monthly

PUBLISHED BY: Nasionale Koerante Bpk., 40 Heerengracht, Cape Town. P.O. Box 692, Cape Town 8000. Tel: (021) 25-4850. Fax: (021) 419-2502.
Telegraphic Address: Drukpers. Telex: 57-27751 en 57-21125.

ISSUED: Twice monthly on the 1st and 3rd Friday of each month.

DEADLINE: One week prior to publication.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.92
PRACTITIONER RATE INCL VAT

B/W p.s.c.cm. R12,00
 1 Spot Colour 14,00
 2 Spot Colours 16,00
 Full Colour 19,00

DIRECT

P.s.c.cm. R12,00
 2-12 inserts 11,26
 13-26 inserts 10,77
 27-52 inserts 10,29

Church and Charity 9,00

COLOUR:

1 Spot Colour R2,00
 2 Spot Colours 4,00
 Full Colour 7,00

SPECIAL POSITIONS:

Front page solus Space + 50%

GENERAL:

Contingency rate 60% of qualifying rate

INSERTS: per 1000

Up to 20 pages tabloid R121,00

20+ pages tabloid 132,00

PAGE FORMAT: Tabloid

390 x 70 mm

PRINTED: Litho

MATERIAL REQUIREMENTS: Litho negatives in accordance with NPUAAPA specifications.

EXECUTIVES: Editor: Leon van der Vyver. Sales Representatives: Cape Town: Lize Kotze, Tel: (021) 25-4850. Johannesburg: Tel: (011) 402-1205.

CIRCULATION: Not certified.

rate change 10/92 data change 10/92 approved 11/92

TABLE TALK & MAIL

English

Fortnightly

PUBLISHED BY: Unicorn Publishing A division of Argus Newspapers Ltd 9th Floor, Protea House, 31 Adderley Street, Cape Town 8001. P.O. Box 1983, Cape Town 8000. Tel: (021) 462-1680. Fax: (021) 462-1689.

ISSUED: Fortnightly on Thursdays. Distribution free.

DEADLINE: Complete material: 3 days prior to publication. Copy to be set: Tuesday week prior to publication.

AGENCY DISCOUNT: 16.5%.

STANDARD RATES: W.E.F. 1.10.92
PRACTITIONER & DIRECT INCL VAT

B/W p.s.c.cm. R11,39
 1 Spot Colour 13,10
 2 Spot Colours 14,69
 Full Colour 17,44

GENERAL

Church & Charity 8,53

Property 8,64

VOLUME DISCOUNTS

Any 2 publications Less 15,0%

Any 3 publications Less 16,5%

Any 4 publications Less 18,0%

Any 5 publications Less 20,0%

Any 6 publications Less 22,5%

Any 7 + publications Less 25,0%

DIRECT RETAIL CONTRACTS

6 inserts R10,95

13 inserts 10,84

26 inserts 10,56

49 inserts 10,23

VOLUME CONTRACTS

1 000 cm R10,95

2 500 cm 10,84

5 000 cm 10,56

10 000 cm 10,23

20 000 cm 9,74

30 000 cm 9,13

COLOUR:

Spot Colour

One spot colour Space + R1,71

Two spot colours Space + 3,30

Full Colour 17,44

SPECIAL POSITIONS: On application

Guaranteed Positions (subject to availability)

Front page & earspace B/W rate + 75%

Page 3, back page R0,99

Other pages 0,77

INSERTS: (per 1 000). Print order 21 500.

TABLOID

2-8 pages R110,00

10-16 pages 121,00

BROADSHEET

2-4 pages 110,00

6-8 pages 121,00

Minimum number of inserts accepted 5000 per publication.

Deliver to Argus Printing & Publishing Co. 122 St. Georges Street, Cape Town 8001.

PAGE FORMAT: Tabloid.

DPS 540 mm including gutter

Col length 390 mm width 8 ems Cols per page 7

1 col 35 mm 2 col 74 mm 3 col 110 mm

4 col 150 mm 5 col 188 mm 6 col 226 mm

7 col 264 mm.

PRINTED: Litho.

MATERIAL REQUIREMENTS: BLACK & WHITE:
 Bromide or negative working material is preferred. A screen ruling of 35 lines per cm could cause problems on news print.

FULL COLOUR: Litho Negatives. A screen ruling of 34 lines per cm is preferred. Screening in excess of 40 lines per cm will affect the quality of the advertisement. Each individual separation should have its colour clearly marked.

PROOFS AND PROGRESSIVES: Proofs and progressives should be pulled on Mondri or Sappi Standard grade newsprint with offset inks which are based on B.S. 4666. Progressives should be inked from side to side. A colour test strip is required on all proofs and progressives.

EXECUTIVES: Sales Manager: Sandy Naudé. General Manager: Pim Orban. Editor-in-Chief: Tony Robinson. Ad. Representatives: Capro Ltd, JHB 833-6870. DUR 305-4342.

CIRCULATION: Not certified.

CAPE MONTHLY

rate change 4/92 data change 2/92 approved 10/92

KING/BISHO SHOPPER

English

Monthly

PUBLISHED BY: The Daily Dispatch, 31 Caxton Street, East London. Tel: (0431) 43-0010.

Bookings & Material: NMB, Cnr Commando Road and Blumberg Street, Industria. Private Bag X02, Rosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Thursday month end. Distribution free.

DEADLINE: Friday prior.

AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.92
PRACTITIONER & DIRECT INCL VAT

B/W p.s.c.cm. R5,50

1 Spot Colour Space + R283,30

2 Spot Colours Space + 431,20

Full Colour Space + 1 047,20

INSERTS: (Print order 8 500 - 3 000 copies inserted into the Mercury last Thursday of every month, 5 500 distributed free to the areas of Bisho, Ginisberg, Phakamisa and Zwelishisa.)

1-8 pages tabloid R1 210,00

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered inserts. No concertina folds. (We can take these unusual inserts but they will have to be hand inserted at extra cost).

Deliver to The Daily Dispatch at above address.

PAGE FORMAT:

Col length 39 cm width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: B/W: Bromides / Art pulls.

F/C: Colour separations negatives. Screen 85.

EXECUTIVES: NMB: Managing Director: Robin Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft. Tel: (011) 474-0460.

CIRCULATION: Not certified.

rate change 10/92 data change 10/92 approved 10/92

PINELANDS POST

English

Monthly

PUBLISHED BY: Unicorn Publishing, a division of Argus Newspapers Ltd 9th Floor, Protea House, 31 Adderley Street, Cape Town 8001. P.O. Box 1983, Cape Town 8000. Tel: (021) 462-1680. Fax: (021) 462-1689.

ISSUED: Monthly on Thursday. Distribution free.

DEADLINE: Complete material: Tuesday week prior to publication for complete material. Copy to be set: Tuesday week prior to publication.

AGENCY DISCOUNT: 16.5%.

STANDARD RATES: W.E.F. 1.10.92
PRACTITIONER & DIRECT INCL V.A.T.

B/W p.s.c.cm. R8,09

1 Spot Colour 9,80

2 Spot Colours 11,39

Full Colour 14,14

GENERAL

Church & Charity 6,05

Property 6,27

DISCOUNT

Any 2 publications Less 15,0%

Any 3 publications Less 16,5%

Any 4 publications Less 18,0%

Any 5 publications Less 20,0%

Any 6 publications Less 22,5%

Any 7 + publications Less 25,0%

DIRECT RETAIL CONTRACTS

6 inserts R7,70

12 inserts 7,48

VOLUME DISCOUNT

1 000 cm R7,70

2 500 cm 7,48

5 000 cm 7,32

COLOUR:

Spot Colour

One spot colour Space + R1,71

Two spot colours Space + 3,30

Full Colour 14,14

SPECIAL POSITIONS: On application

Guaranteed Positions (subject to availability)

Front page & Earspace B/W rate + 75%

Page 3, back page R0,99

Other pages 0,77

INSERTS: (per 1 000). Print order 5 500.

TABLOID

2-8 pages R110,00

10-16 pages 121,00

BROADSHEET

2-4 pages R110,00

6-8 pages 121,00

Deliver to Argus Printing & Publishing Co. 122 St. Georges Street, Cape Town 8001.

PAGE FORMAT: Tabloid.

DPS 540 mm including gutter

Col length 390 mm width 8 ems Cols per page 7

1 col 35 mm 2 col 74 mm 3 col 110 mm

4 col 150 mm 5 col 188 mm 6 col 226 mm

7 col 264 mm

PRINTED: Litho.

MATERIAL REQUIREMENTS: BLACK & WHITE:
 Bromide or negative working material is preferred. A screen ruling of 35 lines per cm could cause problems on newsprint.

FULL COLOUR: Litho negatives. A screen ruling of 45 lines per cm is preferred. Screening in excess of 40 lines per cm will affect the quality of the advertisement. Each individual separation should have its colour clearly marked.

PROOFS AND PROGRESSIVES: Proofs and progressives should be pulled on Mondri or Sappi Standard grade newsprint with offset inks which are based on B.S. 4666. Progressives should be inked from side to side. A colour test strip is required on all proofs and progressives.

EXECUTIVES: Sales Manager: Sandy Naudé. General Manager: Pim Orban. Editor-in-Chief: Tony Robinson. Ad. Representatives: Capro Ltd, JHB (011) 833-6870. DUR (031) 305-4342.

CIRCULATION: Not certified.

Next time you question a
 circulation claim, just ask to
 see proof

The ABC Certificate

COLOUR: .p.s.c.cm
 1 colour B/W rate + R2,48
 2 colours B/W rate + 4,95
 3 colours B/W rate + 7,43
 Deceased Estate, Licence Notices and
 Sales in Execution, per insert R90,20
 Schools and colleges 7,37
Classified:
 Smalls
 (6pt) per line R2,75
Displayed Classified Smalls:
 P.s.c.cm. 8,80
Ear Spaces (per insertion) 151,80
SPECIAL POSITIONS:
 Solus Front page (+100%) R17,60
 Guaranteed page (+50%) 13,20
PAGE FORMAT:
 Col length 39 cm width 8,5 ems Cols per page 7
 Halftone Blocks 25 screen. (25 lines to the centimeter).
 Where an advertisement is over 4, 5 or 6 cols leave less
 than 6 cm of the full length the advertiser shall pay for the
 full length of the number of columns concerned when the
 advertisement will be floated in the space paid for.
MATERIAL REQUIREMENTS: Litho Negatives. Screen
 65.
EXECUTIVES: Johannesburg: Tel: (011) 402-1205 or
 Cape Town: (021) 25-4850.
CIRCULATION: 31 611 V.F.D. (Jan - Jun 1992)

TRANSVAAL DAILY

rate change 2/92 data change 11/92 approved 11/92

Beeld

Afrikaans
 Daily
PUBLISHED BY: Nasionale Media Limited, 32 Miller
 Street, Ellis Park. P.O. Box 5425, Johannesburg, 2000.
 Tel: (011) 402-1460. Fax: (011) 402-0523. Pretoria: Forum
 Building, 159 Struben Street, Pretoria. Tel: (012)
 325-2878.
ISSUED: Daily Monday to Saturday.
DEADLINE: 16h00 two days before publication. If
 separations have to be made by us, 48 hours before date
 of publication. Advertisements may be changed after each
 insertion without extra charge. Orders must be utilized
 within 12 months from date of order.
AGENCY DISCOUNT: 16.5%
STANDARD RATES: W.E.F. 1.1.92
PRACTITIONER RATE: INCL VAT
 B/W p.s.c.cm. R35,42
 1 Spot Colour 40,21
 2 Spot Colours 48,25
 Full Colour 48,25
VOLUME DISCOUNT:
 5 000-9 999 cm p.a. R34,47
 10 000-14 999 cm p.a. 33,46
 15 000-19 999 cm p.a. 32,45
 20 000-29 999 cm p.a. 30,43
 30 000-39 999 cm p.a. 29,48
 40 000 + cm p.a. 26,06
DIRECT RETAIL:

	Set Copy	Complete
Flat Rate B/W	R32,40	R31,19
VOLUME DISCOUNT:		
2 000-3 999 cm p.a.	R31,19	R30,17
4 000-5 999 cm p.a.	29,79	28,78
6 000-7 999 cm p.a.	28,91	27,76
8 000-9 999 cm p.a.	27,76	26,63
10 000-14 999 cm p.a.	25,23	24,54
15 000 + cm p.a.	23,78	22,40

COLOUR:
 1 Spot Colour Space + R5,74
 2 Spot Colours Space + 13,78
 Full Colour Space + 13,78
 Minimum size for all colour advertisements 80 cm.

FEATURES:
 Up to 25% discount on normal rates
 Situations Vacant p.s.c.cm
 1 Insertion R29,73
 2 + Insertions + 27,20

GENERAL
 Company reports R35,42
 Financial & Mining Prospectuses 35,42
 Government, Provincial, Legal & Municipal 35,42
 Tender notices 31,12
 Estate Notices (6 pt) 31,63
 Town Planning 99,00
 Business Licences 99,00
 Divorce Orders 99,00
 Auctions 25,30
 Church & Charity Notices 25,30
 Election Notices, Manifestos, etc 35,42
Classified Smalls:
 1 insertion per line R3,74
Classified Displays:
 1 insertion per line R3,86
EARSPACES:
 Front B/W R389,40

15-25 insertions, each 363,44
 26-50 insertions, each 324,50
 50 + insertions, each 259,60
SPECIAL POSITIONS:
 Special positions can be guaranteed only if the following
 charges p.s.c.cm. are paid:
 Solus (B/W) loading 100%
 Solus (Full Colour) loading 100%
 Semi-solus (opp. Leader Page): Loading 50%
 Guaranteed page or position: Loading 25%
 Standby advertising Negotiable
INSERTS: (Print Order 120 000)

	Broadsheet	Smaller
1 or 2 pages	R72,60	R66,00
4 pages	79,20	72,60
8 pages	85,80	79,20
12 pages	92,40	85,50
16-20 pages	99,00	92,40

Retail less 15% (Non Commission bearing).
 Printing costs excluded
 Special rates for 20 + inserts per year on request.

PAGE FORMAT:
 Col. depth 55 cm width: 8 ems Cols. per page: 10
 The following conditions as to size apply to General
 Commercial advertisements except on "Special feature"
 pages, viz:
 3 cols wide must measure not less than 6 cm deep
 4 cols wide must measure not less than 9 cm deep
 5 cols wide must measure not less than 12 cm deep
 6 cols wide must measure not less than 15 cm deep
 7 cols wide must measure not less than 18 cm deep
 8 cols wide must measure not less than 21 cm deep
 9-10 cols wide must measure not less than 24 cm deep.

PRINTED: Web Offset Celo Set.
MATERIAL REQUIREMENTS: Negs., Wrong Reading
 Negs., Emulsion Facing Observer. Screen: 34-44 lines per
 cm. Paper: 52 gsm SAPPI or Mondi Newsprint. B/W + 1
 colour: Negatives, B/W + 2 colours and Full Colour:
 negative colour separations plus progressives.
EXECUTIVES: Senior Ad. Manager: D.J. de Bruin. Editor:
 S.S. de Swardt. News: P. de Bruin. Motor: B. van
 Rensburg. Women's: A. Blaize. Finance: Flip Meyer.
 Sport: H. Le Roux.
CIRCULATION:

Monday - Friday 100 213 A.B.C. (Jan - Jun 1992)
 Saturday 81 086 A.B.C. (Jan - Jun 1992)

READERSHIP: AMPS 1992

Monday - Friday:
 W: 356 000.
 Saturday:
 W: 180 000.

rate change 2/92 data change 6/92 approved 6/92

Beeld

PRETORIA

Afrikaans
 Daily
PUBLISHED BY: Nasionale Media Ltd, Forum Building,
 Struben Street, Pretoria 0002. P.O. Box 1446, Pretoria
 0001. Tel: (012) 325-2878. Fax: (012) 21-5231.
ISSUED: Daily.
DEADLINE: See BEELD listing above.
AGENCY DISCOUNT: 16.5%
STANDARD RATES: W.E.F. 1.1.92
PRACTITIONER RATE: (Pretoria only) INCL VAT
 B/W p.s.c.cm. R18,22
 Applicable to Retailers with an address in
 Pretoria and immediate region of
 Johannesburg only R17,34
 Applicable to Retailers with an address in the
 Witwatersrand area. Restricted circulation less than ABC
 net sales per issue.
PAGE FORMAT: See BEELD listing.
PRINTED: See BEELD listing.
MATERIAL REQUIREMENTS: See BEELD listing.
CIRCULATION: 30 736 A.B.C. (Jul - Dec 1991)

rate change 2/92 data change 10/92 approved 10/92

Business Day

English
 Daily (Mon Fri)
PUBLISHED BY: Times Media Ltd, 11 Diagonal Street,
 Johannesburg 2001. P.O. Box 1138, Johannesburg 2000.
 Tel: (011) 497-2711. Fax: (011) 836-0805.
ISSUED: Daily Monday to Friday.
DEADLINE:
 Bookings: 3 p.m. two days before publication.
 Material: 12 noon day prior.
 Financial notices: 4 p.m. day prior.
COLOUR: Bookings should be made as early as possible.
 Material at least 3 days prior to insertion.
CLASSIFIED: Full display: 12 noon day prior to
 publication. Telephone (011) 497-2294.
AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.2.92
PRACTITIONER RATE: INCL VAT
 Main Body p.s.c.cm.
 B/W p.s.c.cm. R29,70
 1 Spot Colour 33,60
 2 Spot Colours 36,20
 Full Colour 40,15
EARSPACE: 775,50
SPECIAL POSITIONS:
 Front page solus R72,65
 Back page Space + 25%
 Other special positions on application
 Legals 20,35
 Auctions 26,20
EARSPACES:
 Stocks and market at a glance (each) 297,00
 Earspaces (each) 775,50
FINANCIAL ADVERTISING:
 B/W p.s.c.cm. R35,50
 Black + 1 spot 39,40
 Black + 2 spots 43,90
 Full Colour 47,15
INSERTS:
 Loose
 Any inserts up to 8 pages R7 000,00
 thereafter 500,00

PAGE FORMAT:
 Type area 540 x 380 mm
 Col length 540 mm width 9 ems Cols per page 10
MATERIAL REQUIREMENTS: B/W: Bromides.
 Spot Colour Wrong reading negatives.
FULL COLOUR: Negative working plates are used and
 these require wrong reading negatives for processing.
 Wrong reading negatives are those seen as wrong reading
 with the emulsion face up. Hard dot contact negatives
 should be supplied with a density of at least 3,0 in the solid
 areas. No retouching should have been attempted on the
 negatives supplied. All negatives should be clearly marked
 to indicate the colour, and register marks should appear
 on all four axes in the form of centre lines. The film
 supplied should be of polyester-type and of thickness 0,1
 mm.

SCREEN RULING: The preferred screen ruling is 34 lines
 per cm up to 40 lines per cm, but wish to emphasise that
 press gain may reduce the effectiveness of such material.
 Screen rulings in excess of 40 lines per cm will not be
 accepted.
SCREEN ANGLES: Conventional screen angles are
 acceptable but it is recommended that the dominant colour
 should be at an angle of 45 degrees.
COLOUR SEPARATIONS: It is recommended that colour
 separations are corrected in terms of the standard inks
 used on Times Media Presses. T.N.P.C. Under-colour
 removal is considered essential and it is recommended
 that advertisers aim at a maximum density of 240-260
 percent in the darkest areas. Suggested density reading in
 the UCR area are:

Cyan 0,13 (negative) 0,8 (positive) Yellow 0,18 (negative)
 0,45 (positive) Magenta 0,22 (negative) 0,4 (positive).
 The suggested readings were taken using a MacBeth
 transmission densitometer with an aperture of 4 mm.
PROGRESSIVES: should be printed on standard 52 gsm
 newsprint and should be faithful to the negative material
 supplied. To assist colour fidelity it is suggested that,
 where practicable, the proof plates be processed from the
 negative material supplied. Progressives should follow a
 conventional pattern and include assistive guides such as
 solid colourbars printed across the direction of inking and
 colour guides. They should be inked in the same direction
 as are pages on the METRO PRESS Le BROADSHEET
 PAGES (two-up) FROM BOTTOM TO TOP. Ink densities
 on proofs and progressives with respect to unprinted stock
 as zero should be not greater than the following:

Yellow: 0,70; Cyan: 0,90; Magenta: 0,90; Black: 1,10.
 Printing sequence is Yellow, Cyan, Magenta, Black.
EXECUTIVES: Editor: J. Jones. Sales & Marketing
 Manager: B.V. Wassenaar.
CIRCULATION: 33 792 A.B.C. (Jan. - Jun. 1992)
READERSHIP: AMPS 1992
 W: 86 000.

rate change 2/92 data change 11/91 approved 6/92



THE CITIZEN

English
 Daily (Morning)
PUBLISHED BY: The Citizen (1978) Pty Ltd, 28 Height
 Street, Doornfontein 2094. P.O. Box 7712, Johannesburg
 2000. Tel: (011) 402-2900. Classifieds, Tel: (011)
 402-3120. Telex: 424053. Fax: (011) 402-7538.
ISSUED: Daily, Monday to Saturday am. Cover prices:
 Weekdays, 70c; Saturdays, 60c.
DEADLINE: General Commercial: 4p.m. 2 days prior.
 Complete material 9.00 a.m. 1 day prior. Material for
 setting: 4.00 p.m. two days prior. If proofs required: 9.30
 a.m. 3 days prior.
 Classified advertisements: Linage Semi Display, 4.00 p.m.
 two days prior. Full Display: 8.30 a.m. one day prior.
AGENCY DISCOUNT: 16.5%

STANDARD RATES: W.E.F. 1.1.92	
PRACTITIONER & DIRECT INCL VAT	
B/W p.s.c.cm.	R34,10
1 Spot Colour	39,60
2 Spot Colours	42,90
Full Colour	42,90
CONTRACTS p.s.c.cm.	
6 Insertions	33,50
13 Insertions	32,01
26 Insertions	30,53
52 Insertions	29,70
104 Insertions	28,33
208 Insertions	26,90
300 Insertions	25,47
VOLUME DISCOUNTS: p.s.c.cm.	
3 000 cms	R29,81
5 000 cms	27,99
10 000 cms	26,90
15 000 cms	25,47
20 000 cms	24,70
30 000 cms	24,37
40 000 cms	24,04
50 000 cms	23,60
75 000 cms	23,60
100 000 cms	22,61
150 000 cms	21,45
200 000 cms	21,07

All discount rates are subject to written agreements for which purpose an official order will be sufficient.

Special Tariffs

Church and Charity R22,17

SPECIAL POSITIONS:

Front page Ear Spaces (5 cm x 1 col.) R357,50

Solus page 3 (25 cm x 3 col.) 3 993,00

GUARANTEED PAGES

(other than back page) per cm. B/W Tariff + 25%

COLOUR: Insertion CM Contract Contract p.s.c.cm.

One spot colour + 20% R5,50

Two spot colours + 40% R8,80

Full Colour + 40% R8,80

Colour separation + 200%

GENERAL NOTICES:

Company Reports

Financial and Mining Notices, per cm. R29,87

N.B. Various combinations of Perskor dailies are available on application.

Carrier Rates per '000

Up to 550 cms R71,50

551-1 100 cm 77,00

1 101-2 200 cm 82,50

2 201-4 400 cm 88,00

Over 4 400 cm 93,50

PAGE FORMAT:

Type area 39 cm x 7 cols.

Col length 390 mm width 8 ems Cols per page 7

Classified section:

Col length 390 mm width 7 ems Cols per page 8

PRINTED: Litho.

MATERIAL REQUIREMENTS:

B/W and spot colour; Litho negatives. F/C: Screen ruling of 40 lines per centimetre is preferred. Any screen ruling between 34 and 44 lines per centimetre is acceptable. Please note, however, that a coarser screen ruling gives better tone reproduction in the shadow areas and lower dot gain in the shadow and middle-tone areas. Also, under-colour removal is essential as printing is wet on wet. The quality of your advertisement depends on this.

Progressives: Progressives should be proofed inking from side to side. The inks used for proofing must match with the hues of the standard offset inks. These standard inks are specified in ISO 2844-75. (This is equivalent to the BS 4666, DIN 16539 and CEI 13-67 standards for four colour inks.) Should no progressives be submitted with any set of litho full colour material, a full colour chromalin is acceptable.

Proofs: Two "run to" proofs should preferably also accompany all full colour material. These proofs will be used to adjust inking during the printing run and are indeed useful for quality checking.

EXECUTIVES:

Editor-in-Chief: M.A. Johnson. News

Editor: H.C. de Villiers. Ad. Manager: M. Tame. National

Sales Manager: Johan Nel. Agency Executives,

Johannesburg: G. Surgeon, Howard Pemberton, G. West.

Cape Town: Barbara Spencer. Bookings: Mrs. DeSabato,

Ext 137.

CIRCULATION:

Mon-Fri: 139 420 A.B.C. (Jan - Jun 1992)

Sat: 108 151 A.B.C. (Jan - Jun 1992)

READERSHIP: AMPS 1992

Mon-Fri:

W: 258 000. C: 29 000. A: 19 000. B: 321 000.

Sat:

W: 82 000. A: 7 000. B: 153 @

rate change 11/91 data change 6/92 approved 10/92

POSTEPARADE/APPOINTMENTS

English, Afrikaans

Weekly

PUBLISHED BY: Perskor Publications, 28 Height Street,

Doomfontein 2094. P.O. Box 845, Johannesburg 2000.

Tel: (011) 776-9111. Fax: (011) 402-7538.

ISSUED: Weekly on Wednesday, Thursday, Friday and

the following Tuesday in 11 newspapers in the Transvaal,

Orange Free State and Northern Natal.

DEADLINES:

Direct: Bookings on Fridays 16h00. Material on Monday

10h00.

Agencies: Bookings on Mondays 16h00. Material on

Tuesday 12h00.

Dailies: Bookings 16h00, 2 days prior to publication.

Complete Material: 14h00, 1 day prior to publication.

AGENCY DISCOUNT: 16.5%.

STANDARD RATES: W.E.F. 1.10.91

PRACTITIONER & DIRECT RATE INCL VAT

APPOINTMENTS/POSTEPARADE is a bilingual

recruitment medium that appears in the following

newspapers.

APPOINTMENTS/POSTEPARADE as supplement in

11 newspapers for coverage of the Transvaal,

Free State and PWV Area R66,00

APPOINTMENTS/POSTEPARADE published

in 2 newspapers for Afrikaans English as well

as morning/afternoon coverage 44,55

APPOINTMENTS published in The Citizen for

daily English coverage of the Transvaal

and Free State 34,10

POSTEPARADE published in the Transvaal

for Daily Afrikaans coverage of the Transvaal

and Free State 11,00

COLOUR:

1 Spot Colour Space + 30%

Full Colour Space + 40%

PAGE FORMAT:

Col. depth 390 mm No. of cols. 8

EXECUTIVES: Manageress: Connie Nel Tel: (011)

776-9111 ext 427, Jack Mare. Tel: (011) 776-9111 x 406,

Marianna du Toit Tel: (011) 776-9111 x 416, Mari-Louise

Calitz Tel: (012) 327-5089, Karin Hemsly Tel: (031)

305-4341.

CIRCULATION: Not supplied.

rate change 2/92 data change 8/92 approved 10/92

PRETORIA NEWS

(A.B.C.)

English

Daily

PUBLISHED BY: Pretoria News (Pty) Ltd, 216 Vermeulen

Str. Pretoria. P.O. Box 439, Pretoria. Tel. (012) 325-5382.

Telex: 3-22174. Fax: (012) 325-7300.

ISSUED: Monday to Friday p.m. Saturday a.m., Copy

deadline: 12 noon 2 days prior to publication. Full Colour

Litho: 2 p.m. 2 days prior. Single copy price: 80c. incl VAT.

AGENCY DISCOUNT: 16.5%.

STANDARD RATES: W.E.F. 1.12.91

PRACTITIONER RATE INCL VAT

Monday to Friday

B/W p.s.c.cm. R13,42

1 Spot Colour 16,94

2 Spot Colour 19,80

Full Colour 19,80

Saturday

B/W p.s.c.cm. R6,71

1 Spot Colour 8,47

2 Spot Colours 9,90

Full Colour 9,90

Pretoria News and Star linked display advertising 8.0%

Volume Bonus. 'Own the Weekend' Volume Bonus 10.0%

when any four of the following 6 newspapers are used in

combination on the same weekend: Saturday Pretoria

News, Saturday Star, Sunday Star, Saturday Daily News

or Saturday Mercury, Sunday Tribune, Weekend Argus or

Cape Times Weekend.

DIRECT RETAIL CONTRACTS:

BLACK & WHITE: (per insert) INCL VAT

P.s.c.cm. Mon-Fri Sat.

One day R13,42 R6,71

13 insertions 12,91 6,46

26 insertions 12,28 6,14

52 insertions 11,37 5,69

5 000 cms 11,13 5,57

10 000 cms 11,00 5,50

15 000 cms 10,89 5,45

20 000 cms 10,76 5,38

30 000 cms 10,63 5,31

40 000 cms 10,52 5,26

Features 12,28

COLOUR:

One spot colour Space + 25%

Two spot colours Space + 45%

Full Colour Space + 45%

SPECIAL POSITIONS: p.s.c.cm.

Front page Solus:

Main Body Space + 100%

Tonight Space + 50%

EARSACES:

Front Page Mon-Fri Sat

Tonight R290,95 R145,48

209,00

INSERTS: (print order 30 000)

Tabloid Broadsheet per 1000

2-8 pages 2-4 pages R115,50

10-16 pages 6-8 pages 126,50

18-24 pages 10-12 pages 137,50

28 pages 14 pages 148,50

32 pages 16 pages 159,50

Large negotiable

In-house printing of inserts: Less 10%

CLASSIFIED:

Practitioner & Direct: Linage Display

Legal office notices R3,54 R21,25

Auctions 3,54 21,25

Church, Schools and Charity 1,52 9,11

Ear spaces

Monday - Friday Front page R181,50

Saturday Front page Tonight 90,75

CLASSIFIED ADVERTISEMENTS:

LINAGE: (5 pt line minimum of 3 lines)

Free Ads: (Private Advertisers only) (selling items up to

R100,00 in value). 1 insert, 3 lines maxFree

GENERAL: Linage Display

Legal, Official Notices and Tenders R3,54 R21,25

Auctions, 3,54 21,25

Church, School and Charity Notices 1,52 9,11

Feature Rate (Non-Contract Holders) 2,02 12,14

Standby Advertising Less 40%

EMPLOYMENT LINAGE

Consecutive inserts, Monday to Saturday

1-3 inserts R3,80

4-5 inserts Less 10%

6 or more inserts Less 20%

In all cases the 'rate per line' refers to the 5-pt line. Each

single column centimetre is equal to six 5pt lines. Large

typefaces used are charged as follows: 10pt line: line tariff

x 2 18pt line: line tariff x 4. All lines of 'white space' ordered

are charged at the appropriate lineage rate.

EMPLOYMENT VACANCY DISPLAY (DIRECT)

Consecutive Inserts Mon-Sat

1 insert, p.s.c.cm. R16,32

4 or 5 inserts Less 10%

6 or more inserts Less 20%

STAFF VACANCY DISPLAY (AGENCY) Mon-Sat

P.s.c.cm. R16,32

STAFF VACANCY COMBINATION RATES

Combination of Pretoria News, The Argus or Weekend

Argus, Daily News or Sunday Tribune, The Star or Sunday

Star.

Combination of any two less 30%

Combination of any three less 40%

Combination of Star/Pretoria News less 5%

PRIVATE (INC. DOMESTIC NOTICES.)

TRADE & CONTRACT ADVERTISING

Monday to Saturday

Rate/line Rate/c.cm.

Non contract R3,80 R15,18

1 000 cm 2,37 14,19

2 000 cm 2,31 13,86

4 000 cm 2,22 13,33

8 000 cm 2,16 12,94

10 000 cm 2,10 12,61

15 000 cm 2,05 12,28

20 000 cm 2,02 12,14

30 000 cm 1,97 11,81

40 000 cm 1,94 11,62

charge. For full colour advertisements a full set of progressives must be supplied.

EXECUTIVES: NMB: Managing Director: Robin Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft. Tel: (011) 474-0460.

CIRCULATION: 24 485 V.F.D. (Jan. - Jun. 1992)

rate change 10/92

BOKSBURG HOMEFINDER

English
Weekly

PUBLISHED BY: Boksburg Estate Agents Association, 260 Commissioner Street, Boksburg 1460. P.O. Box 585, Boksburg 1460. Tel: (011) 52-1165.

ISSUED: Weekly.

DEADLINE: Bookings & Material: Tuesday 12 am.

AGENCY COMMISSION: 16,5%

STANDARD RATES: W.E.F. 1.1.92

BLACK & WHITE: (per insert) INCL VAT

Full page R719,00

1/2 page 379,00

1/4 page 200,00

COLOUR:

Full Colour R790,00

1/2 page 419,00

1/4 page 240,00

PAGE FORMAT:

Type area 350 x 280 mm Trim size 400 x 280 mm

Col Depth 10 mm Width 35 mm Cols per page 7

PRINTED: Litho

MATERIAL REQUIREMENTS: Negatives or bromides.

EXECUTIVES: Editor: Elma Jacobs. Ad Manager: Elma Jacobs.

CIRCULATION: Not certified.

rate change 4/92 data change 10/92 approved 11/92

BRAKPAN HERALD

(V.F.D.)

English/Afrikaans
Weekly

PUBLISHED BY: Amalgamated Press, 48 Cranbourne Avenue, Benoni.

Bookings & Material: NMB, Cnr Commando Road and Blumberg Street, Industria. Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Thursday. Free.

DEADLINE: Tuesday 2.00 p.m. prior to publication.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

BLACK & WHITE: (per insert) INCL VAT

B/W p.s.c.cm. R9,13

1 Spot Colour Space + 25%

minimum R225,50

2 Spot Colours Space + 50%

minimum R451,00

Full Colour Space + 50%

Minimum R676,50

INSERTS: (Print order 13 750)

Per 1000 up to 8 pages R104,50

10 + pages on application

If printed by Caxton Ltd: CTP, KNL

Up to 8 pages, per 1000 R61,65

10 + pages on application

Pre-printed sizes:

Maximum size 27,5 cm deep x 40 cm wide.

Minimum size 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina fold. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to Caxtons at above address no later than 4

working days prior to publication day.

Wraparounds: If available Cost negotiable

Minimum size four pages

PAGE FORMAT:

Col length 39 cm width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. For full colour advertisements a full set of

progressives must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: 13 241 V.F.D. (Jan. - Jun. 1992)

rate change 4/92 data change 10/92 approved 11/92

BRITS POS

English/Afrikaans
Weekly

PUBLISHED BY: Rustenburg Koerante (Pty) Ltd, P.O. Box 2043, Rustenburg 0300. Tel: (0142) 28329.

Bookings & Material: NMB, Cnr Commando Road and Blumberg Street, Industria. Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Friday - Sold.

DEADLINE: Thursday week prior.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT RATE INCL VAT

B/W p.s.c.cm. R5,12

1 Spot Colour Space + 25%

minimum R225,50

2 Spot Colours Space + 50%

minimum R451,00

Full Colour Space + 50%

Minimum R676,50

INSERTS: (Print Order 5 500).

Per 1 000 up to 8 pages R104,50

10 + pages on application

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina folds. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to Caxton's Ltd, Cnr Commando Road and

Blumberg Street, Industria West, no later than 4 working

days prior to publication day.

PAGE FORMAT:

Col length 39 cm width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. F/C colour advertisements a full set of progressives

must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: Not certified.

rate change 4/92 data change 11/92 approved 11/92

GERMISTON CITY NEWS

(V.F.D.) (R.D.L.)

English

Weekly

PUBLISHED BY: Amalgamated Press, 48 Cranbourne Avenue, Benoni.

Bookings & Material: NMB, Cnr Commando Road and Blumberg Street, Industria. Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Wednesdays. Distribution free.

DEADLINE: Monday 9h30.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT RATE INCL VAT

B/W p.s.c.cm. R12,93

1 Spot Colour Space + 25%

minimum R225,50

2 spot colours Space + 50%

minimum R451,00

Full Colour Space + 50%

Minimum R676,50

INSERTS: (Print order 29 900)

Up to 8 pages, per 1000 R104,50

10 + pages on application

If printed by Caxton Ltd:

Up to 8 pages, per 1000 R61,65

10 + pages on application

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina folds. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to: Caxton's, Cnr Commando Rd & Blumberg St,

Industria West. No later than 4 working days prior to

publication day.

PAGE FORMAT:

Col length 39 cm width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. For full colour advertisements a full set of

progressives must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: 29 641 V.F.D. (Jan. - Jun. 1992)

rate change 4/92 data change 11/92 approved 11/92

HEIDELBERG NIGEL HERAUT

English/Afrikaans

Weekly

PUBLISHED BY: Heraut Publishers cc, Heesen van Loggen Building, Long Street, Kempton Park.

Bookings & Material: NMB, Cnr Commando Road and Blumberg Street, Industria. Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Wednesday. Distribution: free.

DEADLINE: Monday 10 a.m.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT RATE INCL VAT

B/W p.s.c.cm. R9,79

1 Spot Colour Space + 25%

minimum R225,50

2 Spot Colours Space + 50%

minimum R451,00

Full Colour Space + 50%

minimum R676,50

INSERTS: (Print Order 13 700)

Up to 8 pages, per '000 R104,50

10 + pages on application

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina folds. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to: Caxton Ltd, Cnr, Commando Rd and Blumberg

Street, Industria West. No later than 4 working days prior

to publication day.

PAGE FORMAT:

Col length 39 cms width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. For F/C colour advertisements a full set of

progressives must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: Not certified.

rate change 8/92 data change 8/92 approved 8/92

EASTERN HOMEFINDER

English

Weekly

PUBLISHED BY: J.G. Curtis Publishers, 3rd Floor, Eastgate Towers, Eastgate Shopping Centre, Bedfordview. P.O. Box 158, Bedfordview 2008. Tel: (011) 616-1954. Fax: (011) 616-1955.

ISSUED: Weekly, every Tuesday. Distribution - Free.

DEADLINE: Bookings and material: 12h00 Thursday.

AGENCY COMMISSION: 25%

STANDARD RATES: W.E.F. 1.7.92

BLACK & WHITE: (per insert) INCL VAT

Full page (40 x 7) R2 002,00

1/2 page (20 x 7) 1 001,00

1/4 page (20 x 3) 429,00

p.s.c.cm. 7,15

COLOUR: (per colour) Space + 15%

PAGE FORMAT:

Type area 400 x 260 mm.

Col. depth 400 mm width 35 mm Cols per page 7

PRINTED: Litho

MATERIAL REQUIREMENTS: Negatives or bromides.

EXECUTIVES: Editor: John Curtis. Ad Manager: John

Curtis.

CIRCULATION: Not certified.

rate change 4/92 data change 6/92 approved 11/92

KEMPTON EXPRESS

(V.F.D.)

English/Afrikaans
Weekly

PUBLISHED BY: Caxton Ltd, cnr. Commando Road and Blumberg Street, Industria, Johannesburg. cnr. Commando Road and Blumberg Street, Industria. Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011)

rate change 4/92 data change 6/92 approved 11/92

KRUGERSDORP NEWS

(V.F.D.)

English

Weekly

PUBLISHED BY: Caxton Ltd, Cnr Commando Road and Blumberg Street, Industria, Johannesburg. Private Bag X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Thursday. Distribution free.

DEADLINE: Monday 10 a.m. prior.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT RATE INCL VAT

B/W p.s.c.cm. R12,93

1 Spot ColourSpace + 25%

minimum R225,50

2 spot coloursSpace + 50%

minimum R451,00

Full ColourSpace + 50%

Minimum R676,50

SPECIAL POSITIONS: By negotiation only

INSERTS: (Print order 18 800)

Up to 8 pages tabloid, per 1000 R104,50

10-16 pages, per 1000 115,50

18-24 pages, per 1000 126,50

28 pages and over on application

If printed by Caxton Ltd:

Up to 8 pages tabloid, per 1000 R61,65

10-16 pages, per 1000 88,00

18-24 pages, per 1000 99,00

28 pages and over on application

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina folds. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to: Caxton's address as above. No later than 4

working days prior to publication day.

PAGE FORMAT:

Col length 39 cm width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. F/C advertisements: a full set of progressives

must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: 18 306 V.F.D. (Jan. - Jun. 1992)

EXECUTIVES: Editor: Denise Dreyer. Ad. Manager: Thys

Scheepers. Directors: R.J.R. Dreyer, C.J. Dreyer.

NMB Executives: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: Not certified.

rate change 4/92 data change 11/92 approved 11/92

NOORDWESTER

Afrikaans

Weekly

PUBLISHED BY: Rustenburg Koerante (Pty) Ltd, P.O.

Box 2043, Rustenburg 0300. Tel: (0142) 28329.

Material & Bookings: NMB, Private Bag X02, Roosevelt

Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Friday. Sold.

DEADLINE: Thursday week prior.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT RATE INCL VAT

B/W p.s.c.cm. R5,67

1 Spot ColourSpace + 25%

minimum R225,50

2 Spot ColoursSpace + 50%

minimum R451,00

Full ColourSpace + 50%

Minimum R676,50

INSERTS: (Print Order 5 000)

Per 1 000 up to 8 pages R104,50

10 + pages on application

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina folds. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to: Caxton's (Pty) Ltd, Cnr Commando Road and

Blumberg Street, Industria West, no later than 4 working

days prior to publication day.

PAGE FORMAT:

Col length 39 cm width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. F/C advertisements: a full set of progressives

must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: Not certified.

rate change 4/92 data change 11/92 approved 11/92

NORTH EASTERN TRIBUNE

Inc. Northern Shopper

(V.F.D.)

English

Weekly

PUBLISHED BY: Caxton Ltd, Cnr Commando Road and

Blumberg Street, Industria, Johannesburg. P.O. Box 2878,

Johannesburg 2000. Tel: (011) 474-0460. Private Bag

X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011)

474-9544.

ISSUED: Weekly on Tuesday. Distribution free.

DEADLINE: Wednesday 12 noon.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT RATE INCL VAT

B/W p.s.c.cm. R12,93

B/W p.s.c.cm. R28,40

1 Spot ColourSpace + 25%

minimum R225,50

2 Spot ColoursSpace + 50%

minimum R451,00

Full ColourSpace + 50%

Minimum R676,50

Northern Shopper - vacancies common to North Eastern

Tribune, Rosebank Killarney Gazette and Northcliff Melville

Times

SPECIAL POSITIONS: By negotiation only

INSERTS: (Print order 26 100)

Up to 8 pages, per 1000 R104,50

10-16 pages, per 1000 115,50

18-24 pages, per 1000 126,50

28 pages or more on application

If printed by Caxton Ltd:

Up to 8 pages, per 1000 R61,65

10-16 pages, per 1000 88,00

18-24 pages, per 1000 99,00

28 pages or more on application

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina folds. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to: Caxton's at above address no later than 4

working days prior to publication day.

Wraparounds: If available cost negotiable

Minimum size four pages

PAGE FORMAT:

Col length 39 cms width 9 ems Cols per page 7

Northern Shopper

Col length 39 cm width 30 mm Cols per page 8

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. F/C advertisements: a full set of progressives

must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: 25 673 V.F.D. (Jan. - Jun. 1992)

rate change 4/92 data change 11/92 approved 11/92

NORTHCLIFF & MELVILLE TIMES

(inc. NORTHERN SHOPPER)

(V.F.D.)

English

Weekly

PUBLISHED BY: Caxton Ltd, Cnr Commando Road and

Blumberg Street, Industria, Johannesburg. Private Bag

X02, Roosevelt Park 2129. Tel: (011) 474-0460. Fax: (011)

474-9544.

ISSUED: Weekly on Tuesday. Distribution free.

DEADLINE: Wednesday 12 noon.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.3.92

PRACTITIONER & DIRECT RATE INCL VAT

B/W p.s.c.cm. R12,93

1 Spot ColourSpace + 25%

minimum R225,50

2 Spot ColoursSpace + 50%

minimum R451,00

Full ColourSpace + 50%

Minimum R676,50

Northern Shopper for staff vacancies common to

Rosebank Killarney Gazette, N.E. Tribune

p.s.c.cm. R26,40

Black & White only

SPECIAL POSITIONS: By negotiation only

INSERTS: (Print order 24 700)

Per 1000 up to 8 pages R104,50

10-16 pages, per 1000 115,50

18-24 pages, per 1000 126,50

28 pages and over on application

If printed by Caxton Ltd:

Up to 8 pages, per 1000 R61,65

10-16 pages, per 1000 88,00

18-24 pages, per 1000 99,00

28 pages and over on application

Pre-printed sizes:

Maximum size: 27,5 cm deep x 40 cm wide.

Minimum size: 15 cm deep x 15 cm wide.

No single sheet inserts under 60 gsm. No plastic covered

inserts. No concertina folds. (We can take these unusual

inserts but they will have to be hand inserted at extra cost).

Deliver to: Caxtons, at above address no later than 4

working days prior to publication day.

Wraparounds: If available cost negotiable

PAGE FORMAT:

Col length 39 cms width 9 ems Cols per page 7

PRINTED: Litho.

MATERIAL REQUIREMENTS: Litho negatives or

bromides, reproduction pulls or original art. Screen 85.

Late material in complete negative form will be accepted

no later than noon 2 working days prior to publication,

providing the advertiser guarantees the booked space

charge. F/C advertisements: a full set of progressives

must be supplied.

EXECUTIVES: NMB: Managing Director: Robin

Dukoff-Gordon. Tel: (011) 880-6100. Admin: Joy Foxcroft.

Tel: (011) 474-0460.

CIRCULATION: 24 096 V.F.D. (Jan. - Jun. 1992)

new listing 11/92

PRETORIA RECORD CENTRAL

English/Afrikaans

Weekly

PUBLISHED BY: Capital Media (Pty) Ltd, P.O. Box 8261,

Pretoria 0001. Tel: (012) 327-5138.

Bookings & Material: NMB, cnr, Commando Road and

Blumberg Street, Industria. Private Bag X02, Roosevelt

Park 2129. Tel: (011) 474-0460. Fax: (011) 474-9544.

ISSUED: Weekly on Fridays.

DEADLINE: 2 p.m. Wednesday week prior.

AGENCY DISCOUNT: 16,5%

STANDARD RATES: W.E.F. 1.9.92

BLACK & WHITE: (per insert) INCL VAT

p.s.c.cm. R9,35

COLOUR: