



Somerset College

SPECIALS

RATE CARD 2023



Access a **highly networked** community

Advertise your **business, products or services**

Get **great exposure** for good rates

This A5 publication is emailed to **all Somerset College parents and alumni** and will be available for download on the school's website



BOOK YOUR SPACE IN THE **2023 EDITIONS NOW!**

RATE CARD 2023

ADVERTISING RATES FOR PARENTS, STUDENTS AND ALUMNI

RATE SIZE	RATE	TRIM SIZE	BLEED
Double Page Spread (DPS)	R1445.00	297 x 210 mm (w x h)	3mm
Full Page	R609.00	148 x 210 mm (w x h)	3mm
Half Page	R382.00	148 x 105 mm (w x h)	3mm

ADVERTISING RATES FOR OUTSIDE ADVERTISERS

RATE SIZE	RATE	TRIM SIZE	BLEED
Double Page Spread (DPS)	R2140.00	297 x 210 mm (w x h)	3mm
Full Page	R963.00	148 x 210 mm (w x h)	3mm
Half Page	R502.00	148 x 105 mm (w x h)	3mm

CLASSIFIEDS 2023

Classifieds presents an advertising opportunity for private individuals to advertise in the Somerset Smalls. Typically such an advert would not include photos and would consist of three descriptive lines about what is to be advertised. A classified advert is priced at R100.

PUBLICATION DATES 2023

MATERIAL AND PAYMENT DEADLINES	PUBLICATION DEADLINE
Term 1 edition - 20 February 2023	Term 1 edition - 13 March 2023
Term 2 edition - 22 May 2023	Term 2 edition - 12 June 2023
Term 3 edition - 28 August 2023	Term 3 edition - 11 September 2023
Term 4 edition - 13 November 2023	Term 4 edition - 27 November 2023

MATERIAL SPECS

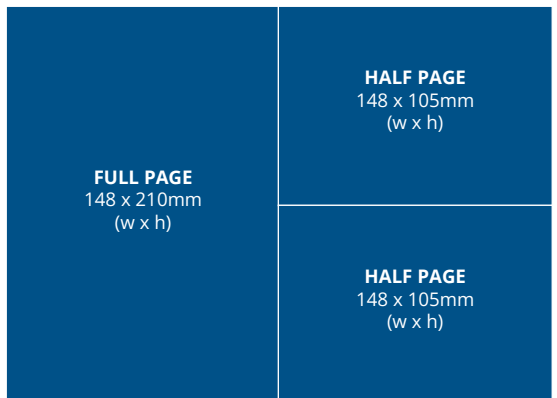
FINAL ARTWORK

- Artwork can be supplied in CMYK or RGB
- Please supply artwork in one of the following formats, PDF, JPG, Ai or InDesign
- If you are supplying open files, please ensure all links are supplied and all text is converted to outline
- Resolution of JPG's and Tiffs and all imagery to be 300dpi resolution
- Advertisements need to be designed to size (please see diagram below)
- Artwork not supplied in the above mentioned format will have to be converted by our design team at an additional cost of R1180.00 per full page ad
- Design of advertisements can be arranged through Nikki Jacobs
- Final artwork must be emailed to smalls@somcol.co.za

PLEASE NOTE: All proofs must be checked carefully, as Somerset College will not be held responsible for any mistakes or errors after customer approval.

MATERIAL SPECIFICATIONS

Please follow the size guide as indicated.



PAYMENT REQUIREMENTS

- All payments to be made in advance by EFT. NO CASH.
- If payments and artwork have not been received by the deadline date, advertisements will not be published.
- Proof of payment to be emailed to Nikki Jacobs at smalls@somcol.co.za

BANKING DETAILS

Somerset College, FNB
Branch No: 250655
Account Type: Current Account
Account No: 62734908819
Reference: Smalls / Company or Individual Name

To place an advert, please contact Nikki Jacobs
at smalls@somcol.co.za or 021 842 8000 ext 8029

**NO ADVERTISEMENTS WILL BE PLACED
WITHOUT FULL PAYMENT**