



Somerset College

SPECIALS

RATE CARD 2021



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 2021 EDITIONS NOW!

RATE CARD 2021

ADVERTISING RATES FOR PARENTS, STUDENTS AND ALUMNI

RATE SIZE	RATE	TRIM SIZE	BLEED
Double Page Spread (DPS)	R1350.00	297 x 210 mm (w x h)	3mm
Full Page	R570.00	148 x 210 mm (w x h)	3mm
Half Page	R360.00	148 x 105 mm (w x h)	3mm

ADVERTISING RATES FOR OUTSIDE ADVERTISERS

RATE SIZE	RATE	TRIM SIZE	BLEED
Double Page Spread (DPS)	R2000.00	297 x 210 mm (w x h)	3mm
Full Page	R900.00	148 x 210 mm (w x h)	3mm
Half Page	R470.00	148 x 105 mm (w x h)	3mm

CLASSIFIEDS 2021

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 2021

MATERIAL AND PAYMENT DEADLINES	PUBLICATION
Term 1 edition - 26 February 2021	Term 1 edition - 17 March 2021
Term 2 edition - 28 May 2021	Term 2 edition - 15 June 2021
Term 3 edition - 18 August 2021	Term 3 edition - 8 September 2021
Term 4 edition - 10 November 2021	Term 4 edition - 24 November 2021

MATERIAL SPECS

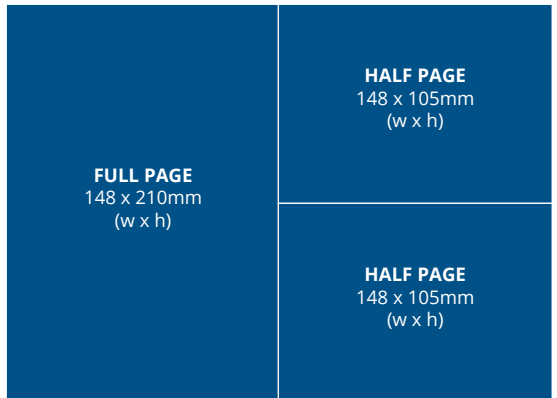
FINAL ARTWORK

- 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 Christel Stevens
- 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 Christel Stevens 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 Christel Stevens at smalls@somcol.co.za or 082 327 1274

NO ADVERTISEMENTS WILL BE PLACED WITHOUT FULL PAYMENT