



Somerset College

SMIALLS

RATE CARD 2019



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 2019 EDITIONS NOW!

RATE CARD 2019

ADVERTISING RATES FOR PARENTS, STUDENTS AND ALUMNI

RATE SIZE	RATE	TRIM SIZE	BLEED
Double Page Spread (DPS)	R1320.00	297 x 210 mm (w x h)	3mm
Front Cover	R660.00	140 x 140 mm (w x h)	3mm
Back Cover	R550.00	148 x 210 mm (w x h)	3mm
Full Page	R550.00	148 x 210 mm (w x h)	3mm
Half Page	R330.00	148 x 105 mm (w x h)	3mm
Quarter Page (portrait)	R165.00	74 x 105 mm (w x h)	3mm
Quarter Page (Landscape)	R165.00	148 x 52 mm (w x h)	3mm

ADVERTISING RATES FOR OUTSIDE ADVERTISERS

RATE SIZE	RATE	TRIM SIZE	BLEED
Double Page Spread (DPS)	R1980.00	297 x 210 mm (w x h)	3mm
Front Cover	R1100.00	140 x 140 mm (w x h)	3mm
Back Cover	R880.00	148 x 210 mm (w x h)	3mm
Full Page	R880.00	148 x 210 mm (w x h)	3mm
Half Page	R440.00	148 x 105 mm (w x h)	3mm
Quarter Page (portrait)	R220.00	74 x 105 mm (w x h)	3mm
Quarter Page (Landscape)	R220.00	148 x 52 mm (w x h)	3mm

PUBLICATION DATES 2019

MATERIAL AND PAYMENT DEADLINES

Term 1 2019 edition - 28 February
Term 2 2019 edition - 24 May
Term 3 2019 edition - 30 August
Term 4 2019 edition - 08 November

PUBLICATION

Term 1 2019 edition - 08 March
Term 2 2019 edition - 07 June
Term 3 2019 edition - 13 September
Term 4 2019 edition - 22 November

BANKING DETAILS

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

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

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 Jpegs 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 Jean Lewin
- 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 below

FULL PAGE 148 x 210mm (w x h)	HALF PAGE 148 x 105mm (w x h)	QUARTER PAGE PORTRAIT 74 x 105mm (w x h)		QUARTER PAGE LANDSCAPE 148 x 52mm (w x h)

PAYMENT REQUIREMENTS

- All payments to be made in advance by EFT. NO CASH.
- If payments and artwork have not been received by deadline date, advertisements will not be published
- EFT payments to be made to: Somerset College, FNB, Branch No: 250655, Account Type: Current Account,
- Account No: 62734908819 , Reference: Smalls/Company or Individual Name
- Proof of payment to be emailed to Jean Lewin at smalls@somcol.co.za

To place an advertisement, please contact **Christel Stevens** at smalls@somcol.co.za or telephone 083 973 8330