

DIRECT AD RATES

Rates exclude agency discount & VAT

FULL COLOUR

Full page	23 700
Quarter page	9 240
Third page	10 430
Half page – Type Area	14 220
Half page – Solus Bleed	16 590
Double 1/2 Page Spread	34 360
Double Page Spread	42 660

Series discounts on application

AD SIZES

	HEIGHT	WIDTH
Page Trim Size	297	210

TYPE AREA ADS

Full Type area	273	190
Half page – horizontal	135	190
Half page – vertical	273	93
Half page – 2 columns	205	125
Third page – horizontal	93	190
Third page – vertical	273	60
Third page – 2 columns	135	125
Quarter page – horizontal	67.5	190
Double page spread	273	400
Double half page spread	135	400

BLEED ADS

Includes 5mm added to each side that bleeds beyond trim size

Full page	307	215
Half page – vertical solus bleed	307	108
Half page – horizontal solus bleed	150	215
Double page spread	307	430
Double half page spread	150	430

AD MATERIAL

Full page and larger: Press Optimized, CMYK, Pdf files. If the ad requires bleed, the Pdf must include bleed.

Fractional page ads: CMYK Jpeg files at 300 to 350 dpi to exact sizes specs.

Proofs: The publisher cannot be held responsible for the quality of reproduction of ads in the absence of a suitable quality proof.

Colour matching: A digitally generated high-end Iris or Rainbow proof is required for colour matching.

Delivery: Files less than 20 Mb, e-mail to ivana@supermarket.co.za
Files larger than 20 Mb deliver on CD to: Production, Supermarket & Retailer, 15 Grove Rd. Mountain View, cnr 3rd Avenue, Orange Grove.
Phone 011-728 7006

COVERS

Inside Front	28 440
Inside Back	26 070
Back Cover	30 810

FRONT COVER AD FLAP

Ad flap	74 660
Die cut	83 540

GATEFOLDS

IFC – 3 page	85 320
IBC – 3 page	82 950
BC – 4 page	109 020
ROP – 3 page	77 020

SPREADS

2 pages centre spread	59 250
4 page centre spread	101 910
8 page centre spread	162 340

LOOSE INSERTS

A4	21 330	A3	38 390
A2	44 790	A1	53 320

Special colours and spot colours
quoted separately

AD PRODUCTION

R4 460 per A4 page from text, pics and logos supplied through to final proof.

ADVERTORIALS

Full page full colour	28 160
Rates per column cm	323

Includes production
Column width 5.8cm.

Acceptance of Advertising & Advertorials

All paid-for space must immediately be recognisable to our readers as such. Responsibility for the accuracy, legality and truthfulness of paid-for-space rests entirely with the advertiser. Acceptance of advertising is subject to the publisher's approval.