

**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

**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 5.9cm.

**AD SIZES**

Page Trim Size	HEIGHT	WIDTH
	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

**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.