

THE SOUTH AFRICAN COUNCIL FOR THE PROJECT AND CONSTRUCTION MANAGEMENT PROFESSIONS

RATE CARD 2011

The Council regards the Newsletter as an important collateral in its overall communications and marketing initiative: It is edited by the Council's Registrar and its editorial committee consists of key members of SACPCMP's Marketing and Communications Committee, under chairperson Rowan Crowie.

The Newsletter must be self-financing and to this end we invite all our registered persons to consider supporting SACPCMP's primary communications medium. This invitation is extended to include all those companies that are contractors registered with the SACPCMP – please support SACPCMP registered persons in their effort to market the work of the Council!

As a professional Newsletter, SACPCMP's Newsletter enjoys a wide distribution. 6 000 copies per quarterly issue: 4 000 to SACPCMP registered persons, 1 000 copies to SAPOA members and the balance to selected SACPCMP Voluntary Associations. We have appointed Pangram Publishing (Pty) Limited to handle our marketing and selling of sponsorships and advertising, and our printing.

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COST IN RAND PER INSERTION (EXCLUDING VAT) • FULL COLOUR THROUGHOUT • RATES INCLUDE AGENCY COMMISSION			
POSITION			SIZE
INSIDE FRONT COVER	R 7 500		FULL PAGE
OUTSIDE BACK COVER	R 8 500		HALF PAGE
INSIDE BACK COVER	R 6 500		

PANGRAM welcomes all advertising and company branding possibilities and opportunities such as: gatefolds, loose inserts, bound-in inserts, bookmarks, plastic mailing sleeve branding etc.

MATERIAL AND PRODUCTION SPECIFICATIONS

- All material to be supplied digitally via removable disk or email.
- Only high resolution (300dpi) TIF, EPS or JPG or print optimised PDF files are acceptable.
- All files must be CMYK.
- All material must include a 3mm bleed (see specs below). Printers will not print material without a bleed.
- All typefaces used must be embedded.
- PANGRAM (Pty) Ltd offers design, layout and pre-press production to clients requiring advertising material to be made up. This is charged out at an industry standard hourly rate.

PAGE SIZE • MEASUREMENTS READ HEIGHT X WIDTH		
FULL PAGE	Trim Bleed Type area	297 x 210 mm 303 x 216 mm 267 x 180 mm
HALF PAGE HORIZONTAL	Trim Bleed Type area	145 x 210 mm 148 x 216 mm 130 x 180 mm
HALF PAGE VERTICAL	Trim Bleed Type area	297 x 101 mm 303 x 104 mm 267 x 86 mm

