

# CX PRESS

GARDEN ROUTE • WE ARE THE PAPER • YOU ARE THE NEWS

10 000 FREE Copies distributed weekly on the Garden Route

## Advertising Kit 2017



*We are the paper You are the news!*

### Contents:

- Page 1.....Issue Dates and Deadlines
  - Page 2.....Rate Card and Layout / Distribution
  - Page 3.....Examples of Rates and Sizes
  - Page 4.....Advert Design Guidelines and Specifications
- Online Rate Card - [www.cxpress.co.za](http://www.cxpress.co.za)

[www.cxpress.co.za](http://www.cxpress.co.za)



Tel: 044 533 1004 | Fax: 044 533 0852 | [advertising@cxpress.co.za](mailto:advertising@cxpress.co.za)

PO Box 1449, Plettenberg Bay, 6600 | No. 6 Park Lane, Plettenberg Bay, 6600

# ISSUES 2017

## Issue Dates and Deadlines

\*HOLIDAY EDITIONS IN BLUE

ISSUE DATE	Booking DEADLINE..@12h00	Copy DEADLINE.....@14h00
January 11	January 6	
January 18	January 13	
January 25	January 20	
February 1	January 27	
February 8	February 3	Valentine's Day - Tuesday 14th February
February 15	February 10	
February 22	February 17	
March 1	February 24	
March 8	March 3	
March 15	March 10	
March 22	March 17	
March 29	March 24	School holidays: Mar 31 - Apr 18
April 5	March 31	School holidays: Mar 31 - Apr 18
April 12	April 7	School holidays: Mar 31 - Apr 18 & Easter
April 19	April 14	
April 26	April 21	
May 3	April 28	
May 10	May 5	Mother's Day - Sunday 14th May
May 17	May 12	
May 24	May 19	
May 31	May 26	
June 7	June 2	
June 14	June 9	Father's Day - Sunday 18th June
June 21	June 16	
June 28	June 23	School holidays: June 30 - July 24
July 5	June 30	School holidays: June 30 - July 24
July 12	July 7	School holidays: June 30 - July 24
July 19	July 14	School holidays: June 30 - July 24
July 26	July 21	
August 2	July 28	
August 9	August 4	
August 16	August 11	
August 23	August 18	
August 30	August 25	
September 6	September 1	
September 13	September 8	
September 20	September 15	
September 27	September 22	School holidays: September 29 - October 9
October 4	September 29	School holidays: September 29 - October 9
October 11	October 6	
October 18	October 13	
October 25	October 20	
November 1	October 27	
November 8	November 3	
November 15	November 10	
November 22	November 17	
November 29	November 24	
December 6	December 1	
December 13	December 8	School holidays: From December 6
December 20	December 15	School holidays: From December 6

Rates per column/cm	Once off	6 Months	9 Months	12 Months	Legal Notices & Tenders
Black & White	R15.60	R14.85	R14.10	R13.35	<b>R19.04</b>
Full Colour	R24.00	R22.80	R21.55	R20.45	<b>R28.60</b>

**PLEASE NOTE: Discounted rates for 6, 9 and 12 month contracts will revert to the once off rate, should bookings and payment terms not be honoured.**

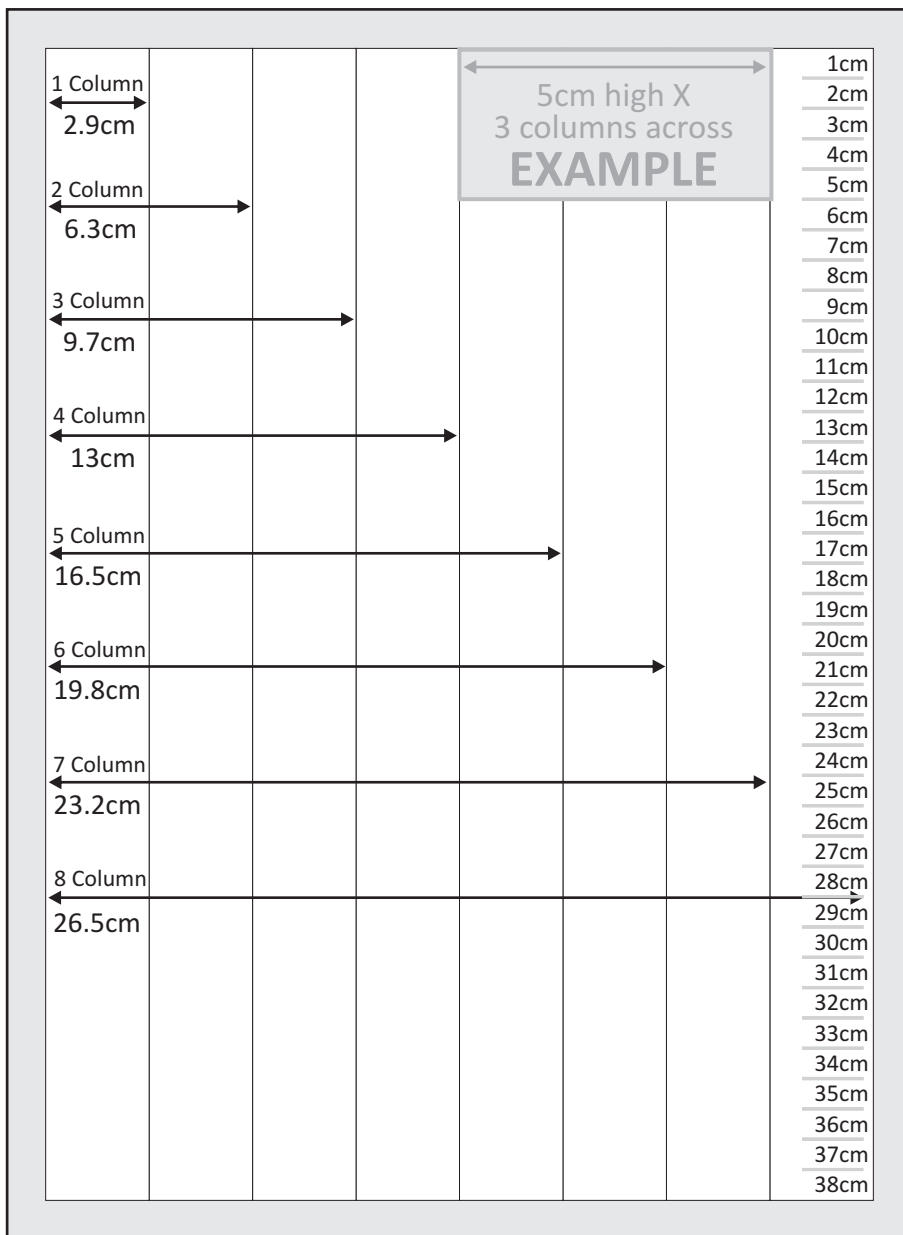
<b>CLASSIFIEDS:</b>	R27.00 per insert of 25 words maximum
<b>HOLIDAY ACTIVITY SPECIAL:</b>	9 cm in height X 4 columns width in full colour - R736.20
<b>INSERTS:</b>	R618 per thousand or part thereof
<b>ADVERTORIAL RATES:</b>	10x4 B/W – R534 & 10x4 FC – R818 20x4 B/W – R1068 & 20x4 FC – R1636 20x8 B/W – R2136 & 20x8 FC – R3272
<b>SPECIAL POSITION:</b>	Front page +75%      Back page +50%      Guaranteed position +25%
<b>LAYOUT &amp; DESIGN:</b>	There is no design cost, except if CXPRESS is required to design a company logo
<b>PAYMENT:</b>	Payment is due on receipt of invoice
Advertising agency commission not included - add to above rates.	

### CXPRESS COLUMN WIDTH

<b>1 column - 2.9cm</b>	<b>2 columns - 6.3cm</b>	<b>3 columns - 9.7cm</b>	<b>4 columns - 13cm</b>
<b>5 columns - 16.5cm</b>	<b>6 columns - 19.8cm</b>	<b>7 columns - 23.2cm</b>	<b>8 columns - 26.5cm</b>

### FULL PAGE Specifications

<b>Full page height - 38cm</b>	<b>Full page width - 26.5cm (8 columns)</b>	<b>See column width chart below</b>
--------------------------------	---	-------------------------------------



CXPRESS  
example of sizing  
on full page layout

## DISTRIBUTION

**10 000 FREE Copies are printed and distributed every Wednesday. Weekly readership of 40 000.**

Distribution in Plett

.....**4700 copies**

Distribution in Knysna

.....**4800 copies**

George, Wilderness,  
Sedgefield, Tsitsikamma  
tourism kiosks,  
advertisers, subscribers

.....**500 copies**

# RATES 2017

## BLACK AND WHITE EXCL VAT

DIMENSIONS	Once off - R15,6	6m - R14,85	9M - R14,10	12m - R13,35
5 x 2	R 156.00	R 148.50	R 141.00	R 133.50
5 X 3	R 234.00	R 222.75	R 211.50	R 200.25
5 X 4	R 312.00	R 297.00	R 282.00	R 267.00
5 X 5	R 390.00	R 371.25	R 352.50	R 333.75
5 X 6	R 468.00	R 445.50	R 423.00	R 400.50
5 x 8	R 624.00	R 594.00	R 564.00	R 534.00
10 x 2	R 312.00	R 297.00	R 282.00	R 267.00
10 x 3	R 468.00	R 445.50	R 423.00	R 400.50
10 x 4	R 624.00	R 594.00	R 564.00	R 534.00
10 x 5	R 780.00	R 742.50	R 705.00	R 667.50
10 x 6	R 936.00	R 891.00	R 846.00	R 801.00
10 x 8 - (1/4 page)	R 1,248.00	R 1,188.00	R 1,128.00	R 1,068.00
15 x 2	R 468.00	R 445.50	R 423.00	R 400.50
15 x 3	R 702.00	R 668.25	R 634.50	R 600.75
15 x 4	R 936.00	R 891.00	R 846.00	R 801.00
15 x 5	R 1,170.00	R 1,113.75	R 1,057.50	R 1,001.25
15 x 6	R 1,404.00	R 1,336.50	R 1,269.00	R 1,201.50
15 x 8	R 1,872.00	R 1,782.00	R 1,692.00	R 1,602.00
20 x 2	R 624.00	R 594.00	R 564.00	R 534.00
20 x 3	R 936.00	R 891.00	R 846.00	R 801.00
20 x 4 - (1/4 page)	R 1,248.00	R 1,188.00	R 1,128.00	R 1,068.00
20 x 5	R 1,560.00	R 1,485.00	R 1,410.00	R 1,335.00
20 x 6	R 1,872.00	R 1,782.00	R 1,692.00	R 1,602.00
20 x 8 - (half page)	R 2,496.00	R 2,376.00	R 2,256.00	R 2,136.00
38 x 4 - (half page)	R 2,371.20	R 2,257.20	R 2,143.20	R 2,029.20
38 x 8 - (full page)	R 4,742.40	R 4,514.40	R 4,286.40	R 4,058.40

## FULL COLOUR EXCL VAT

DIMENSIONS	Once off - R24	6 Month - R22,8	9 month - 21,55	12m - R20,45
5 x 2	R 240.00	R 228.00	R 215.50	R 204.50
5 X 3	R 360.00	R 342.00	R 323.25	R 306.75
5 X 4	R 480.00	R 456.00	R 431.00	R 409.00
5 X 5	R 600.00	R 570.00	R 538.75	R 511.25
5 X 6	R 720.00	R 684.00	R 646.50	R 613.50
5 x 8	R 960.00	R 912.00	R 862.00	R 818.00
10 x 2	R 480.00	R 456.00	R 431.00	R 409.00
10 x 3	R 720.00	R 684.00	R 646.50	R 613.50
10 x 4	R 960.00	R 912.00	R 862.00	R 818.00
10 x 5	R 1,200.00	R 1,140.00	R 1,077.50	R 1,022.50
10 x 6	R 1,440.00	R 1,368.00	R 1,293.00	R 1,227.00
10 x 8 - (1/4 page)	R 1,920.00	R 1,824.00	R 1,724.00	R 1,636.00
15 x 2	R 720.00	R 684.00	R 646.50	R 613.50
15 x 3	R 1,080.00	R 1,026.00	R 969.75	R 920.25
15 x 4	R 1,440.00	R 1,368.00	R 1,293.00	R 1,227.00
15 x 5	R 1,800.00	R 1,710.00	R 1,616.25	R 1,533.75
15 x 6	R 2,160.00	R 2,052.00	R 1,939.50	R 1,840.50
15 x 8	R 2,880.00	R 2,736.00	R 2,586.00	R 2,454.00
20 x 2	R 960.00	R 912.00	R 862.00	R 818.00
20 x 3	R 1,440.00	R 1,368.00	R 1,293.00	R 1,227.00
20 x 4 - (1/4 page)	R 1,920.00	R 1,824.00	R 1,724.00	R 1,636.00
20 x 5	R 2,400.00	R 2,280.00	R 2,155.00	R 2,045.00
20 x 6	R 2,880.00	R 2,736.00	R 2,586.00	R 2,454.00
20 x 8 - (half page)	R 3,840.00	R 3,648.00	R 3,448.00	R 3,272.00
38 x 4 - (half page)	R 3,648.00	R 3,465.60	R 3,275.60	R 3,108.40
38 x 8 - (full page)	R 7,296.00	R 6,931.20	R 6,551.20	R 6,216.80

# ADVERT DESIGN GUIDELINES AND SPECIFICATIONS

## ARTWORK TO BE PROVIDED IN CMYK IN THE FOLLOWING PREFERABLE FORMATS:

1. Corel Draw 14 (preferred) - please ensure all fonts are curved.
2. Importable PDF - please ensure all fonts are curved.
3. High resolution bitmap (Tiff or Jpeg) no less than 300dpi in actual size.

NB: Artwork sent in vectorized formats (fonts) will always print more clearly than bitmapped images.

## GUIDELINES

1. Lenses generally are to be avoided and when used need to be bitmapped.
2. The use of watermarked images behind text should generally be avoided as the text can be less legible, this is especially so for smaller (less than 9pts) text and thinner fonts.
3. Textured backgrounds behind fonts are not advisable, unless font size is large and font type used is a relatively bold font.
4. Colours that print the clearest are - Black text with white background and white text on black background. 100% Cyan, Magenta and Yellow are also pure colours and print well.
5. Avoid text (black or white) on colour backgrounds unless font size is large or font type used is thick.
6. We do not advise too much small, crammed text in adverts. Clean, blank space will only aid your advert in being more visible.

## PLEASE NOTE:

### Layout and Design of adverts placed in CXPRESS are FREE of charge.

Please note that adverts designed by CXPRESS to be used for reproduction in another publication other than CXPRESS and/or use of any elements in that advert will be charged for.

Advert/s designed by CXPRESS for CXPRESS to be used for reproduction in other publications will be charged at R400. (Includes: minor resizing if required, 2 minor changes eg. text or photo replacement). Artwork will be sent to client in a PDF print ready format.



[www.cxpress.co.za](http://www.cxpress.co.za)



Linking your website to CXPRESS ONLINE makes serious business sense - especially since we are offering an all-inclusive rate - ranging from R1404 to R2268 - FOR AN ENTIRE YEAR OF ONLINE EXPOSURE.

This exposure will not only increase traffic to your site. Your name will also be the first that springs to mind when a potential client needs the goods or services that you offer.

### There are 2 different banner positions available:

#### **POSITION 1: RECTANGLE BANNER AND CLICK THROUGH AT TOP OF PAGE**

R210 per month / R2268 per year (10% discount) VAT inclusive

#### **POSITION 2: RECTANGLE BANNER AND CLICK THROUGH AT BOTTOM OF PAGE**

R130 per month / R1404 per year (10% discount) VAT inclusive

- Layout and design are free of charge.
- All banners are displayed on a 'run of site' (ROS) basis, which means your banner will appear on all sections of the website.
- Banners will be automatically rotated to give you equal exposure to other advertisers' banners.
- Your banner may either link a visitor to your website or to your email address.

**A year of advertising on a popular website that targets your potential clients directly. How can you lose?**

**Advertise with CXPRESS ONLINE. Grow as we grow...**