

Rate Card 2017

v^{et}nuus • news

The Monthly Magazine of the SOUTH AFRICAN VETERINARY ASSOCIATION
Die Maandblad van die SUID-AFRIKAANSE VETERINÊRE VERENIGING



The South African Veterinary Association (SAVA) is a professional association of veterinarians representing the majority of registered veterinarians in South Africa

VetNews is the official mouthpiece of the SAVA and has a print run of 2200 per month. Through this magazine, the SAVA communicates with its members, providing news, information on activities of the Association and its groups and branches, important dates, practical information and CPD articles.

VetNews is a monthly magazine (12 issues per year) and is produced as a service to the members of the SAVA.

Communication to the members of the SAVA can further be enhanced by making use of the bulk mailing or bulk SMS messaging channels.

MAGAZINE SPECIFICATIONS

VetNews contains important and interesting information for veterinarians including news, developments in the veterinary field, industry news as well as regular continuing professional development (CPD) articles. Readers include veterinarians in rural and urban practices, Government services, universities, technical/research institutes, pharmaceutical companies, and related industries.

LANGUAGE: Afrikaans & English.

ACCEPTABLE FORMAT: Advertisements (electronic): Adverts must be supplied in PDF/JPEG/TIFF format at 300 dpi (without compression). Allow 3 mm bleed all around trim size. No Bitmap or GIF files accepted.

ENQUIRIES: The general e-mail address is: vetnews@sava.co.za.

SPECIFIC CONTACTS

Editor: Dr Paul van Dam (vetnews@sava.co.za)
Marketing in general: Sonja van Rooyen (assistant@sava.co.za)
Display advertisements /
Small advertisements / Classifieds
Contact numbers: Tel: +27 12 346 1150 /1

VETNEWS DEADLINES (JANUARY – DECEMBER 2017)

It is the intention of the publishers at the SAVA that the magazine reaches the members in the first week of every month.

January 2017	Friday 9 December 2016
February 2017	Wednesday 11 January 2017
March 2017	Friday 10 February 2017
April 2017	Friday 10 March 2017
May 2017	Monday 10 April 2017
June 2017	Wednesday 10 May 2017
July 2017	Monday 12 June 2017
August 2017	Monday 10 July 2017
September 2017	Friday 11 August 2017
October 2017	Monday 11 September 2017
November 2017	Wednesday 11 October 2017
December 2017	Friday 10 November 2017
January 2018	Monday 4 December 2017



TERMS AND CONDITIONS

All advertising copy is subject to editorial approval; the publisher reserves the right to reject unsuitable copy. Rejection of copy does not invalidate a space order. The advertiser acknowledges that all facts stated and/or implied in advertisements placed are true and not likely to be misleading and/or deceptive in any way and comply with legislation relating to fair trading practices. The advertiser acknowledges that he/she is aware that the publisher is reliant on this acknowledgement. Where applicable, advertisements must comply with the conditions specified in relevant legislation**.

Deadline for submission of copy/material is no later than the 11th of the month preceding publication. If copy does not arrive by this date, the publisher reserves the right to use copy from a previous advertisement or to compose substitute copy. Expenses incurred will be charged to the advertiser.

The advertiser understands and takes note of the material requirement specifications in the rate card. The publisher does not accept responsibility for inferior quality/errors as a result of material not meeting any of the specified material requirements. No cancellations after booking deadline i.e. 11th of the month preceding publication.



If an advertiser fails to insert the required number of advertisements to qualify for special multiple insertion rates after they have been booked, the advertiser will incur additional charges for previous advertisements.

All accounts are due for payment within 30 days of printing & late payments will incur interest. Accounts paid after 45 days forfeit agency commission. The publisher, their agents nor the owner of the publication, do not accept liability for, nor will pay out claims made

in respect of any advertisements placed by advertisers in this publication. Advertisers bear full responsibility for the content of their advertisements and in placing, they waive any claims that may be made against publisher, agents or owners for violation of right of publicity, defamation and copyright infringement.

Upon signing the booking form, the client enters into a legal and binding contract with the SAVVA. The client will be liable for all legal costs and chooses the address as provided on the booking form as his/her domicile address for the service of notices.

**Registration of Products: All advertisers are reminded that advertising material should comply with the legal requirements of advertising as specified by Act 36 and Act 101. If material have to be withdrawn because it does not comply with legal requirements, the advertiser will still be charged for the placement.

ADVERTISING UNIT SIZES

<p>Double page spread</p> <p>420 mm wide x 275 mm deep (trim size)</p> <p>426 mm wide x 281 mm deep (3 mm bleed included)</p>	<p>A4 Letter</p> <p>210 mm wide x 275 mm deep (trim size)</p> <p>216 mm wide x 281 mm deep (3 mm bleed included)</p>	<p>Half page</p> <p>Horizontal/landscape</p> <p>180 mm wide x 120 mm deep</p>	<p>Half page</p> <p>Vertical/portrait</p> <p>90 mm wide x 240 mm deep</p>
<p>Third page</p> <p>Vertical/portrait</p> <p>60 mm wide x 240 mm deep</p>	<p>Quarter page</p> <p>Vertical/portrait</p> <p>90 mm wide x 120 mm deep</p>	<p>Business Card</p> <p>Vertical/portrait</p> <p>43 mm wide x 100 mm deep</p>	<p>Quarter page</p> <p>Horizontal/landscape</p> <p>180 mm wide x 60 mm deep</p>
			<p>Eighth page</p> <p>Horizontal/landscape</p> <p>180 mm wide x 48 mm deep</p>

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Advertising Rates 2017

	One placement	2 to 5 Placements	6 to 11 Placements	12 Placements and *early bookings
Full page (FP)	R14 600.00	R13 675.00	R11 650.00	R10 850.00
Back cover (BC)	R16 250.00	R14 800.00	R13 250.00	R12 500.00
Inside front cover (IFC)	R16 800.00	R15 250.00	R13 650.00	R12 600.00
Inside back cover (IBC)	R15 450.00	R14 000.00	R12 500.00	R11 500.00
1/2 Page portrait	R9 000.00	R8 500.00	R7 000.00	
1/3 Page	R4 950.00	R4 750.00	R3 800.00	
1/4 Page portrait	R4 300.00	R3 650.00	R3 100.00	
1/8 Page strip	R2 150.00			
Business card size	R500.00			
Electronic mail bulk shot	R4 450.00			
Bulk sms to all members	R1 050.00			
Inserts, Double page spread, Black & white, Advertorial and CPD sponsorship	Price on request			

All prices excluding VAT

Agency commission (16.5%) only applies to full page advertisements

* Early booking rates applies to bookings received before the 10th of December of the previous year.

Booking details

Month	Date	Description	Quantity / Size	Price (VAT excl)
January 2017				
February 2017				
March 2017				
April 2017				
May 2017				
June 2017				
July 2017				
August 2017				
September 2017				
October 2017				
November 2017				
December 2017				

