

# Somerset College **smalls**

**RATE CARD 2016**



Advertise your business, products or services



Access a highly networked community



Get great exposure for good rates



This A5 publication is emailed to all Somerset College parents and alumni and will be available for download on the school's website



Book your space in the 2016 editions NOW!

**Somerset College**

**ADVERTISING RATES FOR PARENTS, STUDENTS AND ALUMNI**

<b>RATE SIZE</b>	<b>RATE</b>	<b>Trim size</b>	<b>Bleed</b>
Front cover	R600.00	140 x 140 mm (w x h)	3mm
Back Cover	R500.00	148 x 210 mm (w x h)	3mm
Full Page	R400.00	148 x 210 mm (w x h)	3mm
Half Page	R200.00	148 x 105 mm (w x h)	3mm
Quarter Page (portrait)	R150.00	74 x 105 mm (w x h)	3mm
Quarter Page (landscape)	R150.00	148 x 52 mm (w x h)	3mm

**ADVERTISING RATES FOR OUTSIDE ADVERTISERS**

<b>RATE SIZE</b>	<b>RATE</b>	<b>Trim size</b>	<b>Bleed</b>
Front cover	R1000.00	140 x 140 mm (w x h)	3mm
Back Cover	R800.00	148 x 210 mm (w x h)	3mm
Full Page	R600.00	148 x 210 mm (w x h)	3mm
Half Page	R300.00	148 x 105 mm (w x h)	3mm
Quarter Page (portrait)	R180.00	74 x 105 mm (w x h)	3mm
Quarter Page (landscape)	R180.00	148 x 52 mm (w x h)	3mm

PLEASE SEE ADVERTISING GUIDELINE ON THE FOLLOWING PAGE

**PUBLICATION DATES 2016**

<b>Publication</b>	<b>Material and payment deadlines</b>	<b>Banking details</b>
Term 1 2016 edition - 26 February	Term 1 2016 edition - 12 February	Somerset College Nedbank (Winelands) Branch No: 106012 Account Type: Current Account Account No: 1498117333 Reference: Smalls / Company or Individual Name
Term 2 2016 edition - 13 May	Term 2 2016 edition - 29 April	
Term 3 2016 edition - 2 September	Term 3 2016 edition - 19 August	
Term 4 2016 edition - 18 November	Term 4 2016 edition - 4 November	

**NO ADVERTISEMENTS WILL BE PLACED WITHOUT FULL PAYMENT**

To place an advertisement, please contact Jean Lewin at  
smalls@somcol.co.za or telephone 021 842 8048

## FINAL ARTWORK

Artwork must be supplied in CMYK, no RGB

Please supply artwork in one of the following formats, PDF, JPG, Ai or InDesign  
If you are supplying open files, please ensure all links are supplied and all text is converted to outline

Resolution of Jpegs and Tiffs and all imagery to be 300dpi resolution

Advertisements need to be designed to size (please see diagram below)

Artwork not supplied in the above mentioned format will have to be converted by our design team at an additional cost of R850 per ad

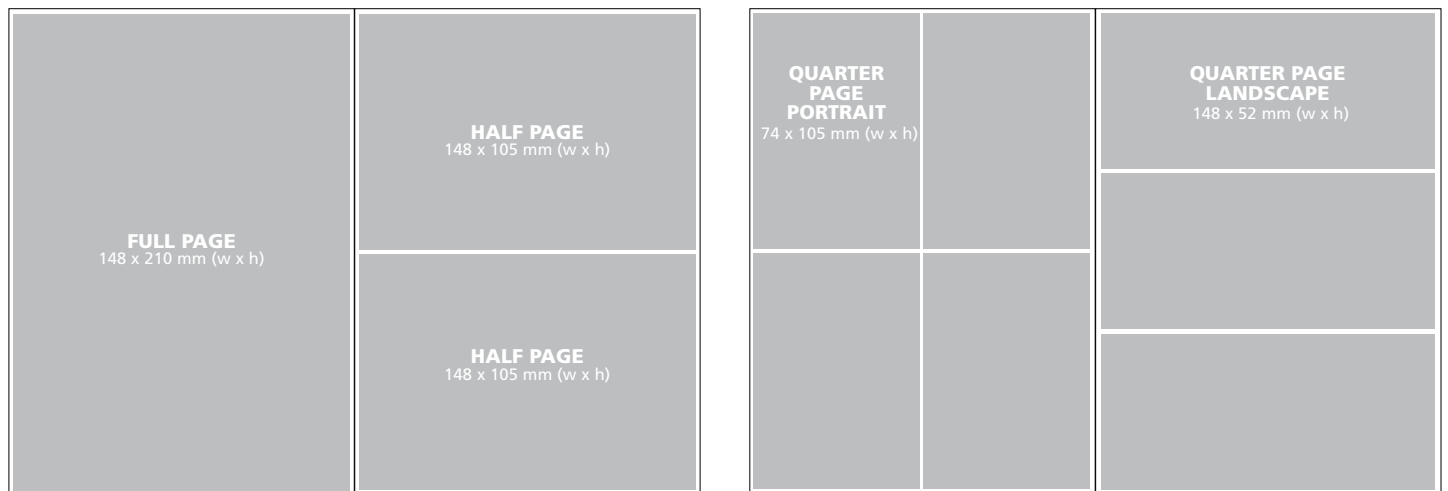
Design of advertisements can be arranged through Jean Lewin at R850.00 per ad

Final artwork must be emailed to [smalls@somcol.co.za](mailto:smalls@somcol.co.za)

**PLEASE NOTE: All proofs must be checked carefully, as Somerset College will not be held responsible for any mistakes or errors after customer approval**

## MATERIAL SPECIFICATIONS

Please follow the size guide below



## PAYMENT REQUIREMENTS

All payments to be made in advance by EFT. NO CASH.

If payments and artwork have not been received by deadline date, advertisements will not be published

EFT payments to be made to: Somerset College, Nedbank (Winelands), Branch No: 106012, Account Type: Current Account, Account No: 1498117333, Reference: Smalls/Company or Individual Name

Proof of payment to be emailed to Jean Lewin at [smalls@somcol.co.za](mailto:smalls@somcol.co.za)

To place an advertisement, please contact Jean Lewin at  
[smalls@somcol.co.za](mailto:smalls@somcol.co.za) or telephone 021 842 8048