



2012 PHYSICAL PUBLICATION RATES

Normal position (A5 publication)		
Directory listing	R 297.00	R _____
(plus compulsory online listing - standard from R 327 or premier from R 690)		
1/8 page	R 825.00	R _____
(plus compulsory online listing - standard from R 327 or premier from R 690)		

ADVERTISING

The following advertisements include a premier online listing:

Full page	R 8690.00	R _____
1/2 page	R 5280.00	R _____
1/4 page	R 2805.00	R _____
1/8 page	R 3905.00	R _____
DPS	R 15950.00	R _____

Special position

Inside front and back cover	R 10445.00	R _____
(includes premier online listing)		
Back page	R 10863.00	R _____
(includes premier online listing)		

Subtotal of publication listings and Advertising R _____

*All prices exclude VAT as we are not currently registered for VAT

Other online rates available on request

A 100% cancellation fee will apply to all cancellations received after material deadline.

Material Sizes

Advert size (A5)	Trim size (mm)
DPS	296 width x 210 height
Full page (A5)	148 width x 210 height
1/2 page (horizontal)	124 width x 105 height
1/4 page (portrait)	60 width x 90 height
1/2 page (horizontal)	124 width x 60 height
1/2 page (vertical)	41 width x 180 height
1/8 page (horizontal)	61 width x 44 height

Material Requirements

- All artwork is to be provided in High Res 300dpi CMYK PDF format with 5mm bleed all around.
- All fonts must be embedded. Please ensure adverts are made up to the correct trim and bleed dimensions.
- Supply file on CD with colour correct proof.
- Deadline: Advert Material must be submitted 4 weeks before publication.
- Bookings: Bookings close 3 weeks prior to deadline for adverts.

2012 ONLINE ONLY RATES

Listings			
Standard Listing	6 months	R 327.00	R _____
Premier Listing	6 months	R 690.00	R _____
Extra Listing	per office and/or representative	R165	R _____
(only available as add-on to Premier listing)			
Extra Category Listing	discount of 25%		

Advertisements

First page on all searches	R 4235.00 p/m	R _____
(minimum of 1 month)		
Main Category	R 1513.00 p/m	R _____
(minimum of 3 months)		
Sub Category	R 688.00 p/m	R _____
(minimum of 6 months)		
On own listing page	R 182.00 p/m	R _____
(minimum of 6 months)		

Subtotal of online listings and Advertising R _____

*All prices exclude VAT as we are not currently registered for VAT

Image Sizes

Logo for premier listing	100 x 100 pixels (max 30kb)
Advertising banner	728 x 90 pixels (max 40kb)

Contact us today to list your company
and make sure your customers find
you in this quick find guide!



252 Barry Hertzog Avenue,
Greenside,
Johannesburg, 2193
Tel 0861 000 838
advertising@vetdirectory.co.za
www.vetdirectory.co.za

www.vetdirectory.co.za is an online directory which allows listed businesses in the veterinary industry to edit and update entity and staff information on an ongoing basis. Premier listings allow access to the statistics of the number of views of listings or advertisements displayed.

Banking Details
The Code Company
Trading (Pty.) Ltd
First National Bank
Killarney Mall
Business Cheque account
Account no: 62164103831
Branch: 256205



Terms and Conditions

The publisher and VetDirectory reserve the right to accept or reject all editorial and advertising matter. Neither the publisher nor VetDirectory take any liability for unsolicited text, photographs or artwork, or accept any responsibility for the accuracy or validity of advertising. The publisher and VetDirectory do not accept liability for, nor will pay out claims made in respect of any advertisements placed by advertisers in this publication or for violation of right of publicity, libel and copyright infringement.

Where applicable, advertisements must comply with the conditions specified in relevant legislation. Rejection of copy does not invalidate a space order.

If copy does not arrive by deadline 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

ORDER FORM (PHYSICAL & ONLINE)

Company _____

Contact Person _____

E-mail address _____

Website address _____

Tel no _____

Fax no _____

Cell no _____

Physical Address _____

_____ Code _____

Please book the listing/s and/or advert/s as indicated on the rate card.

Total amount of order _____

Duly authorised person _____

Cell no _____

Duly authorised signature _____

Date _____

material requirements. Incorrect advertisements may be modified to accommodate printing guidelines.

While the publisher and VetDirectory endeavours to match all colours (CMYK) they cannot be held liable for minor variations in colour during the printing process. Signing this form constitutes a binding contract. The client will be liable for all legal cost as between attorney and own client. The client chooses the above address as his/her domicilium address for the service of notices. All accounts are due for payment within 30 days of printing & late payments will incur interest.

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On matters concerning the publication in print or online write to: VetDirectory, 252 Barry Hertzog Avenue, Greenside, Johannesburg, 2193.