

BusinessDay

# Heritage Day

Celebrating what makes  
you South African?

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A supplement  
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**26 500**

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## Advertising rates

RATES: excl agency commission and VAT

FULL PAGE	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO	1/2 PAGE
R22 500	R28 500	R50 000	R40 000	R32 000	R26 500	R32 500	R12 500

## Material specifications

	DPS	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL
TRIM	470 X 297MM	235 X 297MM	225 X 138MM	107 X 287MM
BLEED	480 X 307MM	245 X 307MM	NO BLEED	NO BLEED
SAFE TYPE AREA	430 X 215MM	215 X 277MM	217 X 130MM	99 X 279MM

All finished advertising material to be supplied as CMYK PDF in PDF/X-1.  
(This format is standard for magazine web printing.)  
Resolution must be 300dpi and maximum total ink to be 270%.

## Advertising contact details

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