



FootPrints

We speak for, protect and care for animals

Tel: 021 700 4141 Fax: 0866 7433 56 Email: comms@spca-ct.co.za Website: <http://www.spca-ct.co.za>

RATE CARD - 2012

Footprints is the Cape of Good Hope SPCA's magazine. Loved by its loyal readers, it carries news about their activities and looks at animal welfare related issues.

Footprints is published quarterly by the Cape of Good Hope SPCA, and all profits are used to further the work of this organisation. Six thousand copies are printed in full colour and distributed to the CoGH SPCA's top end donors. Footprints is also available online at <http://www.spca-ct.co.za/footprints.asp> and therefore you'll receive increased exposure. We have on average around 8000 visits to the site per month and this comes from 5000 unique visitors.

To enable you to get the best results from your advertising in Footprints we are ready to discuss innovative ways in which you, the advertiser, can get our audience (and their pets) to sample your products - snack-size samples, bagging, stickers, sniff samples and other approaches will be entertained.

Print run per issue: 6 000
Readership per issue: 20 000
Number of pages per issue : 24 (incl. cover)
Issues per year: 4
Footprints is printed on around 100 gram gloss with a 150 gram gloss cover

EDITORIAL TEAM:
SARAH SCARTH and LAMEES MARTIN

	1 Insert	3 Inserts 10% discount	6 Inserts 15% discount	No bleed: Print area - Size - w x h mm	With bleed: * Page size - Size - w x h mm please add bleed*	Horizontal - print area
Full page back	R 4 943	R 13 346	R 25 209	194 x 277	210 x 297	N/A
Inside Front cover	R 4 943	R 13 346	R 25 209	194 x 277	210 x 297	N/A
Inside Back cover	R 4 943	R 13 346	R 25 209	194 x 277	210 x 297	N/A
Inner Pages Full	R 4 120	R 11 124	R 21 012	194 x 277	210 x 297	N/A
Half Page	R 2 265	R 6 115	R 11 551	194 x 136	210 x 146	N/A
Quarter Page	R 1 132	R 3 056	R 5 773	95 x 136	N/A	194 x 66
Banner ad	R 1 000	R 2 700	R 5 100	194 x 30	N/A	N/A

- * When ads bleed, an additional 5 mm bleed all round must be added to the above measurements
- Print-ready PDF files must be supplied. Please ensure that fonts are converted to curves and CMYK separations profile is used

- All prices exclude VAT
- Please complete the following form to supply us with your booking information.
- The CoGH SPCA reserves the right to approve all advertisements



ISSUE DEADLINES	BOOKING	MATERIAL
Feb 2012	13/01/2012	27/01/2012
May 2012	05/04/2012	19/04/2012
Aug 2012	05/07/2012	19/07/2012
Nov 2012	03/10/2012	17/10/2012





BOOKING FORM - FOOTPRINTS

I would like to advertise in Footprints magazine for issue(s).

Placement: Please note that placement positions below will be allocated on first come, first served basis. If your preferred placement position has already been taken, we will advise you and recommend an alternative.

- The advertisement to be placed as
- Full page back**
 - Inside front cover**
 - Inside back cover**
 - Full page inner**
 - Half page**
 - Quarter page**
 - Quarter page horizontal**
 - Banner ad**

If a multiple booking, will a new advert be supplied with each issue? Yes No

Please supply the following details:

Business Name _____ Contact Person _____

Address _____ Designation _____

_____ Contact number _____

_____ Email address _____

_____ VAT Number _____

Signature _____ Date _____

Our contact details:

Tel: 021 700 4141

Fax: 0866 7433 56

Email: comms@sPCA-ct.co.za

Thank you for helping us to speak, protect and care for animals!