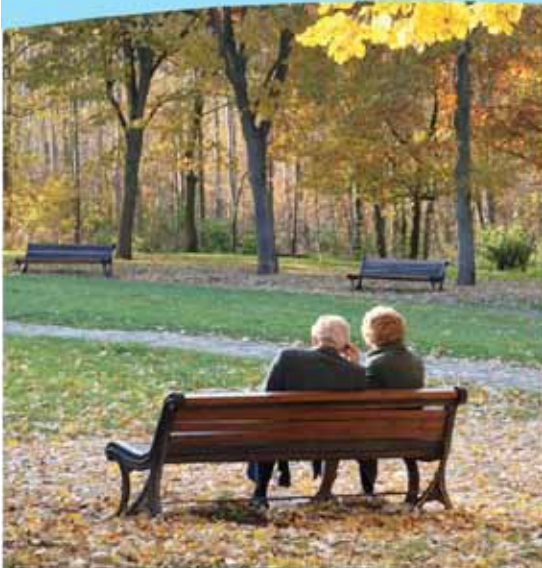


Bulletin

Publication for Senior Citizens



Rates and Specifications 2011

SAARP BULLETIN

About SAARP and The Bulletin

The Bulletin is the official publication of SAARP (The South African Association of Retired Persons), the only legitimate and representative body effectively serving the Seniors' market.

The Bulletin is a publication to the contributing membership of SAARP. It comes out bi-annually and is bilingual.

Readership

The readers of this publication are mainly people aged 50 years and older. This market segment is fast becoming an economic powerbase, since the retiring population is the single individual sector in any economy with the most money per capita. These monies available are the cumulative result of a lifetime of endeavour. Statistically people are becoming older, which means that this sector of the economy is not only getting larger, but also staying around longer.

The Format

The Bulletin is an AMERICAN A4 (275mm x 210mm) publication consisting of 48 pages printed in full colour on 60gsm MyGold paper plus a 4 page cover printed on 150gsm gloss paper saddle stitched and trimmed. The magazine is posted to each individual.

EXPOSURE:

The print run for the April edition was 7 500. The Bulletin is distributed to the contributing members of SAARP, thus the people subscribing to the newsletter and who supports the services and products advertised in the magazine.

ADVERTISEMENT SIZE	FULL COLOUR	EDITORIAL FULL PG *	FRONT PG MENTION	EDITORIAL HALF PG	COST
FULL PAGE	✓			✓	R3 500.00
HALF PAGE	✓				R2 500.00
QUARTER PAGE	✓				R1 500.00

PLEASE NOTE: All rates exclude VAT and agency fees

ADVERTISING PACKAGES

Technical Specifications

SIZES:

Advertisement	Trim	Bleed
Full Page	190 (wide) x 250 (high)	3 mm
Half Page (Landscape)	190 (wide) x 120 (high) mm	3 mm
Quarter page (Portrait)	92 (wide) x 125 (high) mm	3 mm

ARTWORK FORMAT:

1. PDF files must be saved as a complete, composite press optimized PDF file and must contain all relevant elements i.e. fonts, hi-res scans, logo's, and EPS graphics embedded in the file. EPS files created in Corel Draw or Freehand that contain text must first be converted to curves / paths before being embedded in the final PDF document.
2. A print-out of the contents / directory of the disc must be supplied. Only files / data relevant to the job must be included on the disc / CD. The disc / CD must act as transport media only. It must not be the only copy of the file / data. All scans and graphic elements in the PDF must be scanned in and saved with a minimum resolution of 300 dpi before transmission. All scans and graphics must be saved in the CMYK colour space before embedding in the PDF file. RGB, JPEG or any other compressed files are not acceptable.

3. All digital files should include crop marks outside the bleed area. Files must be created with auto centre, so that the PDF is exactly centered on the page size.
4. All trapping instructions (i.e. overprints, knockouts) should be applied to the file at application level before distilling the document to PDF.

DEADLINES FOR 2011 EDITIONS:

BOOKING	28 Feb 12 Aug	ARTWORK	7 March 18 Aug	APRIL EDITION SEPTEMBER EDITION
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SEND ARTWORK OR ADVERTISING ENQUIRIES TO: Melanie Foxcroft on mel@aardvarkc.co.za. If you need any further information by contact her on 082 650 3414.

TERMS & CONDITIONS BY PUBLISHER:

DPI Media (the publisher) reserves the right to withhold the publication of or insertion of any advertisement and to cancel any advertisement order. No liability is accepted by the publisher for losses arising from omissions, failure to publish, the publication of 'wrong' material, typographical errors or any mistake or error of any kind. The onus is solely on the advertiser to ensure that the required material is timeously supplied in the correct format. All bookings are subject to space being available. No cancellations of placements by the advertiser will be accepted after the stipulated booking / cancellation deadlines. If a placement is cancelled after the booking / cancellation deadline, the advertiser undertakes to pay a 50% cancellation fee. No extensions will be granted for the delivery of material. The advertiser is not exempted from any contractual obligations in the event of late or non-receipt of material for publication. Bookings are not accepted subject to editorial space being given to the product concerned. All material is subject to the approval by the publisher. Advertorials and other promotional pages must comply with the magazine's house style and rules in terms of copy content and tone, fonts, visuals, design structure and style, and procedure. All rates published are exclusive of VAT and exclusive of agency commissions. Invoices will be rendered one week after booking deadline. Statements will be rendered two weeks after booking deadline and are payable within seven days from date of statement. All outstanding accounts will be subject to interest at the prime rate charged by ABSA Bank from time to time. The advertiser undertakes to pay the publisher's collection costs on the attorney and own client scale. From time to time the publisher will announce new rates by providing advertisers with written notice thereof. In such circumstances, contract advertisers will continue to be charged their contract rates for 45 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser indemnifies the publisher against all liabilities, claims, demands, actions, costs, damages and loss arising out of the placement of any advertisement. No addition to, variation of novation, or agreed cancellation of these terms and conditions shall be of any force and effect unless in writing and signed by or on behalf of the publisher and the advertiser.

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