

CX PRESS

GARDEN ROUTE • WE ARE THE PAPER • YOU ARE THE NEWS

10 000 FREE Copies distributed weekly on the Garden Route

Advertising Kit 2018/2019



We are the paper You are the news!

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- Online Rate Card - www.cxpress.co.za

www.cxpress.co.za



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ISSUES 2018/2019

Issue Dates and Deadlines

*HOLIDAY EDITIONS IN BLUE

ISSUE DATE	Booking DEADLINE..@12h00	Material DEADLINE.....@14h00
October 10	October 5	
October 17	October 12	
October 24	October 19	
October 31	October 26	
November 7	November 2	
November 14	November 9	
November 21	November 16	
November 28	November 23	
December 5	November 30	
December 12	December 7	School holidays: 12 December - 9 January
December 19	December 14	School holidays: 12 December - 9 January
January 9	January 4	
January 16	January 11	
January 23	January 18	
January 30	January 25	
February 6	February 1	
February 13	February 8	Valentine's Day 14 February
February 20	February 15	
February 27	February 22	
March 6	March 1	
March 13	March 8	School holidays: 15 March - 2 April
March 20	March 15	School holidays: 15 March - 2 April
March 27	March 22	School holidays: 15 March - 2 April
April 3	March 29	
April 10	April 5	
April 17	April 12	Easter weekend 19 April - April22
April 24	April 19	
May 1	April 26	
May 8	May 3	Mother's Day 12 May
May 15	May 10	
May 22	May 17	
May 29	May 24	
June 5	May 31	
June 12	June 7	Father's Day 16th & School holidays from 14th
June 19	June 14	School holidays: 14 June - 9 July
June 26	June 21	School holidays: 14 June - 9 July
July 3	June 28	School holidays: 14 June - 9 July
July 10	July 5	
July 17	July 12	
July 24	July 19	
July 31	July 26	
August 7	August 2	
August 14	August 9	
August 21	August 16	
August 28	August 23	
September 4	August 30	
September 11	September 6	
September 18	September 13	School holidays: 20 September - 1 October
September 25	September 20	School holidays: 20 September - 1 October
October 2	September 27	

RATES 2018/2019 Rate Card and Layout **ALL RATES EXCLUDE VAT**

<u>Rates per column/cm</u>	Once off	6 Months	9 Months	12 Months	Legal Notices & Tenders
Black & White	R18.20	R17.32	R16.45	R15.57	R22.20
Full Colour	R27.99	R26.59	R25.13	R23.86	R33.36

PLEASE NOTE: Discounted rates for 6, 9 and 12 month contracts will revert to the once off rate, should bookings and payment terms not be honoured.

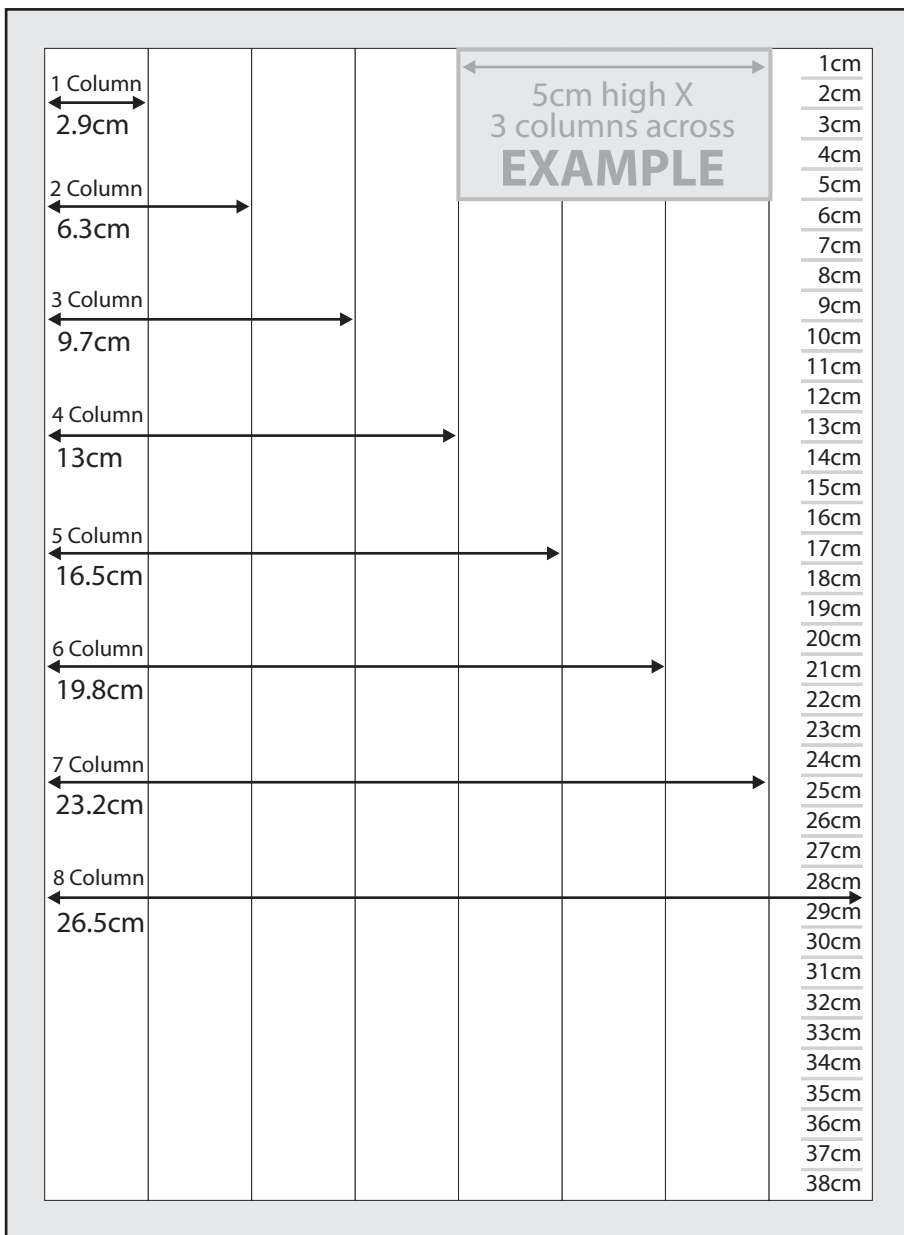
CLASSIFIEDS:	R28.70 per insert of 25 words maximum
HOLIDAY ACTIVITY SPECIAL:	9 cm in height X 4 columns width in full colour - R858.96
INSERTS:	R720 per thousand or part thereof
ADVERTORIAL:	Calculated at the 12 month rate.
SPECIAL POSITION:	Front page +75% Back page +50% Guaranteed position +25%
LAYOUT & DESIGN:	There is no design cost, except if CXPRESS is required to design a company logo
PAYMENT:	Payment is due on receipt of invoice
Advertising agency commission not included - add to above rates.	

CXPRESS COLUMN WIDTH

1 column - 2.9cm	2 columns - 6.3cm	3 columns - 9.7cm	4 columns - 13cm
5 columns - 16.5cm	6 columns - 19.8cm	7 columns - 23.2cm	8 columns - 26.5cm

FULL PAGE Specifications

Full page height - 38cm Full page width - 26.5cm (8 columns) See column width chart below



CXPRESS
example of sizing
on full page layout

DISTRIBUTION

10 000 FREE Copies are printed and distributed every Wednesday. Weekly readership of 40 000.

Distribution in Plett
.....**4700 copies**

Distribution in Knysna
.....**4800 copies**

George, Wilderness,
Sedgefield, Tsitsikamma
tourism kiosks,
advertisers, subscribers
.....**500 copies**

RATES 2018/2019

BLACK & WHITE EXCLVAT

DIMENSIONS	Once off - R18.20	6 months - R17.32	9 months - R16.45	12 months - R15.57
5 x 2	R 182.00	R 173.20	R 164.50	R 155.70
5 x 3	R 273.00	R 259.80	R 246.75	R 233.55
5 x 4	R 364.00	R 346.40	R 329.00	R 311.40
5 x 5	R 455.00	R 433.00	R 411.25	R 389.25
5 x 6	R 546.00	R 519.60	R 493.50	R 467.10
5 x 8	R 728.00	R 692.80	R 658.00	R 622.80
10 x 2	R 364.00	R 346.40	R 329.00	R 311.40
10 x 3	R 546.00	R 519.60	R 493.50	R 467.10
10 x 4	R 728.00	R 692.80	R 658.00	R 622.80
10 x 5	R 910.00	R 866.00	R 822.50	R 778.50
10 x 6	R 1 092.00	R 1 039.20	R 987.00	R 934.20
10 x 8 - (1/4 page)	R 1 456.00	R 1 385.60	R 1 316.00	R 1 245.60
15 x 2	R 546.00	R 519.60	R 493.50	R 467.10
15 x 3	R 819.00	R 779.40	R 740.25	R 700.65
15 x 4	R 1 092.00	R 1 039.20	R 987.00	R 934.20
15 x 5	R 1 365.00	R 1 299.00	R 1 233.75	R 1 167.75
15 x 6	R 1 638.00	R 1 558.80	R 1 480.50	R 1 401.30
15 x 8	R 2 184.00	R 2 078.40	R 1 974.00	R 1 868.40
20 x 2	R 728.00	R 692.80	R 658.00	R 622.80
20 x 3	R 1 092.00	R 1 039.20	R 987.00	R 934.20
20 x 4 - (1/4 page)	R 1 456.00	R 1 385.60	R 1 316.00	R 1 245.60
20 x 5	R 1 820.00	R 1 732.00	R 1 645.00	R 1 557.00
20 x 6	R 2 184.00	R 2 078.40	R 1 974.00	R 1 868.40
20 x 8 - (half page)	R 2 912.00	R 2 771.20	R 2 632.00	R 2 491.20
38 x 4 - (half page)	R 2 766.40	R 2 632.64	R 2 500.40	R 2 366.64
38 x 8 - (full page)	R 5 532.80	R 5 265.28	R 5 000.80	R 4 733.28

FULL COLOUR EXCLVAT

DIMENSIONS	Once off - R27.99	6 months - R26.59	9 months - R25.13	12 months - R23.86
5 x 2	R 279.90	R 265.90	R 251.30	R 238.60
5 x 3	R 419.85	R 398.85	R 376.95	R 357.90
5 x 4	R 559.80	R 531.80	R 502.60	R 477.20
5 x 5	R 699.75	R 664.75	R 628.25	R 596.50
5 x 6	R 839.70	R 797.70	R 753.90	R 715.80
5 x 8	R 1 119.60	R 1 063.60	R 1 005.20	R 954.40
10 x 2	R 559.80	R 531.80	R 502.60	R 477.20
10 x 3	R 839.70	R 797.70	R 753.90	R 715.80
10 x 4	R 1 119.60	R 1 063.60	R 1 005.20	R 954.40
10 x 5	R 1 399.50	R 1 329.50	R 1 256.50	R 1 193.00
10 x 6	R 1 679.40	R 1 595.40	R 1 507.80	R 1 431.60
10 x 8 - (1/4 page)	R 2 239.20	R 2 127.20	R 2 010.40	R 1 908.80
15 x 2	R 839.70	R 797.70	R 753.90	R 715.80
15 x 3	R 1 259.55	R 1 196.55	R 1 130.85	R 1 073.70
15 x 4	R 1 679.40	R 1 595.40	R 1 507.80	R 1 431.60
15 x 5	R 2 099.25	R 1 994.25	R 1 884.75	R 1 789.50
15 x 6	R 2 519.10	R 2 393.10	R 2 261.70	R 2 147.40
15 x 8	R 3 358.80	R 3 190.80	R 3 015.60	R 2 863.20
20 x 2	R 1 119.60	R 1 063.60	R 1 005.20	R 954.40
20 x 3	R 1 679.40	R 1 595.40	R 1 507.80	R 1 431.60
20 x 4 - (1/4 page)	R 2 239.20	R 2 127.20	R 2 010.40	R 1 908.80
20 x 5	R 2 799.00	R 2 659.00	R 2 513.00	R 2 386.00
20 x 6	R 3 358.80	R 3 190.80	R 3 015.60	R 2 863.20
20 x 8 - (half page)	R 4 478.40	R 4 254.40	R 4 020.80	R 3 817.60
38 x 4 - (half page)	R 4 254.48	R 4 041.68	R 3 819.76	R 3 626.72
38 x 8 - (full page)	R 8 508.96	R 8 083.36	R 7 639.52	R 7 253.44

ADVERT DESIGN GUIDELINES AND SPECIFICATIONS

ARTWORK TO BE PROVIDED IN CMYK IN THE FOLLOWING PREFERABLE FORMATS:

1. In Design (preferred) or Corel 14 - please ensure all fonts are curved.
2. Importable PDF - please ensure all fonts are curved.
3. High resolution Jpeg no less than 300dpi in actual size.

NB: Artwork sent in vectorized formats (fonts) will always print more clearly than bitmapped images.

GUIDELINES

1. Lenses generally are to be avoided and when used need to be bitmapped.
2. The use of watermarked images behind text should generally be avoided as the text can be less legible, this is especially so for smaller (less than 9pts) text and thinner fonts.
3. Textured backgrounds behind fonts are not advisable, unless font size is large and font type used is a relatively bold font.
4. Colours that print the clearest are - Black text with white background and white text on black background. 100% Cyan, Magenta and Yellow are also pure colours and print well.
5. Avoid text (black or white) on colour backgrounds unless font size is large or font type used is thick.
6. We do not advise too much small, crammed text in adverts. Clean, blank space will only aid your advert in being more visible.

PLEASE NOTE:

Layout and Design of adverts placed in CXPRESS are FREE of charge.

Please note that adverts designed by CXPRESS to be used for reproduction in another publication other than CXPRESS and/or use of any elements in that advert will be charged for.

Advert/s designed by CXPRESS for CXPRESS to be used for reproduction in other publications

will be charged at R450. (Includes: minor resizing if required, 2 minor changes eg. text or photo replacement).

Artwork will be sent to client in a PDF print ready format.



www.cxpress.co.za



Linking your website to CXPRESS ONLINE makes serious business sense - especially since we are offering an all-inclusive rate - ranging from R1432.40 to R2312.39 - FOR AN ENTIRE YEAR OF ONLINE EXPOSURE.

This exposure will not only increase traffic to your site. Your name will also be the first that springs to mind when a potential client needs the goods or services you offer.

There are 2 different banner positions available:

POSITION 1: RECTANGLE BANNER AND CLICK THROUGH AT TOP OF PAGE

R214.11 per month / R2312.39 per year (10% discount) VAT exclusive

POSITION 2: RECTANGLE BANNER AND CLICK THROUGH AT BOTTOM OF PAGE

R132.63 per month / R1432.40 per year (10% discount) VAT exclusive

- Layout and design are free of charge.
- All banners are displayed on a 'run of site' (ROS) basis, which means your banner will appear on all sections of the website.
- Banners will be automatically rotated to give you equal exposure to other advertisers' banners.
- Your banner may either link a visitor to your website or to your email address.

A year of advertising on a popular website that targets your potential clients directly. How can you lose?

Advertise with CXPRESS ONLINE. Grow as we grow...