

CX PRESS

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

10 000 FREE Copies distributed weekly on the Garden Route

Advertising Kit 2020



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 2020

Issue Dates and Deadlines

*HOLIDAY EDITIONS IN BLUE

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

RATES 2020

Rate Card and Layout **ALL RATES EXCLUDE VAT**

Rates per column/cm	Once off	6 Months	9 Months	12 Months	Legal Notices & Tenders
Black & White	R19.66	R18.70	R17.77	R16.82	R23.98
Full Colour	R30.22	R28.71	R27.14	R25.77	R36.03

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.

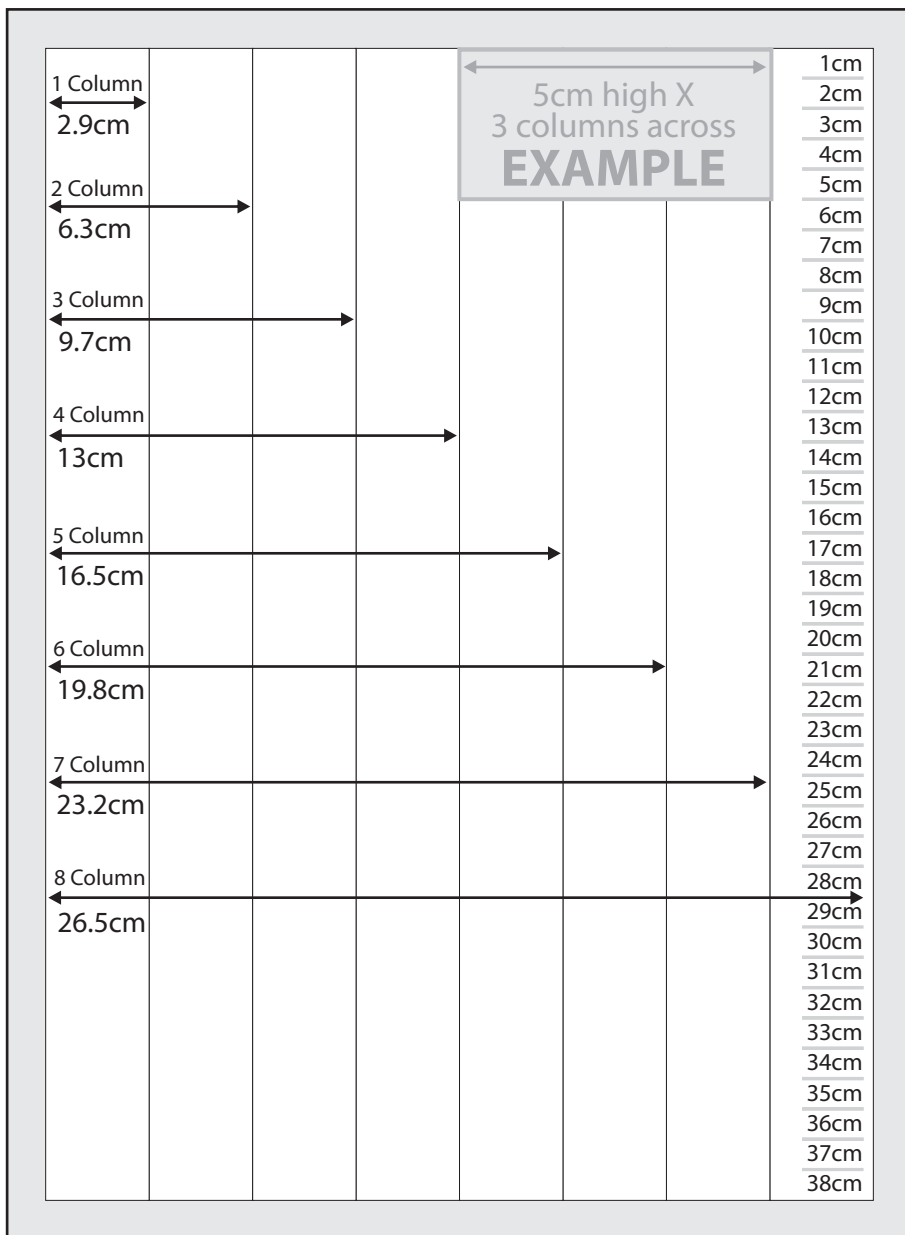
CLASSIFIEDS:	R31.30 per insert of 25 words maximum
HOLIDAY ACTIVITY SPECIAL:	9 cm in height X 4 columns width in full colour - R927.72
INSERTS:	R778 per thousand or part thereof
ADVERTORIAL:	Calculated at the 12 month rate.
SPECIAL POSITION:	Front page +75% Back page +50% Guaranteed position +25%
LAYOUT & 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 2020

BLACK & WHITE EXCLVAT

DIMENSIONS	Once off - R19.66	6 months - R18.70	9 months - R17.77	12 months - R16.82
5 x 2	R 196.60	R 187.00	R 177.70	R 168.20
5 x 3	R 294.90	R 280.50	R 266.55	R 252.30
5 x 4	R 393.20	R 374.00	R 355.40	R 336.40
5 x 5	R 491.50	R 467.50	R 444.25	R 420.50
5 x 6	R 589.80	R 561.00	R 533.10	R 504.60
5 x 8	R 786.40	R 748.00	R 710.80	R 672.80
10 x 2	R 393.20	R 374.00	R 355.40	R 336.40
10 x 3	R 589.80	R 561.00	R 533.10	R 504.60
10 x 4	R 786.40	R 748.00	R 710.80	R 672.80
10 x 5	R 983.00	R 935.00	R 888.50	R 841.00
10 x 6	R 1 179.60	R 1 122.00	R 1 066.20	R 1 009.20
10 x 8 - (1/4 page)	R 1 572.80	R 1 496.00	R 1 421.60	R 1 345.60
15 x 2	R 589.80	R 561.00	R 533.10	R 504.60
15 x 3	R 884.70	R 841.50	R 799.65	R 756.90
15 x 4	R 1 179.60	R 1 122.00	R 1 066.20	R 1 009.20
15 x 5	R 1 474.50	R 1 402.50	R 1 332.75	R 1 261.50
15 x 6	R 1 769.40	R 1 683.00	R 1 599.30	R 1 513.80
15 x 8	R 2 359.20	R 2 244.00	R 2 132.40	R 2 018.40
20 x 2	R 786.40	R 748.00	R 710.80	R 672.80
20 x 3	R 1 179.60	R 1 122.00	R 1 066.20	R 1 009.20
20 x 4 - (1/4 page)	R 1 572.80	R 1 496.00	R 1 421.60	R 1 345.60
20 x 5	R 1 966.00	R 1 870.00	R 1 777.00	R 1 682.00
20 x 6	R 2 359.20	R 2 244.00	R 2 132.40	R 2 018.40
20 x 8 - (half page)	R 3 145.60	R 2 992.00	R 2 843.20	R 2 691.20
38 x 4 - (half page)	R 2 988.32	R 2 842.40	R 2 701.04	R 2 556.64
38 x 8 - (full page)	R 5 976.64	R 5 684.80	R 5 402.08	R 5 113.28

FULL COLOUR EXCLVAT

DIMENSIONS	Once off - R30.22	6 months - R28.71	9 months - R27.14	12 months - R25.77
5 x 2	R 302.20	R 287.10	R 271.40	R 257.70
5 x 3	R 453.30	R 430.65	R 407.10	R 386.55
5 x 4	R 604.40	R 574.20	R 542.80	R 515.40
5 x 5	R 755.50	R 717.75	R 678.50	R 644.25
5 x 6	R 906.60	R 861.30	R 814.20	R 773.10
5 x 8	R 1 208.80	R 1 148.40	R 1 085.60	R 1 030.80
10 x 2	R 604.40	R 574.20	R 542.80	R 515.40
10 x 3	R 906.60	R 861.30	R 814.20	R 773.10
10 x 4	R 1 208.80	R 1 148.40	R 1 085.60	R 1 030.80
10 x 5	R 1 511.00	R 1 435.50	R 1 357.00	R 1 288.50
10 x 6	R 1 813.20	R 1 722.60	R 1 628.40	R 1 546.20
10 x 8 - (1/4 page)	R 2 417.60	R 2 296.80	R 2 171.20	R 2 061.60
15 x 2	R 906.60	R 861.30	R 814.20	R 773.10
15 x 3	R 1 359.90	R 1 291.95	R 1 221.30	R 1 159.65
15 x 4	R 1 813.20	R 1 722.60	R 1 628.40	R 1 546.20
15 x 5	R 2 266.50	R 2 153.25	R 2 035.50	R 1 932.75
15 x 6	R 2 719.80	R 2 583.90	R 2 442.60	R 2 319.30
15 x 8	R 3 626.40	R 3 445.20	R 3 256.80	R 3 092.40
20 x 2	R 1 208.80	R 1 148.40	R 1 085.60	R 1 030.80
20 x 3	R 1 813.20	R 1 722.60	R 1 628.40	R 1 546.20
20 x 4 - (1/4 page)	R 2 417.60	R 2 296.80	R 2 171.20	R 2 061.60
20 x 5	R 3 022.00	R 2 871.00	R 2 714.00	R 2 577.00
20 x 6	R 3 626.40	R 3 445.20	R 3 256.80	R 3 092.40
20 x 8 - (half page)	R 4 835.20	R 4 593.60	R 4 342.40	R 4 123.20
38 x 4 - (half page)	R 4 593.44	R 4 363.92	R 4 125.28	R 3 917.04
38 x 8 - (full page)	R 9 186.88	R 8 727.84	R 8 250.56	R 7 834.08

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 R486. (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 R1547.00 to R2497.39 - 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

R231.24 per month / R2497.39 per year (10% discount) VAT exclusive

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

R143.24 per month / R1547.00 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...