

CX PRESS

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

5,000 FREE copies distributed weekly in Knysna and Plettenberg Bay

Advertising Kit 2021



We are the paper You are the news!

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www.cxpress.co.za



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ISSUES 2021

Issue Dates and Deadlines

*HOLIDAY EDITIONS IN BLUE

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

RATES 2021

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.

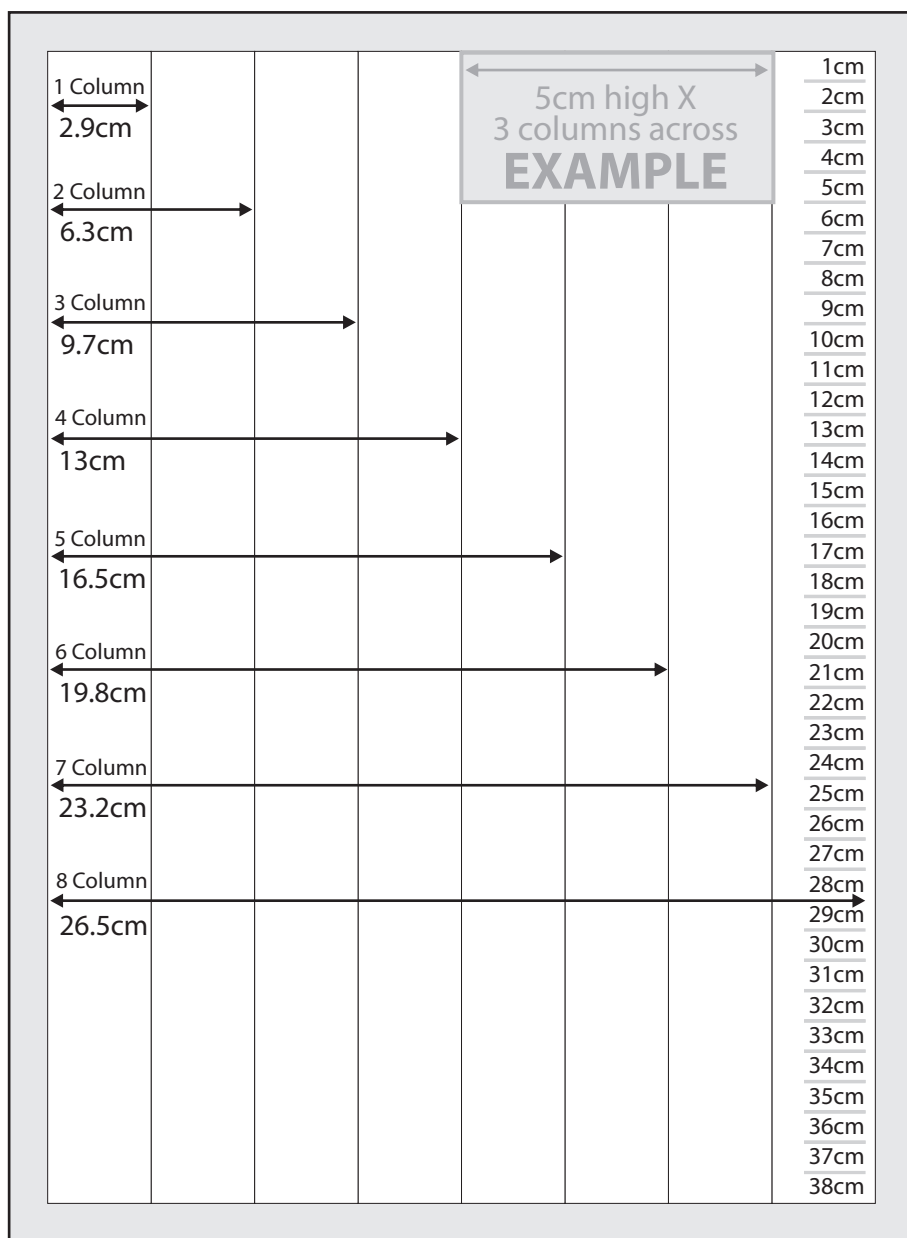
CLASSIFIEDS:	R33.91 per insert of 25 words maximum
HOLIDAY ACTIVITY SPECIAL:	9 cm in height X 4 columns width in full colour - R927.72
INSERTS:	R778 per thousand or part thereof
ADVERTORIAL:	Calculated at the 12 month rate.
SPECIAL POSITION:	Front page +75% Back page +50% Guaranteed position +25%
LAYOUT & 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

5,000 FREE copies are printed and distributed every Wednesday in Knysna and Plettenberg Bay

Distribution in Plett
.....**2500 copies**
Distribution in Knysna
.....**2500 copies**

Each edition is also published online at www.cypress.co.za

As a member of the Audit Bureau of Circulations of South Africa (ABC), the distribution of CXPRESS is verified. To obtain a copy of our distribution list, please email esther@cypress.co.za

RATES 2021

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...