

Today's Trustee

YOUR MONEY YOUR POWER

> 2021 Rate Card

	BASE RATE	VAT @ 15%	RATE INCL. VAT
DPS full color	R63 500	R9 525	R73 025
Full page full colour	R32 500	R4 875	R37 375
Half page full colour	R18 200	R2 730	R20 930
1/3 page full colour	R14 500	R2 175	R16 675
	BASE RATE	VAT @ 15%	RATE INCL. VAT
Inside front cover	R34 500	R5 175	R39 675
Inside front cover DPS	R48 500	R7 275	R55 775
Inside back cover	R33 200	R4 980	R38 180
Inside back cover DPS	R48 500	R7 275	R55 775
Outside back cover	R34 500	R5 175	R39 675
INSERTS	BASE RATE	VAT @ 15%	RATE INCL. VAT
Loose-leaf insert	R16 500	R2 475	R18 975
Per additional page	R2 250	R337.50	R2 587.50

> Technical Specifications

Full page is 273mm deep x 210mm wide. Type, trim and bleed areas for advertisements as follows:

Double page spread (Bleed through gutter)

	HEIGHT	WIDTH
Type	253mm	400mm
Trim	273mm	420mm
Bleed	283mm	430mm
Full page	HEIGHT	WIDTH
Type	253mm	190mm
Trim	273mm	210mm
Bleed	283mm	220mm
1/2 DPS	HEIGHT	WIDTH
Type	125mm	400mm
Trim	135mm	420mm
Bleed	140mm	430mm
1/2 Page horizontal	HEIGHT	WIDTH
Type	125mm	190mm
Trim	135mm	210mm
Bleed	145mm	220mm

> 2021 Production Schedule

EDITION DATE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE
March-May '21	Feb 17	Feb 24	Feb 28
June-Aug '21	May 12	May 19	May 27
Sept-Nov '21	Aug 11	Aug 18	Aug 26
Dec '21-Feb '22	Nov 3	Nov 10	Nov 18

Notes:

All rates exclude agency commission;
Rates for special positions might attract a modest loading;
Contract rates are available on request.

Advertising enquiries:



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Allan Greenblo

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Tel: 011 887 1250 / 083 301 6281

Production queries:



Leanne Flint

flint@mail2.co.za
Tel: 082 458 0170

Graphic specifications:



Graphics:

Save as EPS, Tiff or PDF.

Resolution:

300 DPI (CMYK ONLY)

- No changes can be made in-house.
- Clients are requested to make their own changes to the original material as might be required.

Sending your ad:



Digital material delivery:

All material to be supplied in PRINT READY PDF x1 a files. Advertising with bleed to use crop marks.

Mail material to:

thalia@totrust.co.za and cc'd to allan@totrust.co.za, flint@mail2.co.za (Please supply printer and screen fonts).