

SOUTH AFRICAN

# INSTRUMENTATION **AND** CONTROL

## BUYERS' GUIDE 2011

### Advertising rates

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#### Full-Colour Rates

Size	
A4 A4 b/w	R 15 500 R 12 500
1/2 A4 1/2 A4 b/w	R 11 000 R 8 000
1/3 A4 1/3 A4 b/w	R 9 500 R 6 500
1/4 A4 1/4 A4 b/w	R 7 900 R 4 900

#### Special Positions

OFC	R 39 000
IFC	R 21 600
IBC	R 18 500
OBC	R 28 400
Opp Contents	R 21 600
Bookmark* <small>*to be supplied complete with ribbon</small>	R 19 300
Spine	R 10 000

#### Advertisers added value:

Companies who advertise in the Directory have a comprehensive presence in the print and online Directories as follows:

##### Print edition

- Standard company listing
- Branch offices in southern Africa
- Inclusion in the listing of manufacturers and brand names
- Placing display advertising gives immediate additional exposure and credibility
- The opportunity to place their advert in or near a relevant product table

##### Online edition

Companies who do not advertise have a limited listing comprising only their company name and head office contact details.

Advertisers have the following expanded listing:

- Company name in bold
- Business description i.e. "sale of", "manufacture of", "installer of"
- Brands
- Branch offices in southern Africa
- Distributors in southern Africa
- Contact details for key personnel

#### Branded Profiles

A4 Profile + A4 advert	R 24 000
1/2 A4 profile + 1/2 A4 advert	R 16 400
A4 profile only	R 12 950
1/2 A4 profile only	R 8 800

Published September 2010

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All rates are per insertion, exclusive of VAT and production, inclusive of agency commission.