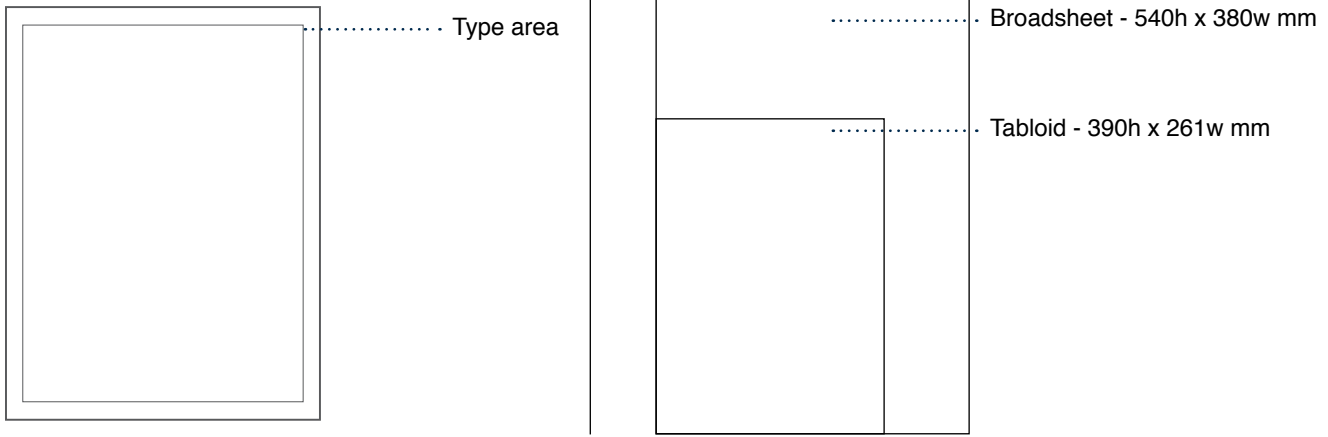


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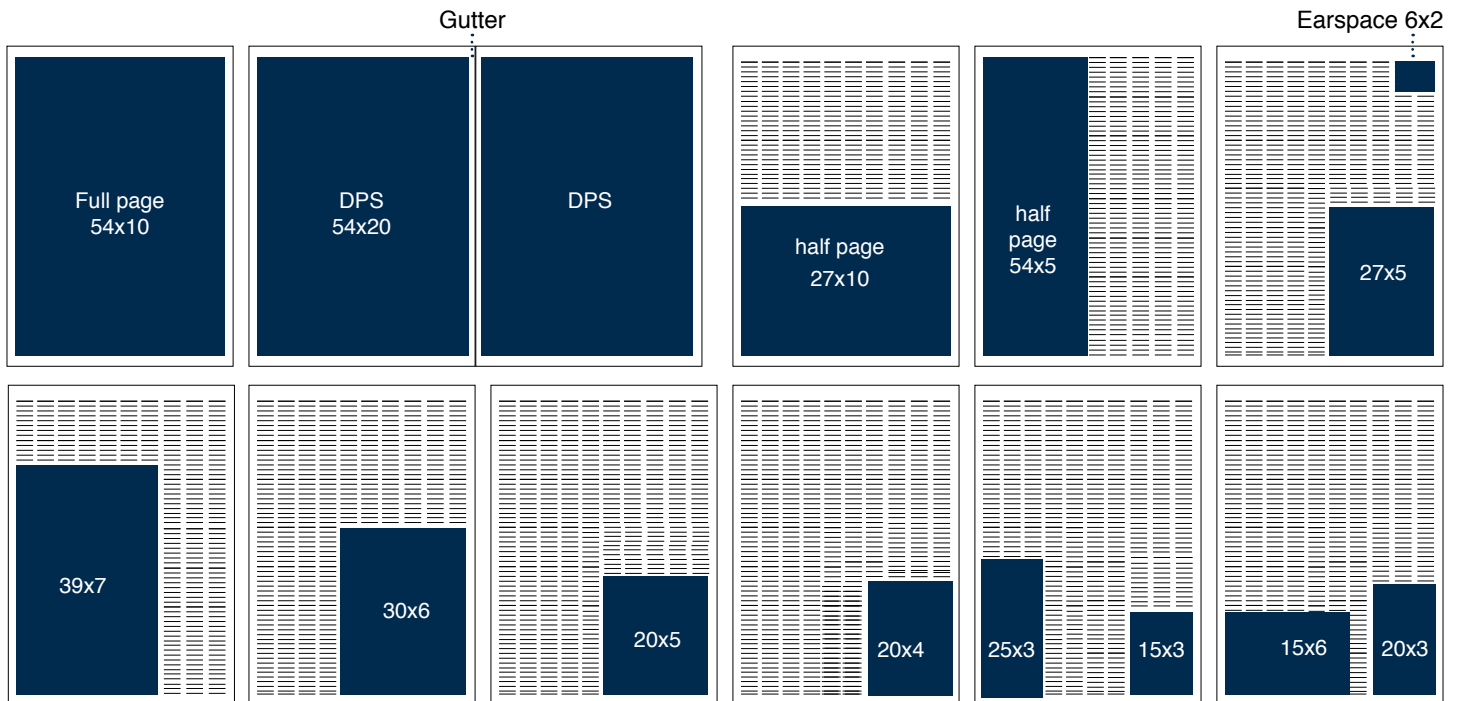
ADVERTISING MATERIAL SPECIFICATIONS



# ADVERTISING MATERIAL SPECIFICATIONS

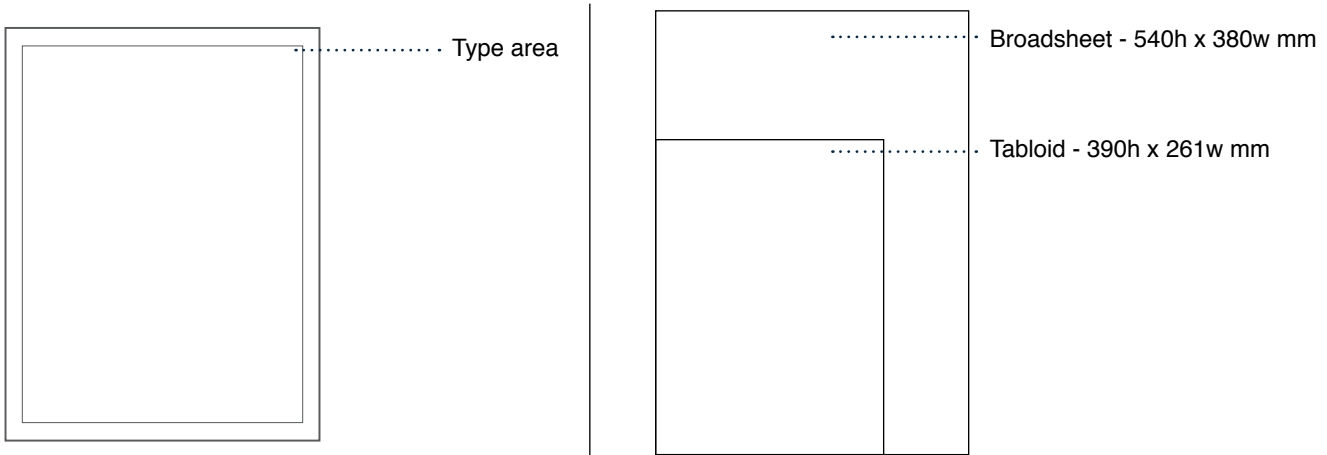


## Broadsheet: Titles - [ Business Day, Sunday Times, Weekend post, Daily Dispatch, The Herald ]

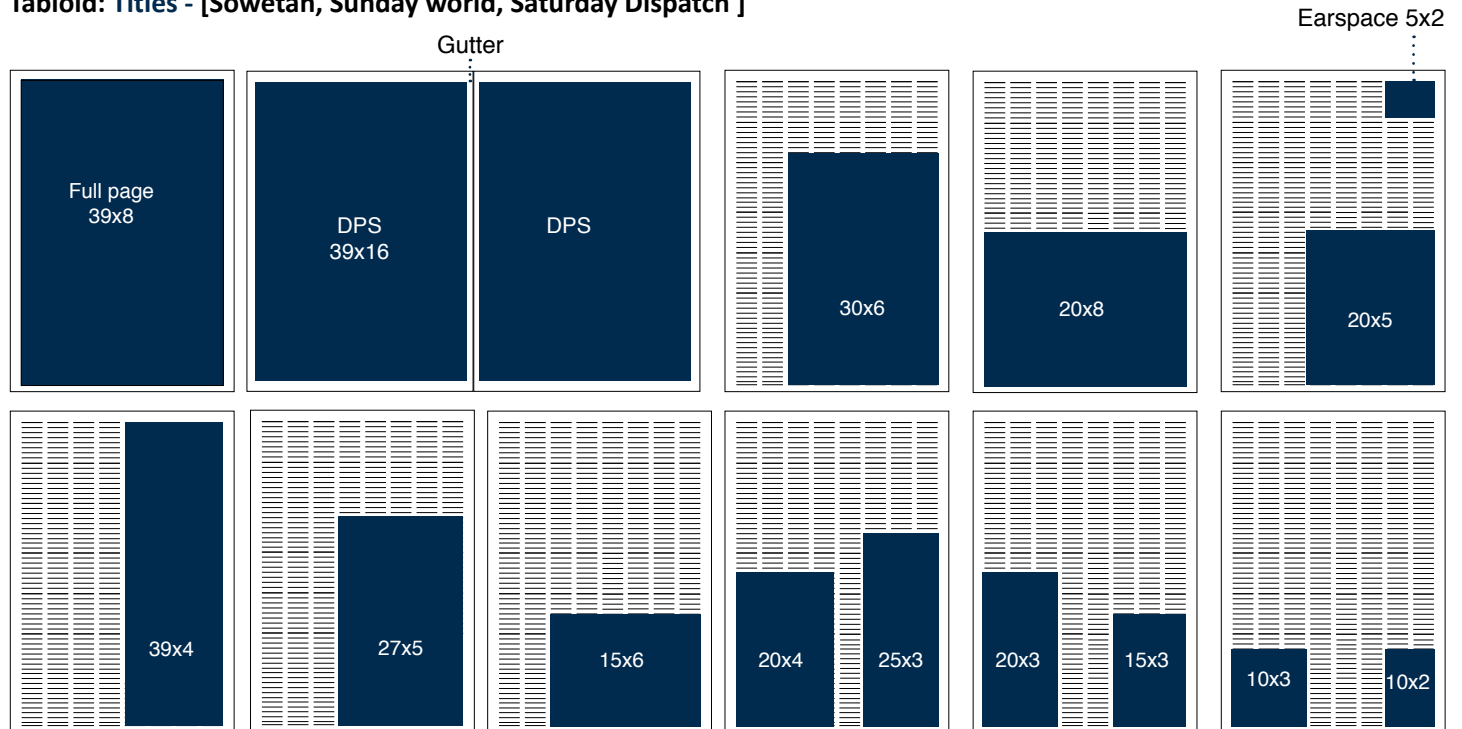


Size	Material	Deadline
54 x 10 (Full Pg)	540h x 379w mm	<b>Business Day</b> – 2 working days prior to publication <b>Sunday Times</b> – Thursday 16h00 prior to publication <b>Weekend Post</b> – Friday 10h00, prior to publication <b>Daily Dispatch</b> – 12h00, 2 working days prior to publication <b>The Herald</b> – Friday 10h00, prior to Monday publication
54x20 (DPS)	540h x 790w mm	
39 x 7 (Half Pg V)	390h x 264w mm	
27 x 10 (Half Pg H)	270h x 379w mm	
54 x 5 (Half Pg V)	540h x 187w mm	
30 x 6 (A4)	300h x 225w mm	
27 x 5 (Quarter Pg)	270h x 187w mm	
20 x 5	200h x 187w mm	
15 x 6 (A5 H)	150h x 225w mm	
20 x 4 (A5 V)	200h x 148w mm	
25 x 3	250h x 111w mm	
20 x 3	200h x 111w mm	
15 x 3	150h mm x 111w mm	
6x2 (earspace)	60h x 73w mm	

# ADVERTISING MATERIAL SPECIFICATIONS

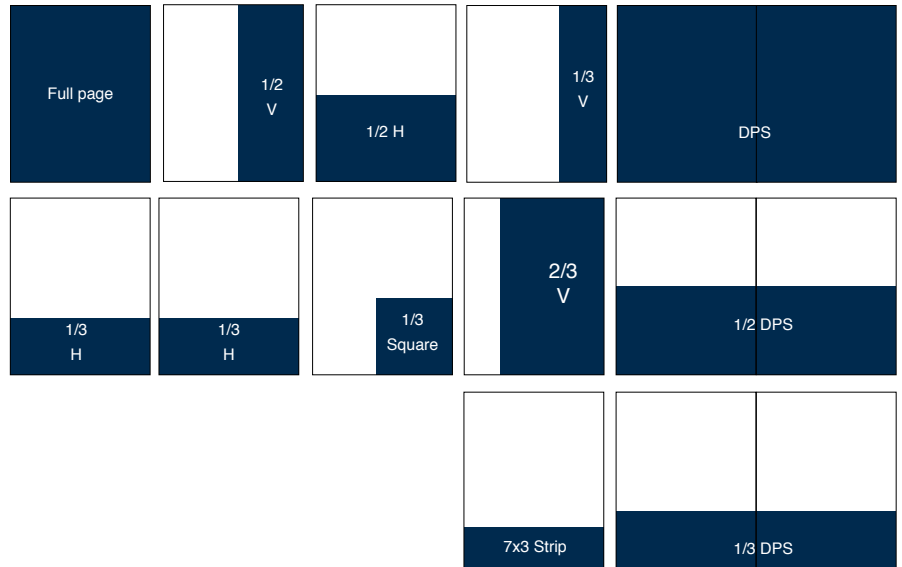
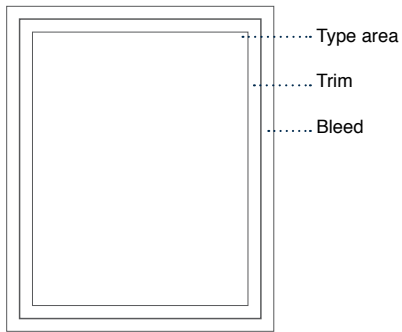


## Tabloid: Titles - [Sowetan, Sunday world, Saturday Dispatch ]



Size	Material	Deadline
39 x 8 (Full Pg)	390h x 261w mm	<b>Sowetan</b> – 2 working days prior to publication
30 x 6 (A4)	300h x 195w mm	<b>Sunday world</b> – Thursday 16h00 prior to publication
20 x 8 (Half Pg H)	200h x 261w mm	<b>Saturday Dispatch</b> – 12h00, 2 working days prior to publication
39 x 4 (Half Pg V)	390h x 129w mm	
27 x 5	270h x 162w mm	
20 x 5	200h x 162w mm	
15 x 6 (A5 H)	150hx 195w mm	
20 x 4 (A5 V)	200h x 129w mm	
25 x 3	250h x 96w mm	
20 x 3	200h x 96w mm	
15 x 3	150h x 96w mm	
10 x 3	100h x 96w mm	
10x2	100h x 63w mm	
5x2 (earspace)	50h x 63w mm	

# ADVERTISING MATERIAL SPECIFICATIONS



## Financial Mail

Size	Material	Deadline
Full page	Type: 270h X 205mm Trim: 297h X 235mm Bleed: 307h X 245mm	FM- 1 Week prior to publication date
½ Horizontal	Type: 130h X 205w mm Trim: 145h X 235w mm Bleed: 155h X 245w mm	FM- 1 Week prior to publication date
½ Vertical	Type: 270h X 100w mm Trim: 297h X 110w mm Bleed: 307h X 120w mm	FM- 1 Week prior to publication date
DPS	Type: 270h x 440w mm Trim: 297h X 470w mm Bleed: 307h X 480w mm	FM- 1 Week prior to publication date
½ DPS	Type: 130h X 440w mm Trim: 145h X 470w mm Bleed: 155h X 480w mm	FM- 1 Week prior to publication date
1/3 DPS	Type: 90h X 440w mm Trim: 95h X 470w mm Bleed: 100h x 480w mm	FM- 1 Week prior to publication date
1/3 Horizontal	Type: 90h X 205w mm Trim: 95h X235w mm Bleed: 100h X 245w mm	FM- 1 Week prior to publication date
1/3 Vertical	Type: 270h X 65w mm Trim: 297h X 80w mm Bleed: 307h X 90w mm	FM- 1 Week prior to publication date
1/3 square	130h X 130w mm	FM- 1 Week prior to publication date
2/3 Vertical	Type: 270h X 130w mm Trim: 297h X 140w mm Bleed: 307h X 150w mm	FM- 1 Week prior to publication date
7 X 3 Strip	70h X 205w mm	FM- 1 Week prior to publication date
10 X 1	100h X 65w mm	FM- 1 Week prior to publication date

# ADVERTISING MATERIAL SPECIFICATIONS



## Wanted Magazine

Size	Material	Deadline
Full page	Type: 310h X 245w mm Trim: 350h X 280w mm Bleed: 356h X 286w mm	2 Weeks prior to publication date
DPS	Type: 310h X 520w mm Trim: 350h X 560w mm Bleed: 356h X 566w mm	2 Weeks prior to publication date
½ DPS	Type: 155h X 520w mm Trim: 175h X 560w mm Bleed: 178h X 566w mm	2 Weeks prior to publication date
½ Horizontal	Type: 155h X 245w mm Trim: 175h X 280w mm Bleed: 178h X 286w mm	2 Weeks prior to publication date
½ Vertical	Type: 310h X 120w mm Trim: 350h X 140w mm Bleed: 356h X 146w mm	2 Weeks prior to publication date
¼ page	Type: 155h X 120w mm Trim: 175h X 140w mm Bleed: 178h X 146w mm	2 Weeks prior to publication date
¼ page vertical	Type: 310h X 55w mm Trim: 350h X 60w mm Bleed: 356h X 71w mm	2 Weeks prior to publication date
1/3 vertical	310h X 81w mm	2 Weeks prior to publication date
1/3 Horizontal	103h X 245w mm	2 Weeks prior to publication date
Strip Ad at bottom of page	35h X 245w mm	2 Weeks prior to publication date
DPS strip ad at bottom of page	35h X 490w mm	2 Weeks prior to publication date