



## Small to Micro Medium Enterprises (SMME) Advertising Rate Card 2020/2021:

FREE **METRO** EDITION (Thursday morning)

### SMME Classified Rates

	<u>F/Colour</u>	<u>S/Colour</u>	<u>B/White</u>
Mini classified (40mm x 32mm)	= M50.60	= M47.44	= M37.95
Standard classified (50mm x 32mm)	= M65.60	= M60.60	= M50.60
Medium classified (50mm x 64mm)	= M75.90	= M70.90	= M60.90
Double classified (60mm x 64mm)	= M110.20	= M105.20	= M95.20
Super classified (70mm x 64mm)	= M151.80	= M130.80	= M120.80
Ear Spot (On the side of the Page Title) 60mm x 50mm	= M255.00	= M210.00	= M200.00
Queen classified (80mm x 96mm)	= M316.25	= M260.25	= M250.25

### SMME STRIPS Rates

	<u>F/Colour</u>	<u>S/Colour</u>	<u>B/White</u>
Inside page Top Strip (30mm x 260mm) Inside	= M442.75	= M392.75	= M342.75
Bottom page strip (50mm x 260mm)	= M347.88	= M297.88	= M247.88
Back page Top Strip (30mm x 260mm) Back page	= M465.20	= M415.20	= M365.20
Bottom Strip (50mm x 260mm)	= M415.88	= M365.88	= M315.88
Masthead Teaser (Strip above the title) 20mm x 260mm	= M695.75	= M645.75	= M595.75
Front page Bottom Strip (30mm x 260mm)	= M510.95	= M460.95	= M410.95

### SMME Display Rates

	<u>F/Colour</u>	<u>S/Colour</u>	<u>B/White</u>
1/8 Page (130mm x 80mm)	= M647.52	= M547.52	= M347.52
Single Column (390mm x 35mm)	= M740.00	= M640.00	= M440.00
¼ Page (185mm x 125mm)	= M1,295.05	= M1,095.05	= M695.05
½ Page (195mm x 130mm)	= M3,453.46	= M3,253.46	= M2,853.46
Full Page (390mm x 260mm)	= M5,180.18	= M4,980.18	= M4,580.18
Double Spread (390mm x 540mm)	= M10,360.36	= M10,160.36	= M9,760.36

### SMME Loose Inserts Rates

1/8 Page inserts (per 1000)	= M402.50
12/48 Page inserts (per 1000)	= M517.50
52/80 Page inserts (per 1000)	= M632.50

### SMME Advertorials (PR Editorials) Rates

	<u>F/Colour</u>	<u>S/Colour</u>	<u>B/White</u>
Full page	= R12,000.00	= R11,000.00	= R10,000.00
Half page	= R5,500.00	= R4,500.00	= R3,500.00