

TAXI TIMES

WITH YOU ALL THE WAY



RATE CARD 2022

Sales Contacts		
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Insert Delivery		
Info	Address	Tel: No.
Inserts should be delivered 1 week prior to publication	Novus Print, Production Park, 83 Heidelberg Road, City Deep	011 703 2666

Artwork Specifications		
4 Colour ads CMYK	Line art resolution should not exceed 1200 dpi	180 Total Ink Coverage for 4 colour
Convert all PMS Colours & RGB colours to CMYK	Dot Gain: 21 % Line Screen: 110lpi	90 Total Ink Coverage for Grayscale No bleeds or printer marks required



TECHNICAL SPECS – MAIN BODY	
Column	Tabloid 8 Columns
1 Columns	30mm
2 Columns	63mm
3 Columns	97mm
4 Columns	131mm
5 Columns	168mm
6 Columns	202mm
7 Columns	236mm
8 Columns	265mm
Full Wrap	Front & Back Page design as single pages – 330mm x 265mm Page 2 & 3 – 390mm x 530mm

Deadlines		
Booking Deadline	Material Deadline	Contact
Tuesday 16:00 prior to publication	Wednesday 16:00 prior to publication	Lize Geldenhuis lize@taxitimes.net 082 556 9033

Print Run	Full Wrap	DPS	Full Page	1/2 Page	1/4 Page	Insert Rate
5,000	R 40,794	R 18,868	R 10,877	R 7,041	R 4,293	R550.00
10,000	R 48,967	R 22,646	R 12,937	R 8,415	R 5,209	R550.00
15,000	R 57,131	R 26,333	R 15,113	R 9,732	R 6,045	R550.00
20,000	R 65,259	R 30,225	R 17,174	R11,220	R 6,869	R550.00
30,000	R 81,597	R 37,736	R 21,570	R14,014	R 8,627	R550.00
40,000	R 97,918	R 45,281	R 29,309	R16,819	R 10,281	R550.00
50,000	R114,235	R 52,826	R 30,185	R19,624	R 12,079	R550.00
100,000	R163,194	R 75,460	R 43,123	R28,027	R 17,288	R550.00
150,000	R244,791	R 113,196	R 64,687	R42,046	R 25,875	R550.00
200,000	R326,382	R 150,926	R 86,245	R56,060	R 34,496	R550.00
250,000	R468,951	R 240,944	R107,804	R64,458	R 39,671	R550.00

These prices exclude VAT & Agency Fees

Digital Adverts	
Strip Video Adverts	Production: R580 p/h R1 per engagement
Complete Video Adverts: 30 Sec Video 60 Sec Video 2 Min Video	Production: R580 p/h R2 500 per week R3 500 per week R5 000 per week
Full Image Adverts	R5 000 (Pinned on top of page for 24hrs) R7 500 (Placed below trending post) per week
Website Advertising	
Home Page Take Over	R100 per session
Half Page	R750 per session
Medium Rectangle	R50 per session
Mobile Web Banner	R20 per session
Mobile App Banner	R10 per session
Leaderboard	R10 per session
YouTube Advertising	
Make of Video	R5 000.00
Placing Video on YouTube	R1 000
Views	R10 per view

CONTACT US:

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