



# NEWSLETTER ADVERTISING RATE CARD 2018

**A5 Portrait newsletter**  
**8 Editions per year**  
**Distributed electronically**



## #BlueFlame Newsletter

All measurements are based on a standard A5 page as published and are in full colour. All adverts are published electronically and should ideally be in RGB colour format, with text as curves. The files can be submitted as a pdf, cdr, jpg, ai – preferably as an open, editable file. The resolution of all images should be hires and at least 2MB in size.

Size	mm (width)	mm (length)	Cost
Full page	148.50	210.00	R 650.00
½ page	148.50	105.00	R 450.00
1/3 page (portrait)	49.50	210.00	R 275.00
1/3 page (landscape)	148.50	70.00	R 275.00
¼ page	105.00	74.25	R 200.00

The Midi and Mini do not have a specific measurement

Size	Description	Cost
Midi	Text and a small header graphic in a side column of page	R 100.00
Mini	Text only, approximately 5-7 lines, in side column of a page	R 50.00