

THE LOCAL GOVERNMENT HANDBOOK SOUTH AFRICA 2018



A complete guide to municipalities in South Africa

EIGHTH EDITION

RATE CARD



The Local Government Handbook: South Africa is a comprehensive guide to all municipalities in South Africa.

It is aimed at municipal and government officials, local and foreign business representatives, and NGOs, who need a complete, yet concise, reference source to South African municipalities.

The comprehensive municipal directory provides geographical and historical overviews of each municipality; contact details; maps; demographic information; particulars of senior political and administrative management officials; financial information; as well as employment and service delivery statistics.

The information in the Handbook is also made available on www.municipalities.co.za, South Africa's leading online source of municipal information.

Online flipbooks of past editions can be viewed at www.issuu.com/yesmedia.

PRINT DISTRIBUTION

The Local Government Handbook is distributed to:

- Mayors, Mayco Members, Municipal Managers, CFOs, Communications Officers and LED Officers in all municipalities in South Africa
- National and provincial offices of SALGA
- Members of the National Assembly and NCOP
- Ministers, Deputy Ministers, Directors General and other senior officials in National Government Departments
- Senior Treasury-, Economic Development-, and Cooperative Government officials in all provincial government administrations
- CEOs and Managing Directors of 1 000 of South Africa's largest companies
- A selection of Investment Promotion Agencies and Business Chambers throughout South Africa.

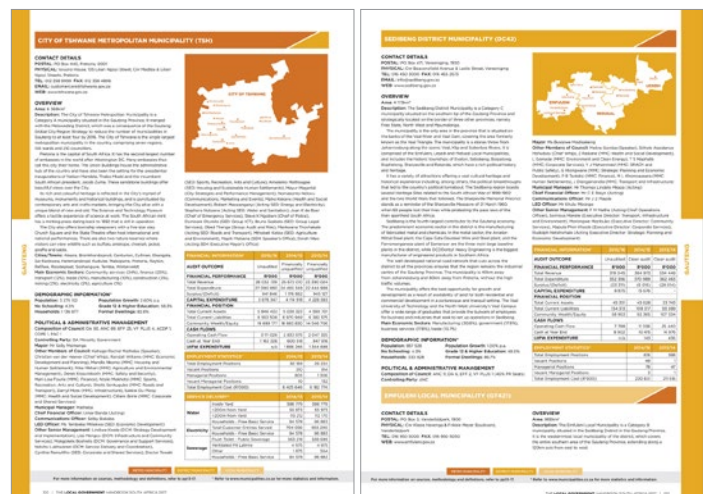
PUBLICATION SPECIFICATIONS

Size: 297 x 210mm (standard A4)
 Cover: 350gsm - Matt laminated
 Contents: 80gsm - Matt art
 Circulation: 7 500 copies
 Distribution date: February 2018

ELECTRONIC DISTRIBUTION

The Handbook is also made available as an online flipbook on our publisher's page at www.issuu.com/yesmedia, where it gets ongoing traffic and visitors for many years. As at October 2017, issuu.com reports the following statistics for the past three editions:

	READS
2017 EDITION (Feb 2017 - Oct 2017)	5 553
2016 EDITION (Feb 2016 - Oct 2017)	7 785
2015 EDITION (Feb 2015 - Oct 2017)	9 602



PRINT ADVERTISING RATES

Double Page Advert (DPS)	R35 000
Full Page Advert	R24 000
Half Page Advert	R16 000

PRIME POSITIONS

1st DPS (placed after Title Page)	R65 000
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3rd DPS (page 6 & 7)	R60 000
DPS in 1st 50 pages	R55 000
Page next to Foreword	R45 000
Page next to Contents	R45 000
Page in 1st 50 pages	R40 000
Page next to Municipal Index or Towns Index	R50 000
Bookmark - Double Sided (240mm x 55mm)	R80 000

- A 10% discount is available for combined print and website bookings.
- A 10% loading fee applies to any other special position or section request.
- Special positions are not available for half page adverts.
- All rates are exclusive of VAT and inclusive of Agency Commission.
- Payment of a 50% deposit is required to complete the order. The balance is invoiced and payable on publication.
- Rates do not include the design or making up of adverts. Any design work performed will be additionally charged for.
- Print rates include up to 20 complimentary copies of the Handbook. Additional copies are available at R50 per copy.

ADVERT SPECIFICATIONS

Size (W x H)	Trim (mm)	Bleed (mm)	Safe Type (mm)
Full Page Advert	210 x 297	220 x 307	170 x 267
Double Page Advert	420 x 297	430 x 307	170 x 267 (per page)
Half Page Advert	210 x 148	220 x 158	170 x 128
Web Banner	300 x 250 pixels		

Material Deadline: 15 December 2017

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Yes Media's annual Government Handbooks are South Africa's most comprehensive guides to government. Each publication focuses on a particular layer of government, and together they provide detailed information on more than 800 national and provincial departments, institutions, public entities and state-owned enterprises, as well as municipalities. Online versions can be viewed at www.issuu.com/yesmedia.

ANNUAL PUBLICATION SCHEDULE

Local Government Handbook: February

National Government Handbook: June

Provincial Government Handbook: September

YES!MEDIA

WEBSITE ADVERTISING

www.municipalities.co.za is South Africa's leading online source of municipal information. Website traffic from August to October 2017 was as follows:

	Aug	Sep	Oct
Page Views	446 258	384 098	399 086
Users	135 552	116 972	122 649

* Traffic reporting by Google Analytics

Annual traffic projects to more than:

- 1.5 million Users
- 5 million Page Views

Website advertising is sold as packages that include:

- A listing in the Service Providers index
 - An optional individual profile page for your organisation including your contact details, logo and profile information
 - A guaranteed number of banner impressions over an agreed period.
- The following packages are available:

	Impressions	Campaign	Price	CPM
Run of Site	125 000	12 months	R10 000	R80
Run of Site	300 000	12 months	R20 000	R67
Home Page	30 000	12 months	R10 000	R333

- Home page campaigns may be booked separately or added to Run of Site campaigns.
- Alternative campaign periods may be agreed.
- Google DFP campaign reports are available on request.
- Website packages are invoiced in full upon order.

MUNICIPAL PROFILES

Municipal profiles allow municipalities to showcase programmes and initiatives not covered by the Handbook's standard editorial information.

1 Page Print Profile & Website	R24 000
2 Page Print Profile & Website	R35 000
Additional Print Pages (per page)	R10 000
Website only Featured Content	R8 500

- Municipal profile pages are produced by our production team at no additional cost, in accordance with our universal style guide and subject to final client approval.
- Featured Content on the website is booked for a fixed period of one year.
- The exposure on the website includes:
 - A PDF or web page of your Featured Content
 - A link to your Featured Content from the relevant municipal directory page
 - A listing in the Featured Municipalities section.



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