

THE LOCAL GOVERNMENT HANDBOOK SOUTH AFRICA 2019



A complete guide to municipalities in South Africa

NINTH 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 at 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.

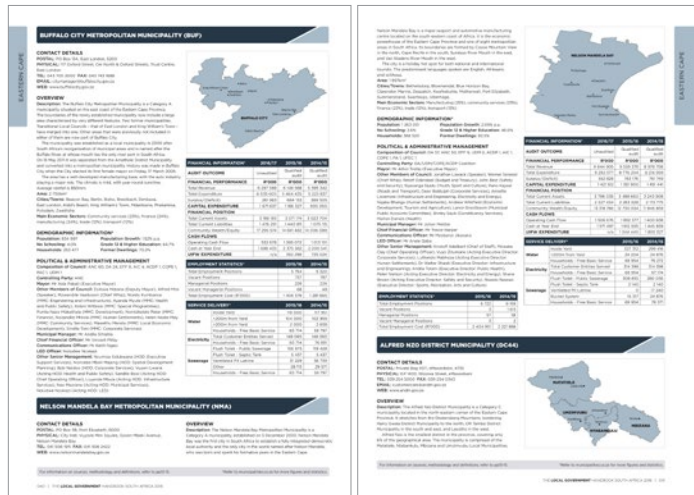
PUBLICATION SPECIFICATIONS

Size: 297 x 210mm (standard A4)
 Cover: 350gsm - Matt laminated
 Contents: 80gsm - Matt art
 Circulation: 7 500 copies
 Distribution date: February 2019

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. issuu.com reports the following statistics for past editions:

| | READS |
|---|-------|
| 2017 EDITION (Feb 2017 - Feb 2018) | 8 106 |
| 2016 EDITION (Feb 2016 - Feb 2018) | 8 163 |
| 2015 EDITION (Feb 2015 - Feb 2018) | 9 916 |



PRINT ADVERTISING RATES

| | |
|--------------------------|---------|
| Double Page Advert (DPS) | R35 000 |
| Full Page Advert | R25 000 |
| Half Page Advert | R16 000 |

PRIME POSITIONS

| | |
|---|---------|
| 1st DPS (placed after Title Page) | R65 000 |
| 2nd DPS (page 4 & 5) | R60 000 |
| 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 exclusive 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 2018

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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

WEBSITE ADVERTISING

municipalities.co.za is South Africa's leading online source of municipal information. Recent website traffic was as follows:

| | Dec-17 | Jan-18 | Feb-18 |
|-------------------|---------|---------|---------|
| Page Views | 204 439 | 438 972 | 464 760 |
| Users | 55 158 | 112 298 | 115 527 |

* Traffic reporting by Google Analytics

Annual traffic projects to more than:

- 1.2 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:

| Package | Home Page Impressions | Run of Site Impressions | Campaign Period | Price |
|-----------------|-----------------------|-------------------------|-----------------|---------|
| Platinum | 30 000 | 600 000 | 12 months | R40 000 |
| Gold | 20 000 | 450 000 | 12 months | R30 000 |
| Silver | 10 000 | 300 000 | 12 months | R20 000 |
| Bronze | - | 150 000 | 12 months | R10 000 |

- Alternative campaign periods may be agreed depending on availability.
- 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 | R25 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 designed 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.



YES!MEDIA

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