

ADVERTISING RATES

Double Page Advert (DPS)	R35 000
Full Page Advert	R24 000
Half Page Advert	R16 000
Website - Run of Site (one year)	R17 500
Website - Home Page & ROS (one year)	R35 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 inclusive of Agency Commission.
- Payment of a 50% deposit is required to complete the order. The balance is invoiced and payable on publication.
- Website rates are invoiced in full upon completion of order.
- 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 Logo	200 x 150 pixels		

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 September to October 2016 was as follows:

	SEP	OCT	NOV
Page Views	475 970	469 034	442 299
Users	142 556	144 102	137 530

* Traffic reporting by Google Analytics

Annualised traffic projects to more than:

- 1.6 million Users
- 5.5 million Page Views

Website advertising is sold as 12 month fixed-term packages.

The website exposure includes:

- A random display of your logo throughout the website.
- An individual listing page for your organisation, including your contact details, logo, profile information and an electronic version of your print advert

At historic numbers of advertisers your logo will get more than 1 million impressions over the year.

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	R15 000

- 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.

Material Deadline: 30 November 2017

Project Sales Managers

Shakier Groenewald • shakier@yesmedia.co.za

Emlyn Dunn • emlyn@yesmedia.co.za

Production Coordinator

Ursula Munnik • ursula@yesmedia.co.za



Publisher: Yes!Media
 Suite 20-207 Waverley Business Park, Kotzee Road, Mowbray, Cape Town
 PO Box 44383, Claremont, 7735
 Tel: +27 21 447 6467 • Fax: +27 21 447 6351
www.yesmedia.co.za