



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## PDBY - Student newspaper

Print, Digital, and Broadcast Youth Media

### 2019 Advertising rates and publication dates

#### Circulation:

*PDBY* (previously known as *Perdeby*) is the official student newspaper of the University of Pretoria. Printed on high quality paper the publication is tabloid sized. 6 000 - 10 000 copies of *PDBY* are printed bi-weekly (see publication dates).

*PDBY* is distributed free of charge, on Monday afternoons during the University term. Copies are distributed outside all the buildings on the main campus of the university (Hatfield), Groenkloof Campus, Onderstepoort, Medical Campus, Mamelodi Campus, as well as all the residences.

The newspaper is also distributed digitally on <http://issuu.com/perdeby>

#### Multimedia advertising:

With *PDBY* embracing the digital age we now offer advertising space in our videos in the form of static images, audio clips, video clips, and plugs.

Contact us for more information on this exciting offering.

#### Payment and discounts:

*PDBY* offers a 15% discount on advertisements that are booked for three or more consecutive issues.

A tax invoice will be issued on the date of publication.

#### Advertising material:

All advertisement material can be designed/laid out by *PDBY* staff members at no extra charge. Should the advertiser wish to make use of this service, material should reach the offices of *PDBY* by no later than 13:00 on the Monday prior to the date of publication.

Alternatively, the advertiser has the option to provide their own artwork. The completed artwork must be supplied in electronic format. Artwork must be saved in PC format as TIFF, JPG or PDF files at 300 dpi, and should reach the offices of *PDBY* no later than 13:00 on the Tuesday prior to publication.

Multimedia advertisement specifications to be discussed directly with advertiser.

#### Contact:

For further information please contact  
Carel Willemse at 083 318 9738 or (012) 420 6600.  
Email: [carel.willemse@up.ac.za](mailto:carel.willemse@up.ac.za)

yourcampusnews

**PDBY**

**Media**



*New name. New look. Same trusted source of independent student news at UP*

Advert size	B&W	Colour
<b>Full Page</b> - 265mm (w) x 370mm (h)	R7 600	R9 600
<b>Full Page 3</b>	R8 800	R10 800
<b>Half Page</b> - 265mm (w) x 185mm (h)	R4 000	R5 000
<b>Half Back Page</b>	R4 400	R6 200
<b>Half Page 3</b>	R4 400	R6 200
<b>1/4 Page</b> - 130mm (w) x 185mm (h)	R2 500	R3 000
<b>1/4 Page</b> - 265mm (w) x 90mm (h)	R2 500	R3 000
<b>1/4 Page Front page</b>	R3 500	R4 000
<b>1/4 Page 3</b>	R3 500	R3 800
<b>15x3</b> - 95mm (w) x 150mm (h)	R1 700	R2 500
<b>10x4</b> - 130mm (w) x 100mm (h)	R1 300	R1 700
<b>10x3</b> - 90mm (w) x 100mm (h)	R1 100	R1 300
<b>10x2</b> - 60mm (w) x 100mm (h)	R580	R700
<b>5x2</b> - 60mm (w) x 50mm (h)	R280	R380
<b>NEW Front page banner</b> - 265mm (w) x 15mm (h) [replaces old earspace ad]	-	R450
<b>NEW Banner strip</b> (inside newspaper) - 265mm (w) x 30mm (h)	R700	R800
<b>Earspace</b> (Back page only) 60mm (w) x 60mm(h)	-	R400
<b>Inserts</b>	-	R4 000
<b>NEW Advert placement in multimedia and video content</b> (per second)	-	R150

While the advertiser has the option to determine their own advertisement size, *PDBY* has compiled a number of standard sizes and prices for your convenience.  
Prices include VAT.

#### Publication dates:

<b>Issue 1</b>	26 January	<b>Issue 8</b>	22 July
<b>Issue 2</b>	11 February	<b>Issue 9</b>	5 August
<b>Issue 3</b>	25 February	<b>Issue 10</b>	19 August
<b>Issue 4</b>	11 March	<b>Issue 11</b>	2 September
<b>Issue 5</b>	8 April	<b>Issue 12</b>	7 October
<b>Issue 6</b>	6 May	<b>Issue 13</b>	21 October
<b>Issue 7</b>	20 May		

Multimedia and digital content published weekly.