

## 2023 Advertising rates and publication dates

### Advertising material:

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

### Circulation:

**PDBY** (previously *Perdeby*) is the official student newspaper of the University of Pretoria.

Printed on high quality paper the publication is tabloid sized.

**PDBY** is printed bi-weekly (see publication dates) and is also distributed in digital format.

**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 from <http://issuu.com/perdeby> to all our social media platforms. Visit our website at [www.pdbymedia.co.za](http://www.pdbymedia.co.za)

yourcampusnews

# PDBY

## Media



# MEDIA BOOKING FORM

**To book an advertisement, please make a selection**

**Placement date** →

**Size of advert** →

**Complete client info** ↓

**and email this document to**

**carel.willemse@up.ac.za**

**Contact us at 083 318 9738**

Please select the editions in which your advert should appear	
Issue 1 - 11 February	<input type="checkbox"/>
Issue 2 - 6 March	<input type="checkbox"/>
Issue 3 - 20 March	<input type="checkbox"/>
Issue 4 - 17 April	<input type="checkbox"/>
Issue 5 - 8 May	<input type="checkbox"/>
Issue 6 - 22 May	<input type="checkbox"/>
Issue 7 - 31 July	<input type="checkbox"/>
Issue 8 - 14 August	<input type="checkbox"/>
Issue 9 - 28 August	<input type="checkbox"/>
Issue 10 - 2 October	<input type="checkbox"/>
Issue 11 - 16 October	<input type="checkbox"/>

Advert size	Full Colour	Please select your advert size
Full Page - 265mm (w) x 370mm (h)	R 6 500	<input type="checkbox"/>
Full Page 3	R 7 500	<input type="checkbox"/>
Half Page - 265mm (w) x 185mm (h)	R 3 500	<input type="checkbox"/>
Half Back Page	R 4 500	<input type="checkbox"/>
Half Page 3	R 4 500	<input type="checkbox"/>
1/4 Page - 130mm (w) x 185mm (h)	R 2 000	<input type="checkbox"/>
1/4 Page - 265mm (w) x 90mm (h)	R 2 000	<input type="checkbox"/>
1/4 Page Front page	R 3 000	<input type="checkbox"/>
1/4 Page 3	R 3 000	<input type="checkbox"/>
10x4 - 130mm (w) x 100mm (h)	R 1 000	<input type="checkbox"/>
10x2 - 60mm (w) x 100mm (h)	R 500	<input type="checkbox"/>
5x2 - 60mm (w) x 50mm (h)	R 250	<input type="checkbox"/>
Front page banner - 265mm (w) x 15mm (h) [replaces old earspace ad]	R 400	<input type="checkbox"/>
Banner strip (inside newspaper) - 265mm (w) x 30mm (h)	R 500	<input type="checkbox"/>
Inserts (Printed insert to be supplied by client)	R 3 000	<input type="checkbox"/>
Advert placement in multimedia and video content (per second)	R 150	<input type="checkbox"/>

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.**  
**Prices listed are per placement.**

This document serves as an advertisement agreement made and entered into between Carel Willemse on behalf of **PDBY**

and \_\_\_\_\_

on behalf of \_\_\_\_\_

I (the undersigned) agree to the below mentioned terms.

Signed \_\_\_\_\_ Date \_\_\_\_\_

- PLEASE NOTE:**
- Advertisers will be invoiced on the day of publication. Invoices are subject to a 30 day payment period.
  - PDBY can't guarantee any response to placed ads.**
  - We require a deposit slip for each deposit made. Mark for attention Mr. Carel Willemse and email to [carel.willemse@up.ac.za](mailto:carel.willemse@up.ac.za)
  - Invoices will be sent to the advertiser via e-mail along with a link to the online version of **PDBY**. This will serve as proof of placement.
  - An original invoice and printed copy of **PDBY** will be sent to your postal address.

### DETAIL OF CLIENT / INSTITUTION LIABLE FOR PAYMENT

FULL NAME OF COMPANY / CUSTOMER / DEBTOR		
REGISTERED FOR VAT: Y / N	VAT NR:	
POSTAL ADDRESS:		
	POSTAL CODE:	
TEL		
FAX		
CELL		
E-MAIL		