

2026 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 prints between 5000 and 10 000 copies per edition.

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.pdby.co.za

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 - 31 January
Issue 2 - 16 February
Issue 3 - 9 March
Issue 4 - 13 April
Issue 5 - 28 April
Issue 6 -20 July
Issue 7 - 3 August
Issue 8 - 17 August
Issue 9 - 7 September
Issue 10 - 5 October

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:
1. Advertisers will be invoiced on the day of publication. Invoices are subject to a 30 day payment period.
2. PDBY can't guarantee any response to placed ads.
3. We require a deposit slip for each deposit made. Mark for attention Mr. Carel Willemse and email to carel.willemse@up.ac.za
4. 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.
5. An original invoice and printed copy of PDBY will be sent to your postal address.



MEDIA BOOKING FORM

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

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.

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		