

## ADVERTISING RATES AND CONTRACT

### CLIENT DETAILS

Name of Client/ Company:

Contact Person:  Mobile No:

Telephone No:  Fax Number:

Email Address:

Physical Address:

### ADVERT SIZE SELECTION AND RATES (ZMW)

	SINGLE ISSUE		TWO ISSUES		THREE ISSUES		FOUR ISSUES	
	Members Rate	Non-Members Rate	Members Rate	Non-Members Rate	Members Rate	Non-Members Rate	Members Rate	Non-Members Rate
<b>PRIME SPACE</b>								
<input type="checkbox"/> Inside Front Cover	8,000.00	9,000.00	14,000.00	16,000.00	21,000.00	24,000.00	28,000.00	32,000.00
<input type="checkbox"/> Middle Double Page	10,000.00	12,000.00	18,000.00	22,000.00	27,000.00	33,000.00	36,000.00	44,000.00
<input type="checkbox"/> Inside Back Cover	7,500.00	8,500.00	13,000.00	15,000.00	19,500.00	22,500.00	26,000.00	30,000.00
<input type="checkbox"/> Outside Back Cover	8,000.00	9,000.00	14,000.00	16,000.00	21,000.00	24,000.00	28,000.00	32,000.00
<input type="checkbox"/> Advertorial (Double Page)	6,500.00	7,500.00	12,000.00	14,000.00	18,500.00	21,500.00	25,000.00	29,000.00
<b>ORDINARY PAGES</b>								
<input type="checkbox"/> Full Page	5,000.00	6,000.00	8,000.00	10,000.00	12,000.00	15,000.00	16,000.00	20,000.00
<input type="checkbox"/> 1/2 Page	4,500.00	5,000.00	7,000.00	8,000.00	10,500.00	12,000.00	14,000.00	16,000.00
<input type="checkbox"/> 1/4 Page	3,000.00	4,000.00	4,000.00	6,000.00	6,000.00	9,000.00	8,000.00	12,000.00
<input type="checkbox"/> Pool Ads	500.00	500.00	1000.00	1000.00	1500.00	1500.00	2000.00	2000.00

### ADVERTISING SPACE SELECTION

(Please mark X against your selection)

#### ADVERT FREQUENCY

- Single Issue
- Two Issues
- Three Issues
- Four Issues

#### MEMBER STATUS

- Member
- Non-Member

### MAGAZINE EDITION SELECTION

(Please mark X against your selection)

Year:

Edition Quarter:

- January - March (Q1)       July - September (Q3)
- April - June (Q2)       October - December (Q4)

## GENERAL RATE POLICY

- This contract shall be deemed concluded after signing.
- No verbal conditions will be accepted unless recorded in writing on this contract and signed by both parties.
- Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services. Uniform rates apply to all advertisers at all times.
- Advertising contracts may be cancelled provided notice is given before the closing date.
- In the event of an error in the printing of a display advertisement, the publisher will re-run the correct version of the same ad material in the next available issue published.

## PAYMENT TERMS & CONDITIONS

- Frequency discounts are available based on consistency of advertisements placed in the publication.
- New advertisers will be required to prepay for their first two adverts upfront.
- Payment due within 30 days of receipt of invoice.
- Advert design services available at an additional fee depending on advert specifications.

## AGREEMENT CLAUSE

FOR CLIENT

Authorized By:

Designation:

Signature:

Date:

FOR ZAM

Authorised By:

Designation:

Signature:

Date:

## ADVERT SPECIFICATIONS



### FULL PAGE (A4)

Size (Trim): 210 mm (w) X 297 mm (h)  
Bleed: 3 mm (All Round)  
Size (with Bleed) 216 mm X 303 mm



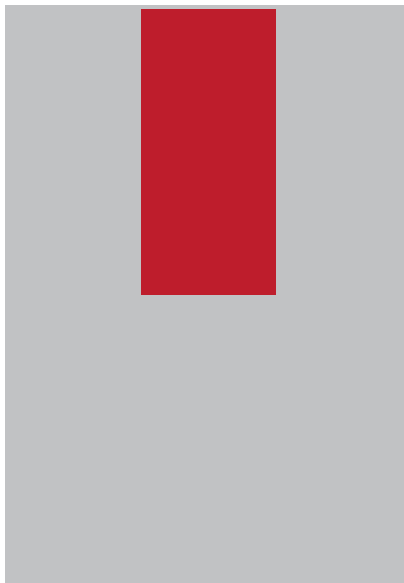
### HALF PAGE (Landscape)

Size (Trim): 210 mm (w) X 148.5 mm (h)  
Bleed: 3mm (All Round)  
Size (with Bleed): 216mm X 154.5mm



### QUARTER PAGE

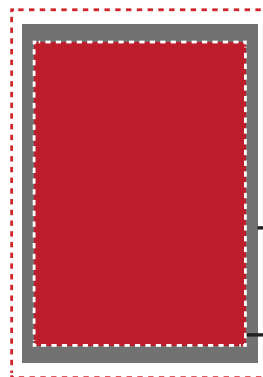
Size (Trim):105 mm (w) X 148.5 mm (h)  
Bleed: (None)



### POOL AD

Size (Trim):70 mm (w) X 148.5 mm (h)  
Bleed: (None)

## Artwork Specifications



#### Bleed

Image extending beyond finished advert size – to allow for inconsistencies in the guillotining process

#### Trim

Finished size of the advert after cutting

#### Safety Area

Area which text should not exceed

**Bleed:** 3mm

**Fonts:** embedded (or outlined)

**Colour space:** CMYK

**Preferred format:** pdf format,

**Other Preferred Formats:** Adobe InDesign, Adobe Illustrator, jpeg or tiff

**Resolution:** 300dpi all colour/greyscale images; 1200dpi line art images