



2023

ADVERTISING Rates



Print



Desktop



Mobile

Contact our friendly sales management team for professional advertising solutions on any of our platforms.

Main Body

Booking deadline: 09:00, working day prior to publication
Material deadline: 12:00, working day prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R234 pccm	R191 pccm
1 Spot	R205 pccm	R144 pccm
Black and white	R174 pccm	R121 pccm

SPECIAL POSITIONS	MONDAY - SATURDAY
Front page solus (4x8, 7x8)	Rate + 100%
Back page solus (7x8)	Rate + 50%
Any other guaranteed position	Rate + 10%

Motoring

Booking deadline: 09:00, Friday prior to publication
Material deadline: 13:30, Monday prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R223 pccm	R174 pccm
1 Spot	R190 pccm	R123 pccm
Black and white	R150 pccm	R102 pccm

Auctions

Booking deadline: 10:00, Wednesday prior to publication
Material deadline: 10:00, Thursday prior to publication

	FRIDAY
Full colour	R257 pccm
1 Spot	R235 pccm
Black and white	R231 pccm

Supplements and Features

Including: Racing Express, City, Business, Sport, Gaming

Booking deadline: 09:00, two working days prior to publication
Material deadline: Two working days prior to publication

	MONDAY - FRIDAY	SATURDAY
Full colour	R223 pccm	R174 pccm
1 Spot	R190 pccm	R123 pccm
Black and white	R150 pccm	R102 pccm

Classifieds

Booking deadline: 13:00, a working day prior to publication
Material deadline: 13:30, a working day prior to publication

	MONDAY - SATURDAY
Display	R218 pccm
Legal display	R215 pccm
Recruitment full colour	R339 pccm
Recruitment spot	R288 pccm
Recruitment black and white	R250 pccm

Sampling, Promotional Opportunities

Minimum 5 000 units (Street Sellers)

MONDAY - SATURDAY

Price on application. Contact: Jaco Billing on 010 976 4146.

Inserts

Insert delivery is three days prior to insertion. Print orders are subject to change without prior notification. While every effort will be made to process inserts as ordered, no liability can be accepted for misplacements or omission. Confirm print order with your advertising representative.

MONDAY - SATURDAY

Pre-printed inserts	per 1000
1 - 8 pages	R611
12 - 16 pages	R641
20 - 24 pages	R673
28 - 32 pages	R708
36 - 40 pages	R744
44 - 48 pages	R779

For regional inserts, please contact your advertising representative.

Column Configuration

	MAIN BODY	AUCTIONS AND CLASSIFIEDS
COLUMN	WIDTH	WIDTH
1	31 mm	30 mm
2	64 mm	63 mm
3	98 mm	96 mm
4	131 mm	129 mm
5	164 mm	162 mm
6	198 mm	195 mm
7	231 mm	228 mm
8	265 mm	261 mm

Artwork

Artwork may be sent in the following ways:

E-MAIL: ads@citizen.co.za | thecitizen1978@gmail.com

ADSTREAM: http://cosmos.adstream.co.za; 011 799 7846
User name: login citizen **Password:** citizen1

ADSEND: www.adsend.co.za; 011 712 5700
User name: citizen1 **Password:** dtp1234

Contacts

Direct Advertising Sales Coordinator:
 010 976 4129 | rochelleg@citizen.co.za

National Advertising Sales Coordinator:
 010 976 4131 | sandym@citizen.co.za

Advertising Manager:
 010 976 4127

Digital Sales Manager:
 010 976 4128

Direct Advertising Sales Manager:
 010 976 4143




Four-Page Wraparound*

These rates are excluded from any negotiated volume discount.

Booking deadline: Two weeks prior to publication – subject to availability

Material deadline: Four working days prior to publication

*Subject to publisher's and editor's approval.

MONDAY - FRIDAY		SATURDAY
R 431 065		R 244 844
 <p>FRONT COVER 25 cm x 6 col No price and product on the front page.</p>	 <p>OUTSIDE BACK COVER 39 cm x 8 col</p>	 <p>INSIDE DPS 39 cm x 16 col</p>

Special Creative Positions

Subject to availability / Rates for special creative positions are excluded from volume discount.

Booking deadline: 09:00, working day prior to publication

Material deadline: 12:00, working day prior to publication

	MONDAY - FRIDAY	SATURDAY
DPS bookends	R73 196	R59 755
Full-page bookends	R36 599	R29 876
U-shape	R97 599	R79 671
DPS belt	R73 198	R59 755
Full-page belt	R36 599	R29 876
DPS cascades	R107 729	R83 788
Full page cascades	R53 864	R41 895
Disruptive advertisement	R73 062	R59 567
Silent ad main cover (The Citizen and Saturday Citizen)	R15 961	R 12 769
Silent ad section covers	R12 769	R9 576
Dateline ad	Rate available on request	

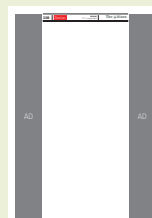
Specifications



DPS BOOKENDS

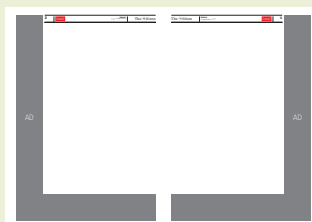
39 cm x 5 cm outer edge of left-hand page;
39 cm x 5 cm outer edge of right-hand page.

(Available on pages 2 and 3 or 4 and 5)



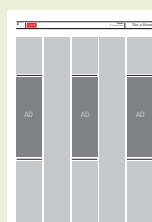
FULL-PAGE BOOKENDS

39 cm x 5 cm outer edge of left-hand side of page;
39 cm x 5 cm outer edge of right-hand side of page.



U-SHAPE

Specs available on request.



CASCADES

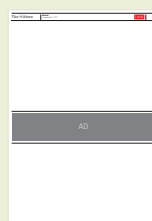
Every alternate column.

(Not available on pages 2 and 3 or 4 and 5)



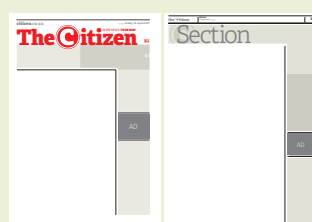
DPS BELT

2 x 4 cm x 8 column strip,
centre of DPS.



FULL-PAGE BELT

4 cm x 8 column strip,
centre of page.



SILENT AD

5 cm x 2 column block;
only a logo permitted.



DATELINE AD

Specs available on request.

Phakaaathi Main Body

Booking deadline:	10:00, Wednesday prior to publication
Material deadline:	15:00, Friday prior to publication
	TUESDAY
Full colour	R188 _{pccm}
Spot colour	R164 _{pccm}
Black and white	R140 _{pccm}
SPECIAL POSITIONS	TUESDAY
Front page solus (5 cm X 8 columns)	R8 950
Back page solus (10 cm X 8 columns)	R14 986
BRANDED OPPORTUNITIES	TUESDAY
Expert Columnist	R5 966
Have your say	R6 713
Mgosi	R11 187
One on One	R10 440

DIGITAL RATES	DESKTOP	MOBILE	
DISPLAY BANNERS - ROS	728X90 OR 300X250 OR 300X600 336 X280 OR 320X480	320X50 OR 300X250 OR 300X600 336 X280 OR 320X480	R240 <small>cpm</small>
ROADBLOCKS	All the banners (excl skins)		R827 <small>cpm</small>
HOMEPAGE TAKEOVER	(All banners & skins)		R28 180 <small>per day</small>
SECTION TAKEOVER	(All banners & skins)		R22 542 <small>per day</small>
ANCHOR AD	320x50 OR 728x90 OR 970x90	320x50 OR 728x90 OR 970x90	R338 <small>cpm</small>
WEB INTERSTITIAL	300x250 OR 320x480 OR 336x280	300x250 OR 320x480 OR 336x280	R300 <small>cpm</small>
COMPANION AD (VIDEO)	300x250	300x250	R446 <small>cpm</small>

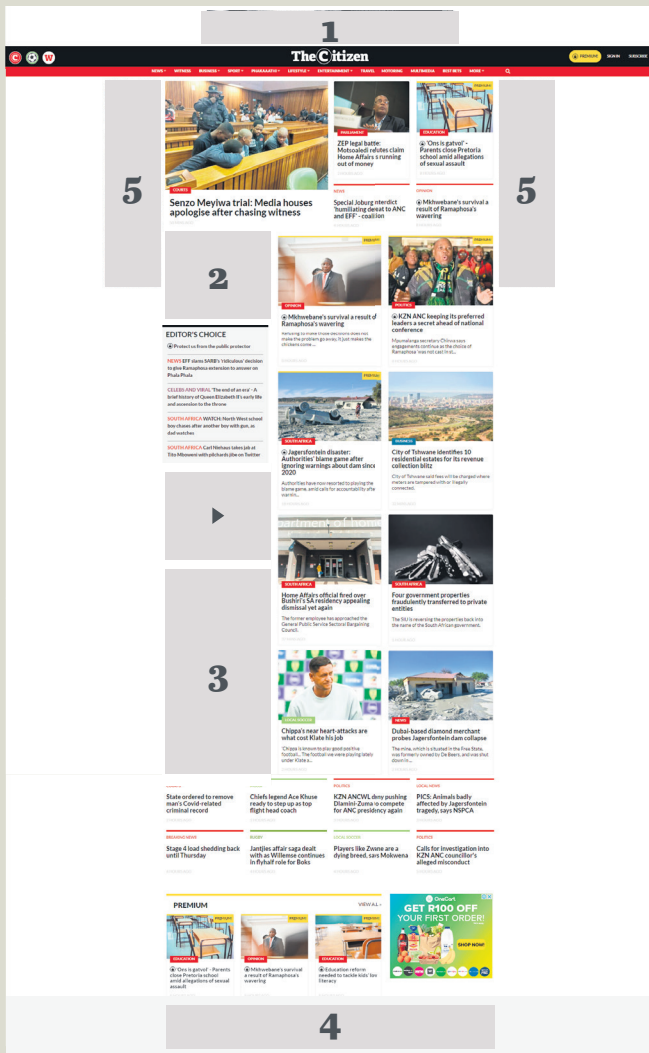
SOCIAL MEDIA		
FACEBOOK*	Per post	R1 252 per post
TWITTER*	Per post	R1 252 per post
* In conjunction with a display ad/sponsored content campaign		

SPONSORED CONTENT AND NATIVE ADVERTISING Price on application

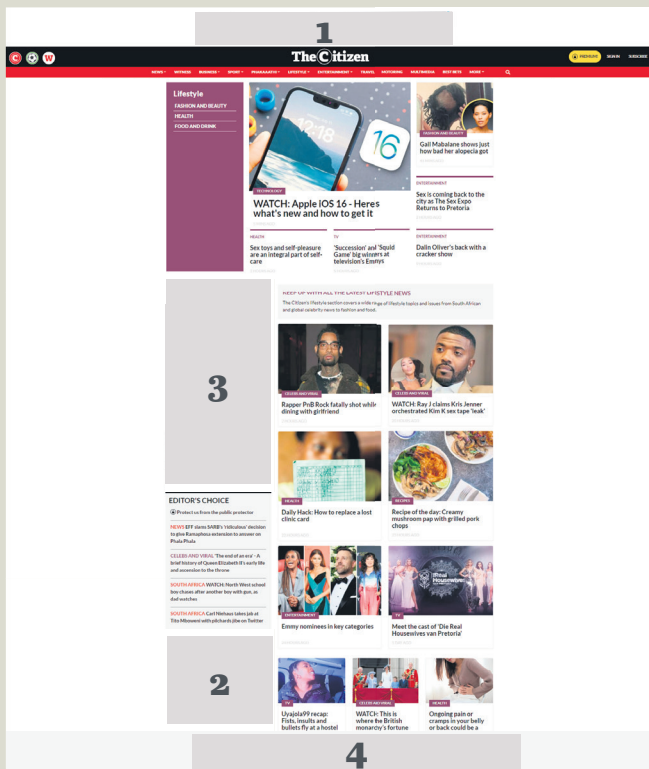
PROGRAMMATIC BUYING AND PREFERRED DEALS	Price on application
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PODCASTS	Price on application
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Homepage



Section page



WEB INTERSTITIALS

300x250 OR 320x480 OR 336x280



LEADERBOARD

728px width by 90px height

MPU
300px width by 250px height

DISPLAY VIDEO
300px width by 250px height

HALF PAGE
300px width by 600px height

ANCHOR AD

320x50 OR 728x90 OR 970x90

WIDE SKYSCRAPER
160px width by 600px height

SKIN
1920px width by 1080px height

ONLINE ARTWORK SPECIFICATIONS

DISPLAY VIDEO

File type: **.mp4**
Maximum file size: **100MB**

Video format

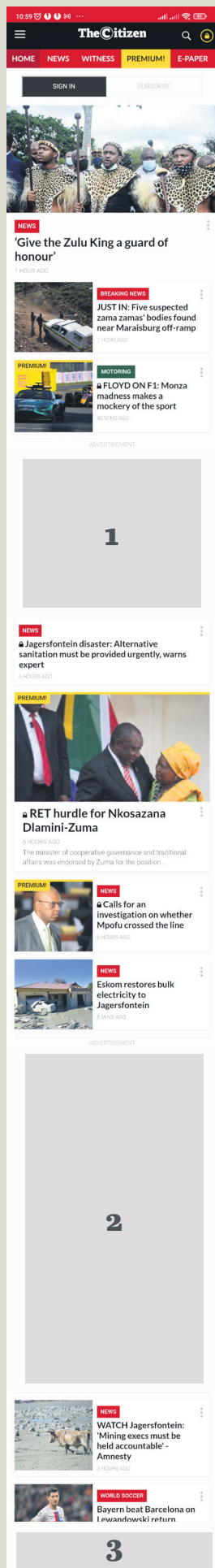
Ratio: **16:9**
Dimension: **1280x720px**
(Responsive to the page level)
Video Duration: **15/30sec**
FPS: **24**

DISPLAY BANNERS

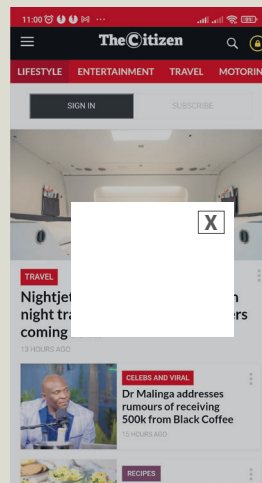
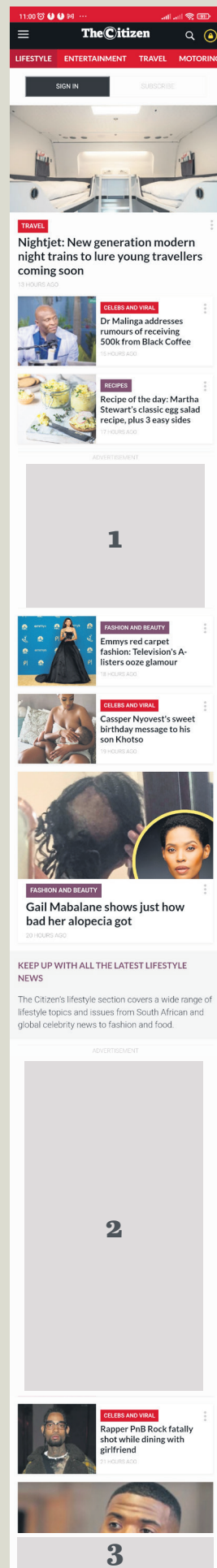
- Leaderboard
- MPU
- Half Page

File type: **.jpg, gif, png**
Maximum file size: **150kb**

Homepage



Section page



WEB INTERSTITIALS
300x250 OR 320x480 OR
336x280

MPU
300px width by 250px height

HALF PAGE
300px width by 600px height

ANCHOR AD
320x50 OR 728x90 OR 970x90

ONLINE SPECIFICATIONS

DISPLAY VIDEO

File type: **.mp4**
Maximum file size: **100MB**

Video format

Ratio: **16:9**
Dimension: **1280x720px**
(Responsive to the page level)
Video Duration: **15/30sec**
FPS: **24**

DISPLAY BANNER

- MPU
- Half Page
- Sticky Banner

File type: **jpg, gif, png**
Maximum file size: **150kb**

ARTWORK SPECIFICATIONS

File types

- MAC and PC files are both workable. If CorelDRAW has been used it is best to supply an exported EPS file with fonts converted curves/lines/outlines. All colours must be output as process colours. NOT spot or Pantone colours
- We work in the Adobe Creative Suite (Photoshop, Illustrator & InDesign). We cannot accept CorelDRAW, FreeHand or Quark
- Linking files: Always link, never embed. Provide all linked files with layout files (vector files)
- Clients that supply discs in any format must make sure that all the working files, fonts (screen and printer) are high resolution images

Colour

- Proof required: Please send a JPG/PDF file or a colour printout to proof your artwork against
- Pantone colours: For accurate colour matching use Pantones for corporate colour
- All desired colours need to be specified. Do not use generic colours such as "green", from Adobe Illustrator or CorelDRAW. Convert all to CMYK
- Note that exact colour matches are not always possible

Scans/raster images /placed images

- Scans/raster images must be created at 300dpi at 100% print size
- Scans: convert colour to CMYK/Grayscale
- EPS and TIFF: Generally speaking, EPS files are the most foolproof, and carry the most information. NEVER place an EPS within another EPS
- GIFs do not have a high enough resolution for printing
- JPGs with file sizes smaller than 300KB are usually not suitable for printing because of its low resolution

Vectorized artwork

- Do not supply logos or other vectorized illustrations as bitmapped art. Typographic logos and related images need to be saved as outlines in the vectorized format, text converted to paths/curves/outlines
- Fonts - convert: Convert short text lines to paths when sending open/workable files

INSERT SPECIFICATIONS

All inserts must be delivered to: Caxton CTP Printers, 14 Wright Street, Industria West, Johannesburg.

Attention: Siphile Nkosi, 010 492 3430

The printers' conditions

- All inserts are subject to the approval of Caxton CTP Printers who reserves the right to refuse any material considered unsuitable for publication
- Caxton CTP Printers reserves the right to abort insertion of

- products under specification if it disrupts production
- Caxton CTP Printers will not guarantee the level of response associated with an insert
- Advertising agents and advertisers accept responsibility for the content of their inserts and agree to indemnify Caxton CTP Printers against any claims or proceedings arising from publication of such inserts

Delivery time

Delivery must take place three days prior to insertion. This will allow the mailroom to ensure that inserts comply to specifications and allow time to take corrective action.

Production specifications

Sizes: Maximum sizes 285x410; minimum size 200x140; no smaller than A5; single sheet A4 must be on 160gsm. Any four-page tabloid and less must be quarter folded. Any inserts out of spec must be negotiated with the mailroom manager.

Types of folding

Folded inserts must be processed in right-angled folding, parallel folding or centre fold only. No concertina, door or accordion folds should be processed as these cause major production delays.

Trimming

All inserts must be given a square and same size trim. There should be no evidence of poor trimming due to blunt knives.

Unusual products

Any card i.e. cut, perforated insert or any other material of an unusual nature, dimensions or fold should be checked by the mailroom manager prior to acceptance of booking.

Packing and transport

Inserts that are stuck together due to still wet ink, inserts that are electrostatically charged, or damp, cannot be inserted and should not be processed. Likewise, inserts with dog-ears or displaced spines cannot be processed. The inserts must be stacked cleanly on stable pallets and protected against any possible transport damage and moisture. Each pallet must be marked clearly with a visible packaging slip on two adjacent sides.

All package slips must contain the following information: product name, publication date, key number, name and contact info of the printer, total number of inserts delivered, number of inserts in each bundle/pallet/box, number of inserts on this pallet, total number of pallets, individual pallet number, space for two bar codes.

Delivery notes

No goods will be accepted without a delivery note. The delivery note must contain the following information: number of boxes or pallets, total delivered, publication name, name of contact person, key number/caption, product description e.g.: four-page tabloid quarter folded. The mailroom will only check the number of boxes or pallets, and discrepancies will only be noted during inserting.

DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser, warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 ('CPA') in all transactions between us. Among other, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify The Citizen, a Division of CTP Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.

TERMS AND CONDITIONS TO THE CITIZEN 2023 RATE CARD

Advertisements are only accepted for publication in The Citizen a Division of CTP Ltd subject to the following conditions:

GENERAL TERMS AND CONDITIONS

1. It is not the responsibility of the publisher to submit proof of publication of advertisements to the advertiser.
2. Although every effort will be made to meet the wishes of the advertiser, no undertaking can be given in this regard in respect of the date of publication, distribution, the form and position of the entry/ies, the name and/or title and format of the advertisement, the number of copies and place of distribution.
3. Late advertisement orders are subject to editorial availability.
4. The advertiser shall be responsible for, and hereby undertakes to pay the publisher all expenses which the publisher may incur arising out of the advertiser's default, including all costs of tracing the advertiser on the scale as between attorney and own client.
5. The publisher is entitled to withhold any advertisement deemed unsuitable for publication and to cancel any advertisement order that has been accepted. (Grounds for cancellation include, but are not limited to: material that is defaming, hurtful or seen as propaganda aligned to a specific group, section of party; material that is considered unsuitable by reason of appearance, content or wording, and/or that does not comply with the guidelines of the Advertising Regulatory Board; an advertiser's account in arrears.)
6. Printer's error; casual displacement or omission, do not invalidate contracts. Every care shall be taken to ensure prompt insertion of all advertisements, but any Advertiser or advertising practitioner placing an advertisement in The Citizen newspaper indemnifies the newspaper against any liability whether in respect of damage, cost or otherwise that it may incur as a result of the publication or non-publication of that advertisement in any specified issue or any specified date.
7. The Citizen will not be held liable for any failure to publish or delay in advertising caused by any force outside The Citizen's control. These forces include, but are not limited to, war, industrial dispute, Electricity failure, any Act of God, governmental or legal restraint.
8. The publisher reserves the right to suspend issue on any day and to increase or decrease the usual number of editions printed without notice.
9. Space is sold to the advertiser for the purposes of making announcements concerning his own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
10. Should the advertiser not meet his frequency, or share of market commitment, the publisher shall be entitled to charge the top rate. This also applies when a contract is cancelled prior to completion.
11. Should the advertiser exceed his monthly commitment, no reduction shall be rebated for advertising which has already appeared. However, the contract may be revised at the request of the advertiser. Hereafter the lower rate will apply.
12. Copy must conform to all Government, Press Council, Advertising Regulatory Board and The Citizen Company requirements for the acceptance of advertisements.
13. Where advertisements are booked and the material arrives after deadline or fails to arrive, the space may still be charged for.
14. It is the responsibility of the advertiser to report

any errors in advertisements within two days of appearance.

15. The Citizen will not be responsible for queries older than 60 days.
16. Should this contract be terminated by the advertiser before the end of the specific period, other than in terms of Clause 11, or on non-fulfilment of agreement within the special period, the advertiser shall immediately be liable for the difference between the discounted rates and rate card rate for all advertising taken during the contract period.
17. The publisher reserves the right to cancel this contract in the event of the advertiser failing to make payment in accordance with our terms of thirty (30) days. In event of such cancellation, all advertising taken during the contract period will be subject to the surcharge set out in Clause 16 above.
18. Deadlines may be varied by the company at any time.
19. In the event of the publisher failing to insert a booked advertisement, the said booking will be included in calculating the contract fulfillment.
20. No liability for any errors in translation will be accepted.

CLASSIFIEDS | LEGALS | AUCTIONS

[The following terms and conditions are in addition to the general terms and conditions above, and apply to Classifieds, Legals and Auctions.]

1. The Citizen will not be held responsible for adverts that run out of the alphabetical sequence.
2. The Citizen will not be held responsible for any misleading claims or damages incurred by the Advertiser.
3. It is the responsibility of the Advertiser to report any errors on the date of appearance or within 24 hours thereafter.
4. The Citizen will not be liable for any other cost except for re-advertising of an ad mentioned in the preceding clause (3).
5. The Citizen will not be held responsible for queries older than 30 days.
6. The Citizen will not be held responsible for any re-advertising cost in other newspapers due to advertising not received for publication by us.
7. Advertisements can be cancelled by telephoning 010 976 4209 (Legals), 010 976 4134 (Auctions), 010 976 4142 (Classifieds) before 09:00 one day prior to publication.
8. All legal notices must be submitted in writing by 09:00 one day prior to publication. All amendments on, or cancellations of, an advertisement must be submitted in writing before 09:00 on the day prior to day of advertising.
9. Credit will not be given for typographical errors that do not lessen the effectiveness of the advert.
10. The Citizen will not be held responsible for any correspondence not received via fax/e-mail.
11. In order to improve our client service, we request all our valued Legals clients to follow the undermentioned procedures:
 - a. Please confirm telephonically whether your advertisements reached The Citizen before the printing deadlines. This applies to advertisements sent by fax, e-mail, or delivered by hand.
 - b. Please do not rely on fax transmission slips or e-mail reports only, as those have proved unreliable in the past.
 - c. Please contact us during office hours for any information regarding your legal advertising.