

# 2014 ADVERTISING RATES

## DESCRIPTION:

Full colour

Half-Page - All Sizes

One Third Page - Landscape

Quarter Page - All Sizes

Quarter Page + Press Release

Quarter Page Press Release Only

One Eighth Page - Landscape

One Eighth Page + Press Release

Title Page / Outside Back Cover

## 1-2 ISSUES:

Per advert per issue

R6925-00

R5875-00

R4990-00

R6290-00

R1725-00

R4025-00

R4450-00

R7995-00

## 3-4 ISSUES:

Per advert per issue

R6250-00

R5290-00

R4490-00

R5690-00

R1535-00

R3625-00

R3995-00

POA

Rates are Exclusive of VAT.

Rates do not include agency fees/commissions.

Packages available with International Dentistry South Africa on request.

# DENTAL TRIBUNE

The World's Dental Newspaper · South African Edition

## MATERIAL DEADLINES 2014

### VOL 2. NO. 1 - MARCH

Advertising Booking: 03 February 2014  
Advertising Material: 10 February 2014  
Publication Date: 27 February 2014

### VOL 2. NO 2 - JUNE

Advertising Booking: 05 May 2014  
Advertising Material: 12 May 2014  
Publication Date: 29 May 2014

### VOL 2. NO. 3 - SEPTEMBER

Advertising Booking: 04 August 2014  
Advertising Material: 11 August 2014  
Publication Date: 28 August 2014

### VOL 2. NO. 4 - DECEMBER

Advertising Booking: 03 November 2014  
Advertising Material: 10 November 2014  
Publication Date: 20 November 2014

## MATERIAL SPECIFICATIONS

Half Page Landscape: 277mm x 190mm  
Half Page Portrait: 190mm x 277mm  
Half Page Vertical: 135mm x 380mm  
One Third Page Vertical: 277mm x 127mm  
Quarter Page Landscape: 277mm x 95mm  
Quarter Page Portrait: 135mm x 185mm  
Quarter Page Vertical: 65mm x 380mm  
Eighth Page Landscape: 135mm x 92.5mm

*Bleed on all advert sizes: 5mm*

*All material to be supplied digitally (CD/DVD/Email)*

### FILE TYPE:

Quark Xpress | Photoshop | Illustrator | Acrobat PDF  
(300dpi, CMYK, embedded fonts)

**NB:** Microsoft Word/Powerpoint/Publisher,  
Pagemaker or CoralDraw *will not be accepted*

**Resolution:** Only images at 300dpi will be accepted

**Colour:** Process Colour

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