

ARTWORK SPECIFICATIONS

File types

- MAC & 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 can't except Corel Draw, Freehand & Quark.
- Linking Files: Always link, never embed. Provide all linked files with layout files (vector files).
- Client that supply discs in whatever format must make sure that all the working files, fonts (screen and printer), high resolution images

Colour

- Proof required: Please send a JPG / PDF file or a colour printout which we can proof your artwork against.
- Pantone Colours: For accurate colour matching use Pantones for corporate colours.
- All desired colours need to be specified. Do not use generic colours such as "gree", from Adobe Illustrator or CorelDraw. Convert all to CMYK. 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 – colour: convert to CMYK / Grayscale
- EPS & TIFF: Generally speaking, EPS files are the most foolproof, and carry the most information. NEVER place and EPS within another EPS.
- GIFs do not have a high enough resolution for printing.
- JPGs with file sizes smaller than 300 kb are usually not suitable for printing because of its low resolution.

Vectored artwork

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

INSERT SPECIFICATIONS

Delivery Time

Delivery must take place 3 days prior to insertion. This allow the Mailroom to ensure that inserts comply to specifications and allow time to take corrective action.

Production Specification

Sizes: Maximum sizes 285 x410; minimum size 200 x 140; no smaller than A5; single sheet a4 must be on 160 gsm. Any 4 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 center folding 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, insert 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: No. of boxes / pallets, Total delivered, Publication name, Name of contact person, Key number/ caption, Product description e.g. 4 page tabloid quarter folded. The Mailroom will only check the number of boxes or pallets and discrepancies will only be noted during inserting.

The Citizen

Advertising

Rate Card 2011



ADVERTISING RATES

MAINBODY

	MONDAY – FRIDAY	SATURDAY
Black and White	R 98.00	R 69.00
1 Spot	R115.00	R 80.50
Full Colour	R132.00	R109.00

SPECIAL POSITIONS

Front page solus (4x8)	Rate	+ 100%
Page 3 solus (23x3)	Rate	+ 25%
Back page solus (7x8)	Rate	+ 50%
Any other guaranteed position	Rate	+ 10%

INSERTS

R345 / 1000 insert copies

All inserts must be delivered to: 14 Wright street, Industria West, Johannesburg

Booking deadline: 09h00 day prior to publication

Material deadline: 12h00 working day prior to publication

CITIMOTORING

Citibike and Cititransport & Trucking

	MONDAY – FRIDAY	SATURDAY
Black and White	R 85.00	R 57.50
1 Spot	R106.00	R 69.00
Full Colour	R125.00	R 98.00

Booking deadline: 10h00 Friday prior to publication

Material deadline: Monday prior to publication

AUCTIONS

R108.00

Booking deadline: 10h00 Wednesday prior to publication

Material deadline: Thursday 10h00 prior to publication

RECRUITMENT

R112.00

Booking deadline: 13h00 Monday prior to publication

Material deadline: 13h30 Monday prior to publication

SUPPLEMENTS

(CitiVibe, CitiGaming, CitiHealth, CitiBusiness, CitiGreen and more)

	MONDAY – FRIDAY	SATURDAY
Black and White	R 85.00	R 57.50
1 Spot	R106.00	R 69.00
Full Colour	R125.00	R 98.00

Booking deadline: 09h00 2 Days prior to publication

Material deadline: 2 Working days prior to publication

CLASSIFIEDS

Display	R 98.00
Legal Display	R 93.00

SAMPLING AND ADVERTISING COMBO

Contract	Duration	Advertising	Sampling	Total Cost	Discount
	1 Month	1 Full page +	8000 units	R72 600	(8%)
	3 Month	3 Full pages +	16000 units	R174 500	(11%)
	6 Month	6 Full pages +	24000 units	R295 000	(17%)
	12 Month	12 Full pages +	32000 units	R486 500	(24%)

SAMPLING ONLY

Contract Duration	Unit Price*
1 Month	R4.20
3 Month	R4.00
6 Month	R3.70
12 Month	R3.50

*minimum 8000 units

WEBSITE

Look out for advertising opportunities on The Citizen website.

For more information contact your advertising representative.

COLUMN CONFIGURATION

Width	MAINBODY	AUCTIONS & CLASSIFIEDS
1 Column	31mm	30mm
2 Column	64mm	63mm
3 Column	98mm	96mm
4 Column	131mm	129mm
5 Column	164mm	162mm
6 Column	198mm	195mm
7 Column	231mm	228mm
8 Column	265mm	261mm



ARTWORK

ARTWORK CAN BE SENT IN THE FOLLOWING WAYS:

EMAIL ADDRESS

ads@citizen.co.za or thecitizen1978@gmail.com

QUICKCUT Call (011) 27-805-0600 to get the necessary information

WESEND www.websend.co.za

FTP Site: <ftp://dtp@www.secure.citizen.co.za> User name: dtp Password:dtp

CONTACT

SHOULD YOU REQUIRE ANY FURTHER INFORMATION PLEASE CONTACT:

Megan Samuels (Marketing Sales Executive)

Tel : 011 248 6246 Cell: 072 901 2891

Email: megans@citizen.co.za

P.T.O FOR ARTWORK AND INSERT SPECIFICATIONS