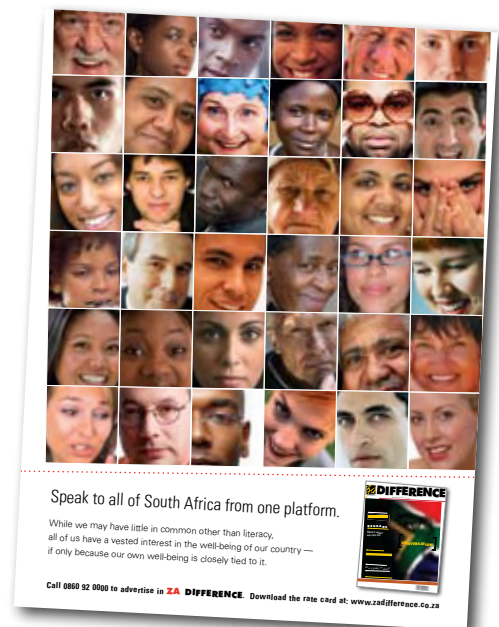


RATE CARD

UNPARALLELED EXPOSURE TO A BROAD CROSS-SECTION OF SOUTH AFRICANS ... FROM ONE PLATFORM



While we may have little in common other than literacy, all of us have a vested interest in the well-being of our country — if only because our own well-being is closely tied to it. That's why **ZA Difference** is a demography-breaker, an LSM defier that cuts across all social strata and lifestyle segmentations. While research shows that our primary buying audience is affluent, feedback from readers across the country confirms that we have struck a chord with South Africans from all walks of life.

- **ZA Difference** offers a unique opportunity to promote products and services that provide solutions to social and economic problems arising from poverty and marginalisation ... such as water purification systems ... alternative energy sources, solar ovens, hand-tools and wind-up radios ... gardening systems and nutritionally dense food for people with immune-deficiency diseases ... or skills development training and job listings for unskilled people ...
- **ZA Difference** is a perfect vehicle for building positive brand awareness for businesses with a national footprint and with products of interest to a general audience — such as appliances, cleaning materials, food, banking, telecommunications, etc.
- **ZA Difference** provides a natural soapbox for messages that inspire, motivate, uplift, educate ... or for information about CSI projects that invite participation, inspire action and celebrate excellence.
- **ZA Difference** is a fitting platform for the promotion of the activities, resources, events, training, volunteer opportunities, manpower requirements and more, of organisations involved in social development work ... such as aid organisations, NGOs and NPOs, as well as community and faith-based organisations.

*(The best part is that Directory listings are free to subscribing non-governmental NPOs who also qualify for a 50% discount on all published advertising rates. But even if you're not an NPO, advertising space in **ZA Difference** is affordable because of the option to buy space by the column / centimeter.)*

- **ZA Difference** is an ideal medium for Government agencies to communicate with a diverse audience regarding social programmes and information designed to alleviate the plight of poverty.

Rate card overleaf /

ZA DIFFERENCE!

Bridging the divide ...

Full Page Ad

210 mm across x 275 mm down
R18 800



Vertical Half Page Ad

105 mm across x
275 mm down
R12 980



Buy a column as is or by the column-width x cm length

1

27 mm across x 235 mm down: R2 665

2

58 mm across x 235 mm down: R5 720

3

89 mm across x 235 mm down: R8 465



Advertising sizes & rates

- **Full page:** 210 mm across x 275 mm down: R18 800
- **Vertical half page:** 105 mm across x 275 mm down: R12 980 (No horizontal option.)
- **Double page spread:** 420 mm across x 275 mm down: R36 730
- **Inside front cover & page one:** R22 530 each or R43 000 as a double-page spread
- **Inside back cover:** R22 000
- **Back cover:** R23 510
- **Fold-outs:** Request a quotation on your specifications.
- **Loose inserts:** Loose booklets, flyers and promotional materials may be inserted into **ZA Difference** and so distributed to readers. Request prices per instance.

Can't compete with the big guys?

No problem! Buy space by the column x centimeter and get exposed to the same audiences. Example: two columns across x 2 centimeters deep will cost only R732! Just make sure that you can fit your essential message and contact information into the space you plan to buy. (See diagram bottom left.)

Column options:

- **1:** 27 mm across x 235 mm down: R2 665 Or: R114 per column x centimeter.
- **2:** 58 mm across x 235 mm down: R5 720 Or: R244 per column x centimeter.
- **3:** 89 mm across x 235 mm down: R8 465 Or: R361 per column x centimeter.

Subscribing non-governmental NPOs can list their offerings free of charge in the **ZA Difference Resource Directory** for the duration of their subscription.

Discounts

50% off all rates on advertorials, stories, information and column-based ads to registered non-governmental NPOs working towards social change.

Contract discounts:

- 7.5% discount on 3-month contract
- 12% discount on a 6 month contract
- 20% discount on a 12 month contract

Advance payment discount:

- Pay the entire contract in advance to double the contract discount.

Creative services

- 15% discount on writing and graphic design on all confirmed advertising bookings.

Terms

- Quoted prices are all inclusive and valid for 30 days.
- Discounts and special offers may not be combined.
- Invoices are issued within 24 hours of publication — unless otherwise agreed, e.g. to qualify for an advance payment discount.
- Payment is due on presentation of invoice (except for agencies).
- 30 day terms for non-accredited agencies and 45 days for accredited agencies.
- Agency discount forfeited if payment not received within stipulated time period.

Specifications

- Frequency: Intermittent. Editorial calendar at: www.zadifference.org/calendar.php
- Full Page: Trim Size 210mm X 275mm; Bleed 3mm; Margin 15mm
- Half Page: Trim Size 105mm X 275mm; Bleed 3mm; Margin 15mm
- All advertising space is sold as full process colour.
- Additional colours or finishes cost extra.
- Artwork format: PDF/X-1a. Call if you're not sure. Work required to make material printable will be charged at standard rates.
- Discuss booking and material deadlines with the **ZA Difference** representative.