

# the STANFORD Spectator

people, news & what sets us apart

# 2023 RATE CARD

## A Print & Online Publication

Last updated: 10/08/2023

The Stanford Spectator is a high-quality, full colour, glossy monthly print & digital magazine.

### PRINT ADVERTISING RATES:

Description:	Size:	Rate:
Full Page	A4 Vertical	R1,250
Half Page	A5 Horizontal	R750
Quarter Page	A6 Vertical	R450
Banner Ad (Front Cover)	185mm x 80mm	R750
Banner Ad (Other Pages)	185mm x 50mm	R450
Ear Ad (Front Cover Top Corner)	65mm x 50mm	R650
Ads Smaller Than A6	A7, A8, A9, A10	R350
Inserts**	A4 & Under	R500
Advertorial (Full Page)*	A4 Vertical	R1,750

\*An advertorial is a paid advertisement conveying information designed to resemble an article which can be more effective than an ordinary ad. An advertorial often concludes with a call to action that informs the reader how and where to purchase a product or service.

\*\*Separate loose flyer/advertisement placed inside the magazine.

### TERMS & CONDITIONS:

- Rates are based on an ad ready to be placed.
- File types accepted include JPEGs and PDFs.
- All ads are in colour (CMYK), unless otherwise arranged.
- The design of a new ad is 50% of the placement rate.
- Ads and images to be high res (300dpi), otherwise quality cannot be guaranteed.
- Ads requiring adjustment will be subject to 20% of the placement rate.
- Online readership is unlimited.
- Place an advertorial or full-page ad and receive two copies of the printed issue for free.
- Place a half-page ad and receive one copy of the printed issue for free.
- Rates are subject to change without prior notice.

### BANKING DETAILS:

Stanford News Agency (Pty) Ltd  
Nedbank  
Branch Code: 13451200  
Account Number: 1233584081  
Ref: Name or Invoice No.

Please email proof of payment to:  
admin@stanfordnewsagency.co.za

### SUBSCRIPTIONS:

Print Copy: R25 / Issue\*

Digital Copy: Free

\*Free delivery to residents of Stanford.



The Stanford Spectator is proudly brought to you by  
The Stanford News Agency (Pty) Ltd

# the STANFORD Spectator

people, news & what sets us apart

# 2023 RATE CARD

## A Print & Online Publication

Last updated: 16/03/2023

The Stanford Spectator is a high-quality, full colour, glossy monthly print & digital magazine.



### SOCIAL MEDIA & WEBSITE:

Paid advertisers will have their ads promoted on the Stanford News Agency Facebook page and website.

### ISSUES & DEADLINES:

Issue:	Release Date:	Adv. Deadline:	Article Deadline:
January (Issue 08)	20	13	11
February (Issue 09)	17	10	8
March (Issue 10)	17	10	8
April (Issue 11)	21	14	12
May (Issue 12)	19	12	10
June (Issue 13)	15	9	7
July (Issue 14)	21	14	12
August (Issue 15)	18	11	9
September (Issue 16)	15	8	6
October (Issue 17)	20	13	11
November (Issue 18)	17	10	8
December (Issue 19)	8	1	29/11



Shop 1, 14 Queen Victoria Street, Stanford, 7210  
Editor: Melissa Mc Alpine  
078 324 5692 | [melissa@stanfordnewsagency.co.za](mailto:melissa@stanfordnewsagency.co.za)  
[www.stanfordnewsagency.co.za](http://www.stanfordnewsagency.co.za)