



SIGHTS & SOUNDS OF SANDTON ANNUAL MUST-HAVE POCKET GUIDE

Everything you need to know about working & playing in Sandton

The Sights & Sounds of Sandton is an annual publication with its inaugural edition launching in 2014.

The A6 pocket-sized guide is targeted at local and international tourists, business people and residents of Sandton.

The guide will provide readers with everything they need to know about Sandton; where to stay, where to shop, where to eat, where to do business, where to do just about anything they want to do.

We want the world to know what an extraordinary place Sandton is; not only as a business hub, but also as an easily accessible and world-class destination to live, work and play.

Frequency	Annual
Print run	50 000 copies
Print specifications	Cover 200 gsm Inside pages 85 gsm
Distribution	Monthly over the entire year to 80 sites including hotels, airports and tourist attractions; free of charge to readers
Size	A6 portrait (148 mm x 105 mm)
Booking deadline	31 March 2014

RATES

Full Page	R 11 950
Inside Covers (front & back)	R 13 500
Back Cover	R 15 000
Double Page Spread	R 21 900
Centre Double Page Spread	R 23 100
Half Page (vertical or horizontal)	R 6 500
Basic listing plus logo, website, email, social media links	R 600
Basic listing with address and phone number	Free

* Sandton Tourism Association (STA) members will receive a 20% discount on rates and will be denoted by a star next to their listing

DESIGN SPECIFICATIONS

Full page / covers

Trim Size	148 mm (h) x 105 mm (w)
Type Area	128 mm (h) x 85 mm (w)

Half page (horizontal)

Trim Size	74 mm (h) x 105 mm (w)
Type area	64 mm (h) x 52 mm (w)

Half page (vertical)

Trim Size	148 mm (h) x 52 mm (w)
Type area	128 mm (h) x 40 mm (w)
Bleed (For All sizes)	5 mm all round

MATERIAL SPECIFICATIONS

Print advert: Material is to be supplied as CMYK, high resolution (300 dpi) flattened (PDF/X-1a:2001) PDF file and emailed to nicola@nikieta.co.za.

Listings: Logos to be supplied as high resolution (300 dpi) jpegs in CMYK. Vector/illustrator files are preferable. Copy to be supplied in a Microsoft Word document.

Should you need any assistance with designing your advert, a separate quote can be provided.

CONTACT DETAILS

Produced by



Contact:

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ENDORSED BY



BOOKING FORM

To secure your booking, please complete the form below and email to nicola@nikieta.co.za or fax to 086 696 7215

Company name	
Contact person	
Designation	
Address	
Telephone	
Cell	
Fax	
Email	
Website	
Facebook	
Twitter	
Invoice to be addressed to	
VAT Number	
Email	
Cell	

ADVERT SELECTION

Description	Unit Cost	Qty	Total
Full page	R 11 950		
Inside front cover*	R 13 500		
Inside back cover*	R 13 500		
Back cover*	R 15 000		
Double page spread*	R 21 900		
Centre double page spread*	R 23 100		
Half page	R 6 500		
Basic listing plus logo, website, email, social media links	R 600		
Basic listing with address and phone number	Free		

Sub-total

Less 20% for STA members

TOTAL

*Allocated on a first-come-first-serve basis to be confirmed once payment is received

SIGNATURE	DATE
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TERMS & CONDITIONS

- NiKieTa Marketing is not VAT-registered.
- Bookings are only confirmed once full payment has been received.
- Print-ready artwork received will be accepted as approved and will not be proofed. It is the advertiser's responsibility to check accuracy of content.