

RATES - Effective 1 February 2007	Basic Rate	14% VAT	Rate incl VAT
FULL PAGE			
Full Colour	R 37 485,00	R 5 247,90	R 42 732,90
Black & White	R 27 170,00	R 3 803,80	R 30 973,80
HALF PAGE			
Full Colour	R 22 400,00	R 3 136,00	R 25 536,00
Black & White	R 13 780,00	R 1 929,20	R 15 709,20
COVER PAGES			
Opening DPS	R 92 770,00	R 12 987,80	R 105 757,80
IFC Full Colour Only	R 49 170,00	R 6 883,80	R 56 053,80
IBC Full Colour Only	R 48 605,00	R 6 804,70	R 55 409,70
OBC Full Colour Only	R 50 965,00	R 7 135,10	R 58 100,10
DOUBLE PAGE SPREAD			
Full Colour	R 74 975,00	R 10 496,50	R 85 471,50
Black & White	R 54 335,00	R 7 609,90	R 61 941,90
1/2 DOUBLE PAGE SPREAD			
Full Colour	R 37 485,00	R 5 247,90	R 42 732,90
Black & White	R 27 170,00	R 3 803,80	R 30 973,80
1/3 DOUBLE PAGE SPREAD			
Full Colour	R 31 925,00	R 4 469,50	R 36 394,50
Black & White	R 22 495,00	R 3 149,30	R 25 644,30
LETTERS			
1/3 Vertical/Horizontal Full Colour	R 17 250,00	R 2 415,00	R 19 665,00
1/3 Vertical/Horizontal Black & White	R 12 470,00	R 1 745,80	R 14 215,80
DID YOU HEAR			
1/3 Vertical/Horizontal Full Colour	R 17 250,00	R 2 415,00	R 19 665,00
1/3 Vertical/Horizontal Black & White	R 12 470,00	R 1 745,80	R 14 215,80
INDEX PAGE			
1/3 Vertical/Horizontal Full Colour	R 17 250,00	R 2 415,00	R 19 665,00
1/3 Vertical/Horizontal Black & White	R 12 470,00	R 1 745,80	R 14 215,80
2/3 VERTICAL			
Full Colour	R 31 640,00	R 4 429,60	R 36 069,60
Black & White	R 22 400,00	R 3 136,00	R 25 536,00
1/3 HORIZONTAL/VERTICAL/SQUARE (120mm X 120mm)			
Full Colour	R 15 965,00	2 235,10	18 200,10
Black & White	R 11 245,00	1 574,30	12 819,30
5 X 3 (50mm X 190mm STRIP)			
Full Colour	R 9 560,00	R 1 338,40	R 10 898,40
Black & White	R 7 670,00	R 1 073,80	R 8 743,80
10 x 1 (100m x 60mm)			
Full Colour or Black & White	R 7 670,00	R 1 073,80	R 8 743,80
GUARANTEED FIRST RIGHT HAND POSITION			
Full Colour	R 41 235,00	R 5 772,90	R 47 007,90
Black & White	R 29 885,00	R 4 183,90	R 34 068,90
SPOT COLOUR (In addition to the Basic B&W Rate)			
1 Spot (full page)	R 3 779,00	R 529,06	R 4 308,06
2 Spot (full page)	R 7 558,00	R 1 058,12	R 8 616,12
1 Spot (less than full page)	R 1 733,00	R 242,62	R 1 975,62
2 Spot (less than full page)	R 3 498,00	R 489,72	R 3 987,72
TOP JOBS / EXECUTIVE EDUCATION / BUSINESS OPPORTUNITIES AND MISCELLANEOUS SECTIONS (per s.c.cm)			
Full Colour per s.c.cm	R 375,00	R 52,50	R 427,50
Black & White per s.c.cm	R 272,00	R 38,08	R 310,08
Black & White + 1 spot colour per s.c.cm	R 309,00	R 43,26	R 352,26
Black & White + 2 spot colour per s.c.cm	R 347,00	R 48,58	R 395,58
LOOSE INSERTS (270mm X 205mm)			
First 2 printed sides	R 16 500,00	R 2 310,00	R 18 810,00
8 printed sides	R 30 000,00	R 4 200,00	R 34 200,00
Each additional printed side	R 1 100,00	R 154,00	R 1 254,00
<i>Place an insert in Business Day and receive 25% off the same insert placed in FM</i>			
FINANCIAL ADVERTISING			
<i>Place a financial advertisement in Business Day and receive 15% off your placement in the FM</i>			

E&OE

Rates include Agency commission

Prepared by: Marketing Services Department, Johncom.