



Senior Living

Rate Card 2021



SENIOR LIVING is a full colour, A5, niche market publication that is distributed free of charge every second month to various retirement homes and villages, as well as bowling clubs, libraries etc, providing information on benefits and special offers available to senior citizens (pre- and post-retirement) by local businesses, including informative entertaining articles.

There are three different distribution areas, to ensure that the articles, adverts and special offers are relevant to the seniors in these areas: Durban, Highway, Pietermaritzburg and Midlands. All adverts are tagged in the publication denoting relevant service areas.

ADVERTISING RATES (3 issues and 6 issues*)

FULL A5 PAGE	R2800 (per issue)
HALF A5 PAGE	R1400 (per issue)
QUARTER A5 PAGE	R700 (per issue)
HALF PAGE ADVERTORIAL	R700 (per issue)
FULL PAGE ADVERTORIAL	R1400 (per issue)

* all 6 month contracts will also receive a **FREE full page advertorial in 1 issue.**

- We strongly recommend the use of competitions, discounts, advertorials, editorials etc to encourage better response to adverts.
- Accounts settled before the 5th of the month in which they were invoiced, will receive a 10% discount.

Advertising Booking Form

Business OR Individual Name _____

Full Name of Business Owner _____

ID Number of Business Owner _____

Physical Address _____

Postal Address _____

Contact Person _____

Contact Number _____

E-mail Address _____

Company Registration Number _____

VAT Registration Number _____

Website _____

Business Description: (e.g Appliance Repairs) _____

Ad Size/s Booked Full Page Half Page Quarter Page

Number of Issues 3 issues 6 issues

First Issue Month _____

Please confirm you have read and accept the terms and conditions: Yes, I accept

Signed by _____

Signature _____

Date _____

Place _____

Advert Sizes & Specifications

FREE Advert Design Service!

To make the whole process of advertising with us as seamless and easy as possible, we offer a FREE advert design service. Simply email us your logo, images, slogan and text to include. Limited changes allowed.



Full page advert: 128mm width
x 183.2mm height

**Quarter page
portrait:**

61mm width
x 86mm height

Half page advert landscape:

128mm width x 86mm height

Advert Sizes & Specifications

SHOULD YOU STILL WISH TO SUBMIT YOUR OWN ADVERT, PLEASE TAKE NOTE OF THE BELOW:

We strongly recommend the use of competitions, discounts, advertorials, editorials etc to encourage better response to adverts.

- All adverts must be supplied in CMYK format.
- All fonts must be converted to paths/curves or embedded
- All adverts must be set to the correct dimensions.
- All adverts must be supplied as a high quality (300dpi) PDF or JPG file format only.
- No bleed is required for any advert size.

LEGIBILITY IS CRUCIAL:

- Suggested minimum font size for adverts is 8 points
- Suggested maximum word count for 1/4 page adverts is 20, and 40 for 1/2 page adverts and 70 for full page adverts
- Word count for half page advertorial is 130 INCLUDING headline and contact details
- Word count for full page advertorial is 250 INCLUDING headline and contact details

PLEASE DISCUSS SUBMISSION DEADLINES WITH YOUR SALES REP.

Terms and Conditions

- Payment for each issue is due strictly in advance before the booking deadline.
- SENIOR LIVING reserves the right to cancel any advertising placed should payment not be received by the booking deadline.
- Rates are subject to change without notice (NB: an annual rate increase takes place on the 1st of January every year, regardless of the rate agreed to at the start of the contract).
- Cancellations of bookings and changes to contracts will only be accepted if submitted in writing 3 days prior to the booking deadline for that month.
- Cancellations received fewer than 3 days prior to the booking deadline will be liable for full payment.
- If the contract is canceled before completion, a 20% surcharge will apply on the balance of the contract.
- SENIOR LIVING will not be liable for any loss or damage caused by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
- Exact colour reproduction is not guaranteed.
- In the event of an advertisement not appearing by reason of the fault of SENIOR LIVING, the advertisement will be published in the next issue.
- The Advertiser accepts as the charges and rates as set out in the rate card.

