

ADVERTISING RATES NAMIBIA 2023



-  TheNamibianNewspaper
-  TheNamibian
-  @TheNamibian



Still telling it like it is!



INVITATION TO SPONSOR THE NAMIBIAN'S LET'S READ PROJECT

Building an informed nation-adopt a community aimed at creating a well-informed nation.

The Namibian newspaper invites you to join a civic project aimed at creating a well-informed nation.

- Increase literacy and foster a reading culture primarily among the youth
- Assist needy communities to have access to information and reading material, specifically current affairs

THE SPONSORS

- Support a civic project across Namibia by donating monthly sets of The Namibian newspaper to schools an public libraries, community centres and old age homes.
- Market your brand and spread your business message further.
- Broaden your CSI reach.

Contact Elrich Tilling: elrich@namibian.com.na



PRINTING SPECIFICATIONS



Printable Page Sizes:

- 265x390mm Tabloid
- 390x540mm Broadsheet
- 160x240mm Quarter Fold / Booklet

PDF Files & Options:

- Only PDF files accepted
- Minimum Image resolution 28 lines per mm
- Recommended Image Resolution 300DPI
- Images in Adobe RGB or sRGB
- Image in CMYK also accepted if ISOnewspaper profile
- No Spot Colours
- No Overprinting white tints
- No 4 colour Black
- Embedded Fonts only
- Outlined Fonts
- Minimum accepted font size 6pt

Colour Profiles:

- Recommended Colour profile IFRA standard ISOnewspaper26v4
- If no IFRA colour profile available and using Adobe cloud chose Fogra 39
- If any older version of Adobe product is used, select Europe prepress 3
- Colour & Ink Densities:
- Total Ink Coverage may not exceed 220%

Material retrieval Options:

- Files can be sent via FTP - "FTP details on request"
- File can be shared via DropBox
- File can be shared via BTSync
- Files can be Emailed "single file not to exceed 10mb"

COMPANY CONTACT INFORMATION

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**MOST POPULAR SIZES 2023 RATES (EXCL VAT)
(VALID 01 JANUARY 2023 - 31 DECEMBER 2023)**

Size column / cm		Page positioning description	Monday - Thursday N\$	Friday N\$	Mon - Thur	Fri
Height	Width				rate	rate
39	14	2 Full pages (DP Spread) 10% Loading fee	52,006.50	64,864.80	95.25	118.80
39	7	1 Full page	26,003.25	32,432.40	95.25	118.80
30	6	A4 Portrait	17,145.00	21,384.00	95.25	118.80
19	7	(1/2) Half Page Landscape	12,668.25	15,800.40	95.25	118.80
28	5	(1/2) Half Page Portrait	13,335.00	16,632.00	95.25	118.80
19	4	(1/4) Page Portrait A5	7,239.00	9,028.80	95.25	118.80
16	5	(1/4) Page Landscape	7,620.00	9,504.00	95.25	118.80
15	3	Postcard Portrait	4,286.25	5,346.00	95.25	118.80
11	4	Postcard Landscape	4,191.00	5,227.20	95.25	118.80
10	3	Display	2,857.50	3,564.00	95.25	118.80
10	2	Display	1,905.00	2,376.00	95.25	118.80
7	3	(1/2) of a Postcard Portrait	2,000.25	2,494.80	95.25	118.80
15	7	Banner / Strip Advertisement	10,001.25	12,474.00	95.25	118.80
12	7	Banner / Strip Advertisement	8,001.00	9,979.20	95.25	118.80
10	7	Banner / Strip Advertisement	6,667.50	8,316.00	95.25	118.80
8	7	Banner / Strip Advertisement	5,334.00	6,652.80	95.25	118.80
7	7	Banner / Strip Advertisement	4,667.25	5,821.20	95.25	118.80
5	7	Banner / Strip Advertisement	3,333.75	4,158.00	95.25	118.80
4	7	Banner / Strip Advertisement	2,667.00	3,326.40	95.25	118.80
Template Design/Make-up fee					1443.75	
Size column / cm		Page positioning description	Monday - Thursday	Friday	Mon - Thur	Friday
Height	Width				rate	rate
4	7	Front page (200% loading)	10,662.4	13,328.0	380.8	476.0
		(Only non-alcoholic adverts allowed)				
5	2	Front page - ear (200%)	3,808.0	4,760.0	380.8	476.0
4	7	Page 4 (50% loading)	4,000.50	4,989.60	142.9	178.2
10	7	Page 5;7;9 (50% loading)	10,001.25	12,474.00	142.9	178.2
15	3	SMS page (10% loading)	4,714.88	5,880.60	104.8	130.7
7	7	Back Page Sport (100% loading)	9,334.50	11,642.40	190.5	237.6
7	7	Inside back page (50% loading)	7,000.88	8,731.80	142.9	178.2
BOTTOM LINE						
(Subject to availability)		Page positioning description	Monday - Thursday	Friday	Mon - Thur	Friday
					rate	rate
7	7	Front page (200% loading)	9,334.50	11,642	190.50	237.60
OSHIWAMBO						
(Subject to availability)						
7	7	Front page (200% loading)	9,334.50	11,642.40	190.5	237.60

Booking deadline: 2 working days, no later than 12:00, prior to publication. **Cancellation deadline:** 2 working days, no later than 16:00, prior to publication. **Material deadline:** 2 working day prior to publication, no later than 12:00.

RATE CARD 2023 (1 JANUARY - 31 DECEMBER 2023) (EXCL VAT)

MAIN BODY RATES		
	MON-THURS	FRIDAY RATE
Display basic rate (per column centimetre)		
General Display adverts Full colour	95.59	118.80
Tenders and Notices Full colour	97.00	121.00
Vacancies Full colour	97.00	121.00
Template Design/Make-up fee	1443.75	

Supplements requested positions & maximum sizes		
YOUTH PAGES - TUESDAYS		
(Subject to availability)		
General Display adverts Full colour	TUESDAY RATE	
		95.25
WEEKENDER - FIRDAYS		
(Subject to availability)		
	FRIDAY RATE	
		118.80
TOP REVS-WEDNESDAY		
(Subject to availability)		
General Display adverts Full colour	WEDNESDAY RATES	
		95.25

CLASSIFIED RATES		
		MON – FRI
classified basic rate (per column centimetre)		
Framed/Display (1 column)		96.36
20 words Maximum per placement		87.34
Per word extra		3.19
Legal Notice per placement	per placement	709.43
Memorial / Death Notice	per placement	289.85
Name Change	per 2 placements	542.41

INSERT RATES			
	MON-WED	THURSDAY	FRIDAY
1 - 8 pager 45/120gsm	1,611	1,772	1,982
1 - 8 pager Glossy	1,647	1,894	2,027
Per additional consecutive 4 pages(45/60/7gsm)	240	264	295
Per additional consecutive 4 pages(Glossy)	245	282	301

2023 PUBLIC HOLIDAYS

1 Jan	New Year	25 May	Africa Day
21 Mar	Independence Day	18 May	Ascension Day
07 Apr	Good Friday	26 Aug	Heroes' Day
10 Apr	Easter Monday	10 Dec	Human Rights Day/ Women's Day
1 May	Workers' Day	25 Dec	Christmas Day
4 May	Cassinga Day	26 Dec	Family Day

ONLINE PLATFORMS ADVERTISING SPOTS



Advertising Spots

Scan QR code to subscribe to *The Namibian* e-paper.



SCAN QR CODE TO ACCESS OUR WEBSITE



Video advertising space on The Namibian website

1

With up to 100,000 active website users per day, the readjustable YouTube plug-in feature remains one of the most effective and creative tools to advertise to a vast and diverse audience.

2

What do we mean by readjustable?

We are able to place the advertisement anywhere on the website in hand with the clients desired period of time.

3

The advert will appear on our YouTube Channel playlist.

- Create video content for your business
- Flexible hours for advert appearance on website
- Increase brand awareness on our website
- Reach a bigger audience

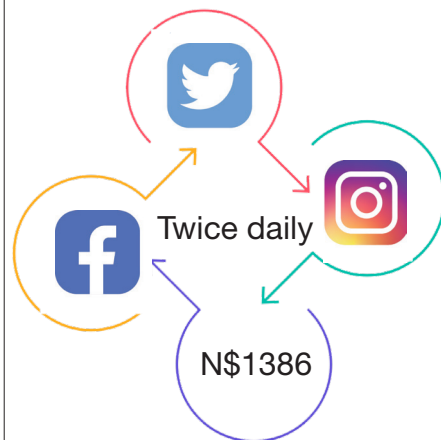
WEBSITE MONTHLY ADVERTISING RATES 2023

The screenshot shows the website layout with several advertising spots:

- T1**: Max Height 90px, Min width 1020px, **N\$13 016.40**
- L1**: Max Height 220px, Min width 264px, **N\$11 299.00**
- R1**: Max Height 350px, Min width 280px, **N\$11 298.98**
- S1**: Max Height 600px, Min Width 120px, **N\$11 299.00**
- L2**: Max Height 220px, Min width 265px, **N\$7 954.50**
- R2**: Max Height 350px, Min Width 280px, **N\$7 803.80**
- S2**: Max Height 600px, Min Width 120px, **N\$4 549.70**
- L3**: Max Height 220px, Min width 265px, **N\$2 199.60**
- B1**: Max Height 100px, Min Width 505px, **N\$7 803.80**
- R3**: Max Height 350px, Min Width 280px, **N\$2 199.60**

The website content includes news articles such as 'Electoral commission loses 117 laptops', 'Pik Botha, apartheid-era minister, dies in SA', and 'Nam loses N\$8.4b in direct investments'.

Social media marketing platforms



Advertise on our social media platforms for as little as N\$1386 per day for two postings.

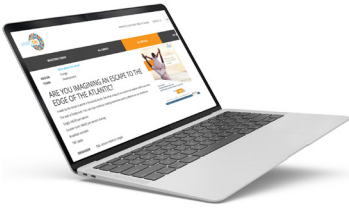
SOCIAL MEDIA STATISTICS 2023

The Namibian Facebook Insights	
Total Followers	471,136
Page Likes	398,969
Total Page Views	417,000
Reach (the number of unique people who saw any of your posts)	9,25mil
Engagements	6,46m

Instagram Insights	
Followers	300,900
Impressions (the number of times people saw your posts)	23,58mil
Reach (number of unique people who saw posts)	2,01mil

Twitter Insights	
Followers (Total number of account followers)	264,485
Profile visits	447,000
Impressions	10,7mil
Reach	4,885

WHAT'S ON RATES (EXCL VAT)	
	2023
Whats On Namibia E-mail Advertising(1xdisplay poster in weekly)	630.00
Whats On Namibia Spotlight Mail(1x)	1,260.00
Whats On Namibia Newsletter(Text ad)(1x)	315.00



WHATSON is now 100% owned by The Namibian. **WHATSON** is Namibia's leading online marketing platform for events and leisure activities. Our clients include event organisers and sponsors, activity providers, restaurants, hotels, lodges, museums, sport clubs. WhatsOn enjoys a wide reach, awareness and market visibility within the active and urban community.

FACEBOOK	
Facebook (per post)	693.00
Instagram(per post)	693.00
Boosting Administration Fee(Per)	550

WhatsOn Namibia	
Total followers	19,253
Page likes	19,134
Total page views	165
Total reach	236

CIRCULATION PRICES (EXCL VAT)			
HARDCOPY COVER PRICE	N\$ 5,00		
SUBSCRIPTION HARDCOPY (delivery)			
HOME DELIVERY	RATES	OFFICE COLLECTION	RATES
S1(12 MONTHS)	1260	S2(12 MONTHS)	504.00
S11(9 MONTHS)	945	S15(11 MONTHS)	462.00
S10(6 MONTHS)	630	S14(6 MONTHS)	252.00
S9(3 MONTHS)	315	S13(3 MONTHS)	126.00
S8(1 MONTHS)	105	S12(1 MONTHS)	42.00
E-PAPER			
	RATES		E-PAPER APP
1 MONTH SUBSCRIPTION	85.00		
3 MONTH SUBSCRIPTION	255.00		
6 MONTH SUBSCRIPTION	510.00		
1 YEAR SUBSCRIPTION	900.00		



BROADCASTING RATES (EXCL VAT)			
DESERT RADIO			
per showing/post			
L-Shape Adverts(On screen advertising during live stream TV on Facebook)	2,500.00		
Outside Broadcasting(3hours)	14,000.00		
30"second ads(Mon-Thurs)		30"second ads(Saturday -Sunday)	
06:00 -09:00	650.00	06:00 -09:00	325.00
09:00-12:00	325.00	09:00-12:00	325.00
12:00-15:00	487.50	12:00-15:00	325.00
15:00-18:00	650.00	15:00-18:00	325.00
18:00-21:00	325.00	18:00-21:00	325.00
21:00-06:00	97.00		

TERMS OF ACCEPTANCE

1. The Advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by The Namibian and further agrees that it shall be bound by the provisions of The Namibian's rate card ("the Rate Card") for the publication in question as it pertains to all matters set out therein, including, but not limited to, the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines and cancellation conditions.

2. All copy for advertisements/advertorials are subject to the approval of The Namibian, who also reserves the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.

3. The Namibian will accept no responsibility for losses arising from typographical or other errors. The Namibian's responsibility is limited to industry standard scanning and printing quality.

The Namibian is not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instruction, should an error have occurred.

4. It is an Advertiser's responsibility to supply material suitable for space bookings in line with The Namibian's copy deadlines as set out in the Rate Card for the publication in question. If the copy is not forthcoming, The Namibian has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the Advertiser.

5. The Namibian accepts no responsibility for incorrect material supplied.

6. The Namibian shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.

7. While an enquiry service number may be supplied, this in no way forms part of the contract. The Namibian is not responsible for an omission of an enquiry number, nor the failure to supply the Advertiser with enquiries.

The Advertiser may not, in any way, hold back payment or part thereof should the enquiry service number, for whatever reason, not be supplied.

8. The placement of advertisements and advertorials/ insertions is at the sole discretion of the Editor.

A guaranteed position is subject to a surcharge paid by the Advertiser as required by the publication in question.

9. Should The Namibian agree, in its sole discretion, to make up, or complete an advertisement for an Advertiser, then all The Namibian's production costs will be for the account of the Advertiser as per The Namibian's rate card. This includes design expenses.

10. In the event of cancellation, a cancellation fee of 100% will be charged after deadline.

11. All amounts payable are due simultaneously with the confirmation of order, save where The Namibian has approved an account for the Advertiser in writing.

12. The Namibian reserves the right to suspend services if payment is not received on the due date.

13. Bank Transfers as well as Cash Deposits should be reflected on The Namibian's bank account, before an ad can be placed. Therefore, deposits must be made 3 working days in advance before the advertisement can be placed.

14. Nothing herein contained shall be interpreted as obliging The Namibian to afford the Advertiser any

indulgence to effect payment after the due date.

15. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by The Namibian and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.

16. No concession, latitude or indulgence allowed by The Namibian to the Advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.

17. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.

Artwork material requirements & specification

Important

The Namibian reserves the right to revise specifications at any time. In order to give satisfactory replies to queries on reproduction, it is essential that they are requested within 7 (seven) days of publication. The Namibian reserves the right to withhold any unsuitable advertisement from publication and to cancel any relevant advertisement order.

The Namibian's conditions of Advertisement Acceptances

The Namibian will not be held responsible for any variance of colour or font dif-

ferences if the said specifications (see below) are not strictly adhered to. Colour guides or separation proofs must be supplied.

Validation Specifications for Digitals Received

Printing Specification Adverts must be supplied to the exact specifications indicated on the rate card. Any dimensions that are outside of these areas will not be processed, and the client will have to supply new material.

Digital file requirements

Digital advertisements can be supplied using one of the following methods:

Quickcut
 Adsend
 You sendit
 Please include details in the "SUBJECT" field.
 Removable MEDIA: CD-Rom or USB stick.

General Specifications

Images: All images must be imported/provided at 300dpi. Any enlargements on the page will result in a decrease in resolution.

Text: All black text must be set on overprint and must only reproduce on the Black (K) plate, i.e. black text must not be made up of any other process colours. A minimum of 8pt Serif Type faces must be used if the text is to be reversed out of a colour background.

Colour Compensation: Material must be designed using CMYK process colours. All material must be prepared for Coldset Offset Lithographic Processes for newspaper printing as per international printing standard (ISO 12647-3).

Digital file delivery

The Namibian accepts digital material only for specifications and sizes indicated. Note that at least 2 (two) differing printing processes are used in the production of the various supplements. To optimise print quality, please ensure that all digital material is properly corrected and pre-compensated for the specified print process in use.

Please supply colour guides to complement all advertising. If in doubt, please contact your Sales Consultant for advice.

Unless advised to the contrary, all advertisements must be provided as digital PDF/X-4 material (ISO 15930-10) as this is the preferred file format.

All advertisements must be cropped to the correct dimensions, i.e. no extra white space around the adverts. Because of application version and font compatibility issues, The Namibian cannot accept native "open" documents from any DTP application (e.g. Corel Draw, Quark Xpress, Macromedia Freehand, Adobe Illustrator, Adobe-In-Design, Aldus Pagemaker, Publisher and similar packages).

Alternatively: Complete PDF files with fonts and images embedded consisting of 1 (one) advertisement only and NOT multiple advertisements (pages) in a single PDF file. For quality reasons, NO complete ads received as JPEG or TIFF images will be accepted.

Total Ink Coverage: 240% for newspapers. Dot gain is 26% for newspapers.

Colour Proofs: Offset Lithographic colour-corrected proofs must be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

Repeat & Archiving of previously printed advertisements:

Please note that printed advertisement files are archived for 1 (one) year and discs from said clients are kept for 3 (three) months. After this time period, the artwork is deleted.

The Namibian will not be responsible for any variance in colour or font differences if the above specifications are not strictly adhered to. Colour guides or separation proofs must be supplied for comparison purposes.

Before creating PDF files, designers are advised to be exceptionally careful to ensure overprinting text (especially overprinting white type), the type transparency is correctly set to "knock out" the background as desired.

Type (and other artwork) set to "transparent" will become invisible, thus appearing to "drop off". In the event this error occurs, The Namibian cannot be held liable.

To prevent the loss of sharpness, advertisements including text or type should never be supplied as (or contained within) a contone image created in an imaging application such as Adobe Photoshop.

Text should be incorporated into the advertisement as type, using embedded fonts or outline curves.