

the namibian



Still Telling It Like It Is!



2013 Rate Card

**Editor**

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editor@namibian.com.na

Editorial

Tel: (+264) 61 279 600
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Newsdesk:

news@namibian.com.na

Sports news

sport@namibian.com.na

Letters:

letters@namibian.com.na

Supplements:

weekender@namibian.com.na

General info:

info@namibian.com.na

Webmaster:

webmaster@namibian.com.na

General Manager

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circulation@namibian.com.na

Head of Sales & Marketing

Tel: (+264) 61 279 627
advertise@namibian.com.na

or

Agency Bookings:

Tel: (+264) 61 279 629
agencies@namibian.com.na

Direct Bookings:

Tel: (+264) 61 279 628
(+264) 61 279 660
(+264) 61 279 661
(+264) 61 279 624
(+264) 61 279 652
(+264) 61 279 650
Fax: (+264) 61 279 626
(+264) 61 229 206

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Tel: (+264) 61 279 632
Fax: (+264) 61 229 206
classifieds@namibian.com.na

Marketing Manager

Anita Witt
Tel: (+264) 61 279 656
anita@namibian.com.na

BRANCHES:**Swakopmund**

Haus Altona c/o Tobias Hainyeko &
Daniel Tjongarero Street
Tel: (+264) 64 463 751
Fax: (+264) 64 463 756
swakop@namibian.com.na

Oshakati

Dr Agostino Neto Street
Tel: (+264) 65 220 246
Fax: (+264) 65 224 521
oswald@namibian.com.na

Keetmanshoop

Social Security Building, 1st Floor 130 –
Sam Nujoma Ave
Tel: (+264) 63 225 872
Fax: (+264) 63 225 877
luqman@namibian.com.na

Website: www.namibian.com.na

Main Body Rates

**PRICES EXCLUDE VALUE ADDED TAX (VAT) OF 15%
PRICES ARE APPLICABLE TO TENDERS, FINANCIAL NOTICES &
RECRUITMENT DISPLAY ADVERTISEMENTS.
PRICE IS INDICATED PER COLUMN CM RATE BASED ON 7 COLUMNS.**

CONDITIONS OF ACCEPTANCE

| | |
|------------------------|---|
| Booking deadline: | 2 working days 12:00 noon prior to publication date. |
| Material deadline: | 2 working days 12:00 noon prior to publication date. |
| Cancellation deadline: | 2 working days 16:00 noon prior to publication date. |
| Penalties: | Client will be 100% responsible for payment of an advertisement cancelled or non-delivery of artwork after deadline. |
| Cash Payment: | For non-account holders, payment and proof thereof (via e-mail or fax) is required 2 working days 12:00 noon prior to publication date. |

Main Body Rates

display basic rate (per column centimeter)

| | | | |
|-----------------------------|--------------|------------------|-----------|
| Full colour | N\$ 46-00 | Friday Rate +10% | N\$ 50-61 |
| Black & White | N\$ 38-00 | Friday Rate +10% | N\$ 41-83 |
| Template Design/Make-up fee | N\$ 1,000-00 | | |

column configuration

The Namibian Newspaper is made up of seven (7) columns of which the configuration is as follows:

| | | | | | | |
|-----------|---|----------|---|--------|---|--------|
| 1 Column | = | 34.3 mm | - | Height | = | 390 mm |
| 2 Columns | = | 72.5 mm | - | Height | = | 390 mm |
| 3 Columns | = | 111 mm | - | Height | = | 390 mm |
| 4 Columns | = | 149 mm | - | Height | = | 390 mm |
| 5 Columns | = | 187.5 mm | - | Height | = | 390 mm |
| 6 Columns | = | 225.7 mm | - | Height | = | 390 mm |
| 7 Columns | = | 264 mm | - | Height | = | 390 mm |

Main Body REQUESTED POSITIONS & MAXIMUM SIZES

Main Body

(Subject to availability)

| | | | | | | | | |
|------------------|-------|--------|------------------|------|-----------|----------|-----|-----------|
| front page | 4 X 7 | Colour | Column cm rate + | 100% | N\$ 92-00 | Friday + | 10% | N\$101-22 |
| | | BW | Column cm rate + | 100% | N\$ 76-00 | Friday + | 10% | N\$ 83-65 |
| back page | 7 X 7 | Colour | Column cm rate + | 100% | N\$ 92-00 | Friday + | 10% | N\$101-22 |
| | | BW | Column cm rate + | 100% | N\$ 76-00 | Friday + | 10% | N\$ 83-65 |
| inside back page | 7 X 7 | Colour | Column cm rate + | 50% | N\$ 69-00 | Friday + | 10% | N\$ 75-90 |
| | | BW | Column cm rate + | 50% | N\$ 57-00 | Friday + | 10% | N\$ 62-70 |
| specific page | | Colour | Column cm rate + | 10% | N\$ 50-61 | Friday + | 10% | N\$ 55-65 |
| | | BW | Column cm rate + | 10% | N\$ 41-83 | Friday + | 10% | N\$ 46-00 |

Bottom Line

(Subject to availability)

| | | | | | | | | |
|------------|-------|--------|------------------|-----|-----------|----------|-----|-----------|
| front page | 7 X 7 | Colour | Column cm rate + | 10% | N\$ 50-61 | Friday + | 10% | N\$ 55-65 |
| | | BW | Column cm rate + | 10% | N\$ 41-83 | Friday + | 10% | N\$ 46-00 |

Oshiwambo

(Subject to availability)

| | | | | | | | | |
|------------|-------|--------|------------------|-----|-----------|----------|-----|-----------|
| front page | 7 X 7 | Colour | Column cm rate + | 10% | N\$ 50-61 | Friday + | 10% | N\$ 55-65 |
| | | BW | Column cm rate + | 10% | N\$ 41-83 | Friday + | 10% | N\$ 46-00 |

Supplement REQUESTED POSITIONS & MAXIMUM SIZES

Youth Paper - TUESDAYS

(Subject to availability)

| | | | | | | |
|------------|--------|--------|------------------|-----|-----------|---------|
| front page | 4 X 7 | Colour | Column cm rate + | 50% | N\$ 69-00 | Tuesday |
| | | BW | Column cm rate + | 50% | N\$ 57-00 | Tuesday |
| back page | 12 X 7 | Colour | Column cm rate + | 10% | N\$ 50-61 | Tuesday |
| | | BW | Column cm rate + | 10% | N\$ 41-83 | Tuesday |

Weekender - FRIDAYS

(Subject to availability)

| | | | | | | | | |
|------------|--------|--------------|--------------------------------------|------------|------------------------|----------------------|------------|------------------------|
| front page | 4 X 7 | Colour BW | Column cm rate + Column cm rate + | 25% 25% | N\$ 57-50 N\$ 47-50 | Friday + Friday + | 10% 10% | N\$ 63-25 N\$ 52-25 |
| back page | 12 X 7 | Colour BW | Column cm rate + Column cm rate + | 10% 10% | N\$ 50-61 N\$ 41-83 | Friday + Friday + | 10% 10% | N\$ 55-65 N\$ 46-00 |

Top Revs - WEDNESDAYS

(Subject to availability)

| | | | | | | |
|------------|--------|--------------|--------------------------------------|------------|------------------------|------------------------|
| front page | 4 X 7 | Colour BW | Column cm rate + Column cm rate + | 25% 25% | N\$ 57.50 N\$ 47-50 | Wednesday Wednesday |
| back page | 12 X 7 | Colour BW | Column cm rate + Column cm rate + | 10% 10% | N\$ 50-61 N\$ 41-83 | Wednesday Wednesday |

Classified Rates

PRICES EXCLUDE VALUE ADDED TAX (VAT) OF 15%

PRICES ARE APPLICABLE TO TENDERS, FINANCIAL NOTICES & RECRUITMENT DISPLAY ADVERTISEMENTS.

PRICE IS INDICATED PER COLUMN CM RATE BASED ON 7 COLUMNS.

CONDITIONS OF ACCEPTANCE

| | |
|------------------------|---|
| Booking deadline: | 2 working days 12:00 noon prior to publication date. |
| Material deadline: | 2 working days 12:00 noon prior to publication date. |
| Cancellation deadline: | 2 working days 16:00 noon prior to publication date. |
| Penalties: | Client will be 100% responsible for payment of an advertisement cancelled or non-delivery of artwork after deadline. |
| Cash Payment: | For non-account holders, payment and proof thereof (via e-mail or fax) is required 2 working days 12:00 noon prior to publication date. |
| Errors: | Please report errors immediately. No refunds will be afforded on errors reported 2 (two) days after publication. No re-publication will be given for small typographical errors that do not have any impact on the effectiveness of the advertisement. The Namibian accepts no responsibility for more than one incorrect placement of any advertisement at any cost beyond the cost of the space occupied by the incorrect advertisement. |
| Financial Risk: | The general rule of "buyer beware" applies. The Namibian does not accept any responsibility for financial losses incurred by clients responding to advertisements placed. |

Classified Rates

classified basic rate (per column centimeter)

| | | |
|---|-----|--------|
| Framed/Display Full colour | N\$ | 46-00 |
| Framed Black & White | N\$ | 38-00 |
| Template Design/Make-up fee | N\$ | 35-00 |
| 20 words Maximum per placement | N\$ | 53-30 |
| Per word extra | N\$ | 1-65 |
| Legal Notice per placement | N\$ | 343-80 |
| Typing Costs | N\$ | 26-40 |
| In Memorial/Death Notice – 60 words max | N\$ | 150-35 |
| Name change 2 placements | N\$ | 280-52 |

Insert Rates Per 1000

PRICES EXCLUDE VALUE ADDED TAX (VAT) OF 15%

PRICES ARE APPLICABLE TO A3 and smaller inserts.

PRICE IS INDICATED PER 1000 inserts.

BOOKING DEADLINE: 5 WORKING DAYS 12:00HRS NOON PRIOR TO PUBLICATION

CANCELLATION DEADLINE: 2 WORKING DAYS 16:00HRS PRIOR TO PUBLICATION

DELIVERY DEADLINE: 3 WORKING DAYS 12: 00HRS PRIOR TO PUBLICATION

RESTRICTIONS: 4 INSERTS DAILY & WILL BE APPROVED ON THE BASIS OF "FIRST COME, FIRST SERVE"!

OPI (outside printed insert)

| | Monday – Thursday Rate | Friday Rate |
|---------------------------|------------------------|------------------|
| 1 - 8 pager | N\$ 869-22 | N\$ 956-00 |
| 10 - 16 pager | N\$ 956-18 | N\$ 1,051-39 |
| 16 - 20 pager | N\$ 1,043-14 | N\$ 1,146-78 |
| 22 - 28 pager | N\$ 1,130-10 | N\$ 1,242-17 |
| Additional 4 pages | N\$ 86-96 | N\$ 95-39 |

2013 namibian public holidays

| | | | | | |
|-----------|-----------|--------------|-------------|-----------|------------------|
| 1 january | tuesday | New Year | 09 may | thursday | Ascension Day |
| 21 march | wednesday | Independence | 25 may | saturday | Africa Day |
| 29 march | friday | Good Friday | 26 august | monday | Heroes Day |
| 1 april | monday | Easter | 10 december | tuesday | Human Rights Day |
| 1 may | wednesday | Labour Day | 25 december | wednesday | Christmas |
| 4 may | saturday | Cassinga Day | 26 december | thursday | Goodwill Day |

Material Requirements & Specifications

Material

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 when copies are still available. *The Namibian* reserves the right to withhold any unsuitable advertisement from publication and to cancel any such advertisement order that has been accepted.

The Namibian conditions of Advertisement Acceptances

The Namibian will not be held responsible for any variance of colour or font differences if the said specifications are not strictly adhered to. Colour guides or separation proofs must be supplied.

Validation Specifications for Digital Receiving

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 Requirement

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 9pt Serif Type faces must be used if 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 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 should 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: 300% for magazines and 240% for newspapers. Dot gain is 23% for magazines and 26% for newspapers.

Colour Proofs: Offset Lithographic colour-corrected proofs should 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 only archived for 6 (six) months and discs are kept for 3 (three) months. After this time period the files are 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 for overprinting text (especially overprinting white type) the type transparency is correctly set to "knockout" 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* can not 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.

| cm | 1col: 34.3mm | 2col: 72.5mm | 3col: 111mm | 4col: 149mm | 5col: 187.5mm | 6col: 225.7mm | 7col: 264mm | cm |
|----|--------------|--------------|-------------|-------------|---------------|---------------|-------------|----|
| 1 | | | | | | | | 39 |
| 2 | | | | | | | | 38 |
| 3 | | | | | | | | 37 |
| 4 | | | | | | | | 36 |
| 5 | | | | | | | | 35 |
| 6 | | | | | | | | 34 |
| 7 | | | | | | | | 33 |
| 8 | | | | | | | | 32 |
| 9 | | | | | | | | 31 |
| 10 | | | | | | | | 30 |
| 11 | | | | | | | | 29 |
| 12 | | | | | | | | 28 |
| 13 | | | | | | | | 27 |
| 14 | | | | | | | | 26 |
| 15 | | | | | | | | 25 |
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| 17 | | | | | | | | 23 |
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| 28 | | | | | | | | 12 |
| 29 | | | | | | | | 11 |
| 30 | | | | | | | | 10 |
| 31 | | | | | | | | 9 |
| 32 | | | | | | | | 8 |
| 33 | | | | | | | | 7 |
| 34 | | | | | | | | 6 |
| 35 | | | | | | | | 5 |
| 36 | | | | | | | | 4 |
| 37 | | | | | | | | 3 |
| 38 | | | | | | | | 2 |
| 39 | | | | | | | | 1 |

| | | | | | | | |
|---|--|--|--|--|--|--|--|
| 39x7 390mm x 264mm BLUE | | | | | | | |
| 30x6 300mm x 225.7mm YELLOW | | | | | | | |
| 19X7 190mm x 246mm RED | | | | 19x4 190mm x 149mm PURPLE | | | |
| 10X2 100mm x 72.5mm ORANGE | | | | 15X3 150mm x 111mm GREEN | | | |
| STRIP 7X7 70mm x 264mm TURQUOISE | | | | | | | |

The Namibian Terms & Conditions

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 Namibians'** 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 loss arising from typographical or other errors. **The Namibians'** 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 *Advertisers'* responsibility to supply material suitable for space bookings in line with **The Namibians'** copy deadlines as set out in the Rate Card for the publication in question. If 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 number service, for whatever reason not be supplied.
8. Whilst every effort will be made to place advertisements and advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements and advertorials/insertions is at the sole discretion of the Editor. A guaranteed position is subject to a surcharge being paid by the *Advertiser* as required by the publication in question, otherwise no guarantees will be given.
9. Verbal cancellation will not be valid, only a written cancellation confirmed by **The Namibian** will serve as notice.
10. Should **The Namibian** agree, in its sole discretion to make up, or complete an advertisement for an *Advertiser*, then all **The Namibians'** production costs will be for the account of the *Advertiser* as per **The Namibians'** advertiser service rates. This includes all photography and layout expenses.
11. In the event of cancellation, a cancellation fee of 100% will be charged.
12. All amounts payable are due simultaneously with the confirmation of order, save where **The Namibian** has approved, in writing, an account for the *Advertiser*.
13. **The Namibian** reserves the right to suspend services if payment is not received on due date.
14. Bank Transfers as well as Cash Deposits should be reflected on **The Namibians'** bank account, before an ad can be placed, therefore deposits must be done 3 working days in advance before the advertisement can be placed.
15. Nothing herein contained shall be interpreted as obliging **The Namibian** to afford the *Advertiser* any indulgence to effect payment after due date.
16. 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.
17. 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.
18. 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.

The Namibian SALES TEAM – Direct Sales



Joanne Liechti



Phozia Mouton



Allan Johnson



Ronnie Vries

The Namibian – Classifieds



Christina Ortman



Lea Ndahepele

The Namibian – Support Team



Shantelle Beukes



Jezuva Keeja



Marilyn Fikameni

did you know!

- On Fridays, up to 65 000 copies are printed, weighing about 20 ton;
- A total of 185 000 km is driven every month to deliver The Namibian throughout the country.
- Approximately 15 000 copies of The Namibian is sold on Fridays by street vendors in Windhoek alone.
- To print 60 000 copies of The Namibian uses enough paper to cover the nearly 400km – the distance between Windhoek and Swakopmund.