



Still Telling It Like It Is!



2014 Rate Card

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 OF DISPLAY/CLASSIFIEDS

Booking deadline:	2 working days 12:00 prior to publication date.
Material deadline:	2 working days 12:00 prior to publication date.
Cancellation deadline:	2 working days 16:00 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 and Bank transfers:	For non-account holders, via bank transfer, electronic transfer or bank cash deposits should be reflected on <i>The Namibian</i> bank statement 2 (two) working days no later than 12:00 before publishing date. Proof of payment should be sent via e-mail to sales@namibian.com.na or fax +264 61 229206 and should include the quotation number for reference purposes. Payments made at any of The Namibian offices by means of cash, debit order or credit card should be effected at a cashier no later than 2 (two) working days no later than 12:00 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.

Newspaper COLUMN CONFIGURATION

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 Column	=	72.5 mm	-	Height	=	390 mm
3 Column	=	111 mm	-	Height	=	390 mm
4 Column	=	149 mm	-	Height	=	390 mm
5 Column	=	187.5 mm	-	Height	=	390 mm
6 Column	=	225.7 mm	-	Height	=	390 mm
7 Column	=	264 mm	-	Height	=	390 mm

Main Body Rates

display basic rate (per column centimeter)

Full colour
Black & White
Template Design/Make-up fee

Mon - Thurs	Friday Rate
N\$ 50-60	N\$ 55-66
N\$ 41-80	N\$ 45-98
N\$1,000-00	

Main Body REQUESTED POSITIONS & MAXIMUM SIZES

Main Body

(Subject to availability)

Position	Size	Colour	BW
front page	4 X 7	Colour	BW
page 2	10 X 2	Colour	BW
page 5 (Friday only)	10 X 7	Colour	BW
back page	7 X 7	Colour	BW
Inside back page	7 X 7	Colour	BW
specific page	7 X 7	Colour	BW

Mon - Thurs	Friday Rate
N\$ 101-20	N\$ 111-32
N\$ 83-60	N\$ 91-96
N\$ 75-90	N\$ 83-49
N\$ 62-70	N\$ 68-97
N\$ 75-90	N\$ 83-49
N\$ 62-70	N\$ 68-97
N\$ 101-20	N\$ 111-32
N\$ 83-60	N\$ 91-96
N\$ 75-90	N\$ 83-49
N\$ 62-70	N\$ 68-97
N\$ 58-19	N\$ 64-01
N\$ 48-07	N\$ 52-88

Bottom Line

(Subject to availability)

Position	Size	Colour	BW
front page	7 X 7	Colour	BW

Mon - Thurs	Friday Rate
N\$ 55-66	N\$ 61-23
N\$ 45-98	N\$ 50-58

Oshiwambo

(Subject to availability)

Position	Size	Colour	BW
front page	7 X 7	Colour	BW

Mon - Thurs	Friday Rate
N\$ 55-66	N\$ 61-23
N\$ 45-98	N\$ 50-58

Supplement REQUESTED POSITIONS & MAXIMUM SIZES

Youth Paper - TUESDAYS

(Subject to availability)

Position	Size	Colour	BW
front page	4 X 7	Colour	BW
back page	12 X 7	Colour	BW

Tuesday Rate
N\$ 75-90
N\$ 62-70
N\$ 55-66
N\$ 45-98

Weekender - FRIDAYS

(Subject to availability)

Position	Size	Colour	BW
front page	4 X 7	Colour	BW
back page	12 X 7	Colour	BW

Friday Rate
N\$ 69-58
N\$ 57-48
N\$ 61-23
N\$ 50-58



Back of the Book - FRIDAYS
(Subject to availability)

front page	4 X 7	Colour
		BW
back page	12 X 7	Colour
		BW

Friday Rate	
N\$	61-23
N\$	50-58
N\$	61-23
N\$	50-58

Top Revs - WEDNESDAYS
(Subject to availability)

front page	4 X 7	Colour
		BW
back page	12 X 7	Colour
		BW

Wed Rate	
N\$	63-25
N\$	52.25
N\$	55-66
N\$	45-98

Classified Rates

classified basic rate (per column centimeter)
maximum height 370mm

Framed/Display Full colour (1 column)	
Framed Black & White (1 column)	
Framed/Display Full colour (Maximum 2 columns)	
Framed Black & White (Maximum 2 columns)	
Template Design/Make-up fee	

20 words Maximum per placement
Per word extra

Legal Notice per placement	per placement
Memorial / Death Notice	per placement
Name Change	per 2 placements
Typing Costs	

Mon – Fri	Friday Rate
N\$ 50-60	
N\$ 41-80	
	N\$ 55-66
	N\$ 45-98
N\$ 38-50	
N\$ 58-63	
N\$ 1-82	
N\$ 377-83	
N\$ 165-39	
N\$ 308-57	
N\$ 29-04	

Insert Rates

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 NO LATER THAN 12:00 PRIOR TO PUBLICATION.
CANCELLATION DEADLINE: 2 WORKING DAYS NO LATER THAN 16:00 PRIOR TO PUBLICATION.
DELIVERY DEADLINE: 3 WORKING DAYS NO LATER THAN 12:00 PRIOR TO PUBLICATION.

OPI (outside printed insert)

1 - 8 pager

Per additional 4 pages

Mon – Fri	Friday Rate
N\$ 930-07	N\$1,022--92
N\$ 93-05	N\$ 102.07

ARTWORK/MATERIAL Requirements & Specifications

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 conditions of Advertisement Acceptances

The Namibian will not be held responsible for any variance of colour or font differences if the said specifications (see below) 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 8pt 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)

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 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: 240% for newspapers. Dot gain is 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 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 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.

Digital File Delivery

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
16								24
17								23
18								22
19								21
20								20
21								19
22								18
23								17
24								16
25								15
26								14
27								13
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

15X3
150mm x 111mm
GREEN

10X2
100mm x 72.5mm

ORANGE

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. 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 Namibians'* production costs will be for the account of the *Advertiser* as per *The Namibians'* 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 due date.
13. 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.
14. Nothing herein contained shall be interpreted as obliging *The Namibian* to afford the *Advertiser* any indulgence to effect payment after 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.

Company information

Editor

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Ronnie Vries - 661
Phozia Mouton - 650
Allan Johnson - 652
- 624

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Jezuva Keeja - 628
Shantelle Beukes - 619
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Hainyeko & Daniel Tjongarero
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swakop@namibian.com.na

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Fax: (+264) 65 224 521
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Keetmanshoop

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Fax: (+264) 63 225 877
luqman@namibian.com.na

2014 namibian public holidays

***Holidays falling on a Sunday are observed the following Monday, unless the Monday is also a Holiday**

1 January	Wednesday	New Years' Day	25 May	Sunday	Africa Day
21 March	Friday	Independence Day	26 May	Monday	Public Holiday
18 April	Friday	Good Friday	29 May	Thursday	Ascension Day
21 April	Monday	Easter Monday	26 August	Tuesday	Heroes' Day
1 May	Thursday	Workers Day	10 December	Wednesday	Human Rights Day
4 May	Sunday	Cassinga Day	25 December	Thursday	Christmas Day
5 May	Monday	Public Holiday	26 December	Friday	Goodwill Day

2014 rates (valid 1 January 2014 – 31 December 2014)

most popular sizes • general display

Size (H) x (W)	(H) x (W) in mm	Page Size	Colour/BW	N\$ (Excl. VAT) Mon - Thurs	N\$ (Excl. VAT) Friday Rate
39cm x 14 col	390 x 264 (x2)	2 Full pages (Double page spread)	Colour BW	N\$27,627-60 N\$22,822-80	N\$30,390-36 N\$25,105-08
39cm x 7 col	390 x 264	1 Full page	Colour BW	N\$13,813-80 N\$11,411-40	N\$15,195-18 N\$12,552-54
30cm x 6 col	300 x 225.7	A4	Colour BW	N\$ 9,108-00 N\$ 7,524-00	N\$10,018-80 N\$ 8,276-40
20cm x 7 col	200 x 264	½ page Landscape	Colour BW	N\$ 7,084-00 N\$ 5,852-00	N\$ 7,792-40 N\$ 6,437-20
19cm x 7 col	190 x 264	½ page Landscape	Colour BW	N\$ 6,729-80 N\$ 5,559-40	N\$ 7,402-78 N\$ 6,115-34
28cm x 5 col	280 x 187.5	½ page portrait	Colour BW	N\$ 7,084-00 N\$ 5,852-00	N\$ 7,792-40 N\$ 6,437-20
20cm x 4 col	200 x 149	¼ page portrait (A5)	Colour BW	N\$ 4,048-00 N\$ 3,344-00	N\$ 4,452-80 N\$ 3,678-40
19cm x 4 col	190 x 149	¼ page portrait (A5)	Colour BW	N\$ 3,845-60 N\$ 3,176-80	N\$ 4,230-16 N\$ 3,494-48
16cm x 5 col	160 x 187.5	¼ page landscape	Colour BW	N\$ 4,048-80 N\$ 3,352-00	N\$ 4,452-80 N\$ 3,687-20
15cm x 3 col	150 x 111	Postcard Portrait	Colour BW	N\$ 2,277-00 N\$ 1,881-00	N\$ 2,504-70 N\$ 2,069-10
11cm x 4 col	110 x 149	Postcard Landscape	Colour BW	N\$ 2,226-40 N\$ 1,839-20	N\$ 2,449-04 N\$ 2,023-12
10cm x 3 col	100 x 111		Colour BW	N\$ 1,518-00 N\$ 1,254-00	N\$ 1,669-80 N\$ 1,379-40
10cm x 2 col	100 x 72.5	⅛ th of a Postcard Landscape	Colour BW	N\$ 1,012-00 N\$ 836-00	N\$ 1,113-20 N\$ 919-60
7cm x 3 col	70 x 111	⅛ th of a page	Colour BW	N\$ 1,062-60 N\$ 877-80	N\$ 1,168-86 N\$ 965-58
15cm x 7 col	150 x 264	Banner/Strip Advertisement	Colour BW	N\$ 5,313-00 N\$ 4,389-00	N\$ 5,844-30 N\$ 4,827-90
12cm x 7 col	120 x 264	Banner/Strip Advertisement	Colour BW	N\$ 4,250-40 N\$ 3,511-20	N\$ 4,675-44 N\$ 3,862-32
10cm x 7 col	100 x 264	Banner/Strip Advertisement	Colour BW	N\$ 3,542-00 N\$ 2,926-00	N\$ 3,896-20 N\$ 3,218-60
8cm x 7 col	80 x 264	Banner/Strip Advertisement	Colour BW	N\$ 2,833-60 N\$ 2,340-80	N\$ 3,116-96 N\$ 2,574-88
7cm x 7 col	70 x 264	Banner/Strip Advertisement	Colour BW	N\$ 2,479-40 N\$ 2,048-20	N\$ 2,727-34 N\$ 2,253-02
5cm x 7 col	50 x 264	Banner/Strip Advertisement	Colour BW	N\$ 1,771-00 N\$ 1,463-00	N\$ 1,948-10 N\$ 1,609-30
4cm x 7 col	40 x 264	Banner/Strip Advertisement	Colour BW	N\$ 1,416-80 N\$ 1,170-40	N\$ 1,558-48 N\$ 1,287-44