



Still Telling it like it is!

2018 Advertising Rates



abc Audit Bureau of Circulations
of South Africa
transparency you can see

Don't fall behind,
ADVERTISE WITH US
to reach your **TARGET AUDIENCE!**

SOCIAL CORPORATE INVESTMENT



Still telling it like it is!

2018

January

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

PUBLIC HOLIDAYS 2018

DATE	DAY	HOLIDAY	DATE	DAY	HOLIDAY
1 Jan	Mon	New Year's Day	10 May	Thu	Ascension Day
21 Mar	Wed	Independence Day	25 May	Fri	Africa Day
30 Mar	Fri	Good Friday	26 Aug	Sun	Heroes' Day
1 Apr	Sun	Easter Sunday	27 Aug	Mon	Heroes' Day Holiday
2 Apr	Mon	Easter Monday	10 Dec	Mon	Human Rights Day / Women's Day
1 May	Tue	Workers' Day	25 Dec	Tue	Christmas Day
4 May	Fri	Cassinga Day	26 Dec	Wed	Family Day

Tel: (+264) 61 - 279 600
 Fax: (+264) 61 - 279 602
 P.O. Box 20783, Windhoek
 Email: news@namibian.com.na
 Website: www.namibian.com.na

Company Contact Information

**P.O.Box 20783, Windhoek, Namibia
42 John Meinert Street
Tel: +264 61-279600, Fax: +264 61-297602
www.namibian.com.na**

EDITOR

Tel: (+264) 61 279 600
editor@namibian.com.na

EDITORIAL

MANAGING EDITOR

Tel: (+264) 61 279 600

Fax: (+264) 61 279 602

Newsdesk:

news@namibian.com.na

Sports news

sport@namibian.com.na

Letters:

letters@namibian.com.na

General info:

info@namibian.com.na

Webmaster:

webmaster@namibian.com.na

GENERAL MANAGER

FINANCE & ADMINISTRATION

Tel: (+264) 61 279 622

gm@namibian.com.na

MANAGER: CIRCULATION & OPERATIONS

Tel: (+264) 61 279 608

Fax: (+264) 61 247 151

circulation@namibian.com.na

CHIEF REVENUE OFFICER

Tel: (+264) 61 279 627

salesmanager@namibian.com.na

STRATEGIC PUBLICATIONS

Tel: (+264) 61 279 684

Tel: (+264) 61 279 667

strategicpublications@namibian.com.na

AGENCY COORDINATOR:

Tel: (+264) 61 279 629

agencies@namibian.com.na

SALES CONSULTANTS

(+264) 61 279 623

(+264) 61 279 619

(+264) 61 279 660

(+264) 61 279 650

SALES SUPPORT

(+264) 61 279 664

(+264) 61 279 652

(+264) 61 279 692

(+264) 61 279 661

Fax: (+264) 61 279 676

Fax: (+264) 61 229 206

sales@namibian.com.na

CLASSIFIEDS:

Tel: (+264) 61 279 632

Fax: (+264) 61 229 206

classifieds@namibian.com.na

BRANCHES:

SWAKOPMUND

Haus Altona c/o Tobias Hainyeko &

Daniel Tjongarero streets

Tel: (+264) 64 463 751

Fax: (+264) 64 463 756

swakop@namibian.com.na

OSHAKATI

Oshakati Main Road,

Yellow Complex

Tel: (+264) 65 220 246

Fax: (+264) 65 224 521

oshakati@namibian.com.na

KEETMANSHOOP

MVA Building,

Sam Nujoma Drive

Tel: (+264) 63 225 872

Fax: (+264) 63 225 877

south@namibian.com.na

MISSION STATEMENT

AS A TRULY NAMIBIAN, INDEPENDENT NEWSPAPER, OUR VISION AND MISSION ARE A CONSTANT GUIDE FOR DEALING WITH ALL STAKEHOLDERS AND EMPLOYEES.

VISION

The Namibian aims to maintain its tradition of editorial independence, and serve the Namibian people through high quality news and information.

MISSION

At *The Namibian* we:

- Promote freedom of speech and the press in accordance with the Constitutional Bill of Rights
- Strive for the pursuit of truth
- Report honestly, openly, fairly and accurately to put people and issues on the agenda
- Provide a forum for readers to express their views and opinions through its print and online editions
- Are a value-driven, accessible newspaper, which continues to “tell it like it is”
- Give our readers and customers professional service at all times
- Commit ourselves to a strong sense of social responsibility

WHO WE ARE

The country’s only truly independent and biggest daily newspaper. *The Namibian*, has been independent since it started on 30 August 1985. It is owned by The Namibia Media Trust, which in turn is owned by no individual and has no personal beneficiary. Its beneficiaries are the objective of promoting freedom of expression, the news media and professional journalism.

Tangeni Amupadhi is editor since 1 October 2011. *The Namibian* has consistently been the paper for the people by remaining independent, maintaining high standards of journalism and integrity and being persistently unrelenting in its quest for the truth. Hence the slogan “Still Telling It Like It Is”. Free speech, as well as a strong sense of social responsibility to give back to the community that has supported the newspaper for 32 years, are the hallmarks of the organisation.

The Namibian continues to further grow its position as the largest selling newspaper and to remain the news media of choice for Namibia.

Being “The People’s Paper”, we are motivated by a balance between profit and principle and “putting back” into the community.

The Namibian spends millions of dollars a year on various social responsibility projects, namely:

- *The Namibian* Newspaper Cup (16 years – over the Easter weekend)
- The Squash Tournament
- The Namibian Pick n Pay Cycle Classic (every October)
- Debating and Critical Thinking in educational institutions

GENERAL SPONSORSHIP

- SPCA
- Drug Awareness Group
- Namibia Blood Transfusion Services
- Recycle Namibia
- Public Discussions

DISTRIBUTION

Despite the global downturn in sales of newspapers in the printed media industry, *The Namibian* has defied industry norms by consistently expanding its readership and advertising bases, with nearly 500 distribution outlets throughout a vast Namibia.

The Namibian remains the only newspaper that is audited, and registered with the Audit Bureau of Circulation, the official bureau for newspaper circulation in southern Africa. We print between 40 000 and 78 500 copies a day.

DEFINITIONS

MEDIA METRICS

A qualitative research by Vision Africa confirms *The Namibian* as the largest and leading newspaper / media organisation in the country.

TOTAL READERSHIP

Number of people who personally read/paged through any copy of that publication in the past 6 months

AVERAGE ISSUE READERSHIP (AIR)

To qualify as an “average issue” reader of a publication, a respondent must have read or paged through any copy of the title under consideration within a period before the interview, which is no longer than the issue period of that title. Furthermore, the respondent must have read or paged through that issue for the first time within that period

DAILY NEWSPAPERS

Daily newspapers are published 5 times per week, Monday to Friday, e.g. *The Namibian, Republikein*

VALUE PROPOSITION

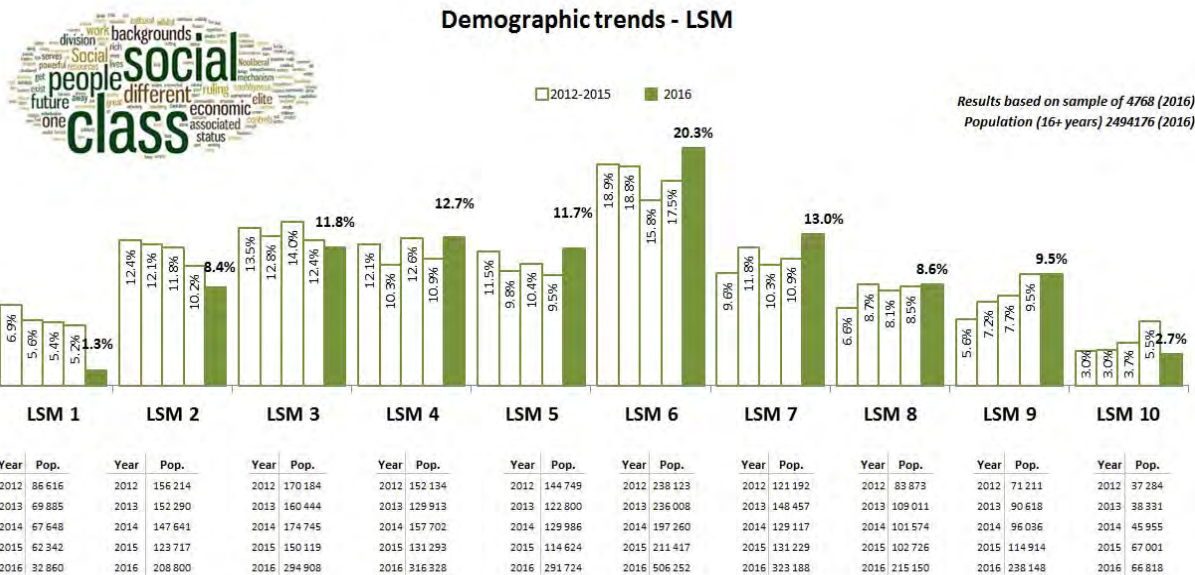
- Advertising is an investment, not an expense
- Our goal is to do more than just sell “space” to our clients
- We endeavour to meet and promote their perception value
- As a media vehicle, we not only meet the service requirements of our customers, we try to exceed them

We do so by:

- > Strengthening our position as the medium with the best features to express your brand’s unique messages.
- > Creating the best environment for showcasing your brand and products.
- > Maintaining our position as the leading news media in Namibia

Demographics

Demographic profile - Trends

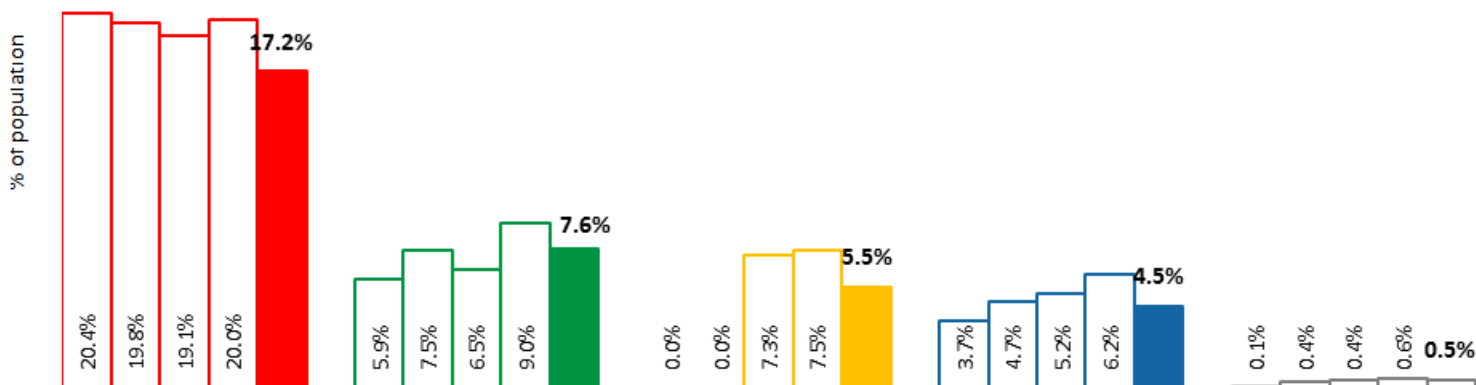


Daily newspapers – AIR

AIR of daily newspapers: 2012-2016



Results based on sample of 2384 (2016)
Population (16+ years): 1414185 (2016)



Year	Pop.	Position	Year	Pop.	Position	Year	Pop.	Position	Year	Pop.	Position	Year	Pop.	Position
2012	256 909	1	2012	74 968	2	2012			2012	46 188	3	2012	1 303	4
2013	253 746	↔ 1	2013	96 147	↔ 2	2013			2013	60 534	↔ 3	2013	5 357	↔ 4
2014	248 144	↔ 1	2014	84 440	↓ 3	2014	94 567	2	2014	67 262	↓ 4	2014	5 773	↓ 5
2015	263 393	↔ 1	2015	117 995	↑ 2	2015	98 335	↓ 3	2015	81 398	↔ 4	2015	7 980	↔ 5
2016	243 083	↔ 1	2016	107 483	↔ 2	2016	77 928	↔ 3	2016	63 490	↔ 4	2016	6 950	↔ 5

Daily newspapers – AIR per region

Average Issue Readership (AIR) of daily newspapers per region

Population (16+ years): 1414185

Results based on sample of 2384

All Daily Newspapers			namibian			Republikein			Allgemeine Zeitung			NEW ERA			SUN		
Region	AIR - % of Population	AIR Number	Region	AIR - % of Population	AIR Number	Region	AIR - % of Population	AIR Number	Region	AIR - % of Population	AIR Number	Region	AIR - % of Population	AIR Number	Region	AIR - % of Population	AIR Number
National	21.0%	296 616	National	17.2%	243 083	National	4.5%	63 490	National	0.5%	6 950	National	7.6%	107 483	National	5.5%	77 928
Zambezi	10.1%	5 672	Zambezi	3.4%	1 913	Zambezi			Zambezi			Zambezi	8.0%	4 486	Zambezi	1.1%	593
Erongo	35.5%	44 142	Erongo	32.5%	40 412	Erongo	10.6%	13 129	Erongo	2.1%	2 579	Erongo	7.9%	9 804	Erongo	10.4%	12 959
Hardap	27.5%	15 538	Hardap	12.7%	7 151	Hardap	21.1%	11 940	Hardap			Hardap	2.5%	1 413	Hardap	3.9%	2 185
Karas	28.9%	15 911	Karas	24.4%	13 464	Karas	12.2%	6 732	Karas			Karas	8.9%	4 896	Karas	10.0%	5 508
Kavango	11.5%	14 675	Kavango	8.1%	10 393	Kavango			Kavango			Kavango	5.9%	7 537	Kavango	2.1%	2 646
Khomas	41.2%	116 045	Khomas	35.2%	99 149	Khomas	7.5%	21 024	Khomas	1.3%	3 706	Khomas	16.3%	45 965	Khomas	9.6%	27 072
Kunene	11.2%	6 034	Kunene	10.0%	5 369	Kunene	3.8%	2 019	Kunene			Kunene	3.8%	2 019	Kunene	1.3%	677
Ohangwena	12.3%	17 021	Ohangwena	11.2%	15 574	Ohangwena	0.3%	482	Ohangwena			Ohangwena	5.3%	7 389	Ohangwena	5.6%	7 707
Omaheke	14.2%	6 232	Omaheke	10.4%	4 566	Omaheke	2.4%	1 047	Omaheke			Omaheke	6.6%	2 901	Omaheke	2.6%	1 142
Omusati	7.5%	10 992	Omusati	5.2%	7 653	Omusati	0.3%	488	Omusati			Omusati	3.6%	5 213	Omusati	1.6%	2 363
Oshana	13.0%	15 930	Oshana	11.2%	13 719	Oshana	1.1%	1 331	Oshana	0.5%	666	Oshana	4.1%	5 088	Oshana	6.3%	7 750
Oshikoto	11.5%	13 054	Oshikoto	9.5%	10 792	Oshikoto	2.0%	2 262	Oshikoto			Oshikoto	4.6%	5 253	Oshikoto	2.6%	2 992
Otjozondjupa	16.6%	15 373	Otjozondjupa	13.9%	12 929	Otjozondjupa	3.3%	3 035	Otjozondjupa			Otjozondjupa	5.9%	5 518	Otjozondjupa	4.7%	4 336

THE NAMIBIAN 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, cancellation deadlines and cancellation conditions.
2. All copy for advertisements/advertorials is 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 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 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 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 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 done 2 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.

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's 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).

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 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 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.

MAIN BODY RATES

PRICES INCLUDE VALUE ADDED TAX (VAT): 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 12h00 prior to publication date.
Material deadline:	2 working days 12h00 prior to publication date.
Cancellation deadline:	2 working days 16h00 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, bank transfer, electronic transfer or bank cash deposits should be reflected on *The Namibian* bank statement, 2 (two) working days, no later than 12h00 before publishing date. Proof of payment should be sent via email 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's* 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 12h00 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 centimetre)

Full colour / Black & White

N\$ (Incl VAT)**Mon - Thurs**

80.00

N\$ (Incl VAT)**Friday Rate**

100.00

Template Design/Make-up fee

1 000.00

Friday Public Holidays - Thursday paper Friday rate applies

100.00

Centre Spreads (Tariff +10% loading)

88.00

110.00

0

0

Solus Adverts (Tariff + 20% loading)

96.00

120.00

MAIN BODY REQUESTED POSITIONS & MAXIMUM SIZES**Mon - Thurs****Friday Rate**

front page (Tariff + 100 % loading)

4x7

160.00

200.00

(No alcoholic adverts allowed)

page 2 (Tariff + 50 % loading)

10x2

120.00

150.00

page 4 (Tariff + 50% loading)

7x7

120.00

150.00

page 5;6;7;8;9 (Tariff + 30 % loading)

10x7

104.00

130.00

page 5;6;7;8;9 (Friday Tariff + 50 % loading)

10x 7

120.00

150.00

SMS page (Tariff + 10 % loading)

15x3

88.00

110.00

back page (Tariff + 100 % loading)

7x7

160.00

200.00

Inside back page (Tariff + 50 % loading)

7x7

120.00

150.00

specific page (Tariff + 10 % loading)

7x7

88.00

110.00

BOTTOM LINE**(Subject to availability)****Mon - Thurs****Friday Rate**

front page (Tariff + 10% loading)

7X7

88.00

110.00

OSHIWAMBO**(Subject to availability)**

front page (Tariff + 10% loading)

7X7

88.00

110.00

SUPPLEMENT REQUESTED POSITIONS & MAXIMUM SIZES**YOUTH PAPER - TUESDAYS****(Subject to availability)****Tuesday Rate**

front page (Tariff + 50% loading)

4x7

120.00

back page (Tariff +10 % loading)

12x7

88.00

WEEKENDER - FRIDAYS**Fridays Rate**

front page (Tariff + 50% loading)

4x7

150.00

BACK OF THE BOOK - FRIDAYS**(Subject to availability)****Friday Rate**

front page (Tariff + 10% loading)

110.00

back page (Tariff + 10% loading)

110.00

TOP REVS - WEDNESDAY

		Wednesday Rate
Front page (Tariff + 10 % loading)	7x7	88.00
Back page (Tariff + 10% loading)	19x7	88.00

CLASSIFIED RATES

Classified basic rate (per column centimetre)

MAXIMUM HEIGHT 370MM

	Mon - Thur Rate
Framed/Display Full colour (1 column)	80.00
20 words maximum per placement	70.00
Per word extra	2.50
Legal Notice per placement	525
Memorial / Death Notice per placement	230
Name Change per 2 placements	430

INSERTS RATES

	Mon - Thur Rate	Friday Rate
1 - 8 Pager	1 300	1 600
Per Additional 4 Pages	144	177.23

Prices include Value Added Tax (VAT) of 15%

Prices are applicable to A3 and smaller inserts.

Price is indicated per 1 000 inserts.

Booking deadline: 5 working days no later than 12h00 prior to publication.

Cancellation deadline: 2 working days no later than 16h00 prior to publication.

Delivery deadline: 3 working days no later than 12h00 prior to publication.

2018 rates (valid 1 January 2018 – 31 December 2018)

SIZE COLUMN/CM		SIZE MM		PAGE SIZE	N\$ MON - THURS	N\$ FRIDAY
Height	Width	Height	Width			
39	14	390	528	2 Full pages (DP spread)	43 680	54 600
39	7	390	264	1 Full Page	21 840	27 300
30	6	300	225.7	A4 Portrait	17 280	21 600
20	7	200	264	(1/2) Half Page Landscape	11 200	14 000
19	7	190	264	(1/2) Half Page Landscape	10 640	13 300
28	5	280	187.5	(1/2) Half Page Portrait	11 200	14 000
20	4	200	149	(1/4) Page Portrait- A5	6 400	8 000
19	4	190	149	(1/4) Page Portrait- A5	6 080	7 600
16	5	160	187.5	(1/4) Page Landscape	6 400	8 000
15	3	150	111	Postcard Portrait	3 600	4 500
11	4	110	149	Postcard Landscape	3 520	4 400
10	3	100	111		2 400	3 000
10	2	100	72.5	(1/2) of a Postcard Portrait	1 600	2 000
7	3	70	111	(1/8)th of a Page	1 680	2 100
15	7	150	264	Banner/Strip Advertisement	8 400	10 500
12	7	120	264	Banner/Strip Advertisement	6 720	8 400
10	7	100	264	Banner/Strip Advertisement	5 600	7 000
8	7	80	264	Banner/Strip Advertisement	4 480	5 600
7	7	70	264	Banner/Strip Advertisement	3 920	4 900
5	7	50	264	Banner/Strip Advertisement	2 800	3 500
4	7	40	264	Banner/Strip Advertisement	2 240	2 800

MULTIMEDIA : ADVERTISING IN *THE NAMIBIAN* ONLINE

We offer one of Namibia's most visited platforms. Our website gets traffic from all over the world but mostly (approximately 80%) from Namibia and (5%) from South Africa. We are popular with the 25 to 34-year-old group. The site receives an average 34 000 visits per day. By mid-November 2016 we've had over 2,6 million unique visitors to the site.



- In 2015 we had 2,1 million visitors.
- The advertisers' message are visible on the home page as well as in all sections of the paper (if the advertiser opts for it). The advertiser can also choose to not be on certain sections e.g. alcohol ads would not appear on the YouthPaper pages.
- The rates on different ads differ because of their visibility to the reader and their size.
- Rates were calculated on the number of unique visitors to the site and the income derived from Google ads.
- These rates are valid for six months.
- We will not sell ads on our social media platforms.

**See next page for prizes of the different positions and sizes of artwork.*

Monthly Website traffic 2017



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2017	278947	1069537	5292768	27452697	2443.52 GB
Feb 2017	286179	1091940	5166210	27304270	2506.94 GB
Mar 2017	341602	1363891	6402852	33256340	3043.13 GB
Apr 2017	309172	1069904	5305850	24906352	2374.35 GB
May 2017	323838	1286598	6322253	29988150	3095.97 GB
Jun 2017	318490	1268380	6798885	29319600	2773.78 GB
Jul 2017	279186	1053452	6306039	27541713	2694.46 GB
Aug 2017	270046	879684	5726153	27212086	2513.65 GB
Sep 2017	309575	1031966	5812235	30843056	3000.56 GB

Multimedia Monthly 2018 Rates (valid 1 January 2018 – 31 December 2018)

The screenshot displays the Namibian newspaper website layout with several advertising blocks highlighted in green. The top navigation bar includes the newspaper's name, menu options (Home, Opinions, Sport, Business, Entertainment, Oshana, Archive, Top News, Letters), and social media icons. The main content area is divided into sections for Top Stories, Today's Paper, and Ads.

T1 Max height 90px Min width 1024px N\$ 12 960

L1 Max height 220px Min width 265px N\$ 11 250

S1 Max height 120px Min width 600px N\$ 11 250

R1 Max height 350px Min width 280px N\$ 11 250

L2 Max height 220px Min width 265px N\$ 7 920

R2 Max height 350px Min width 280px N\$ 7 770

S2 Max height 120px Min width 600px N\$ 4 530

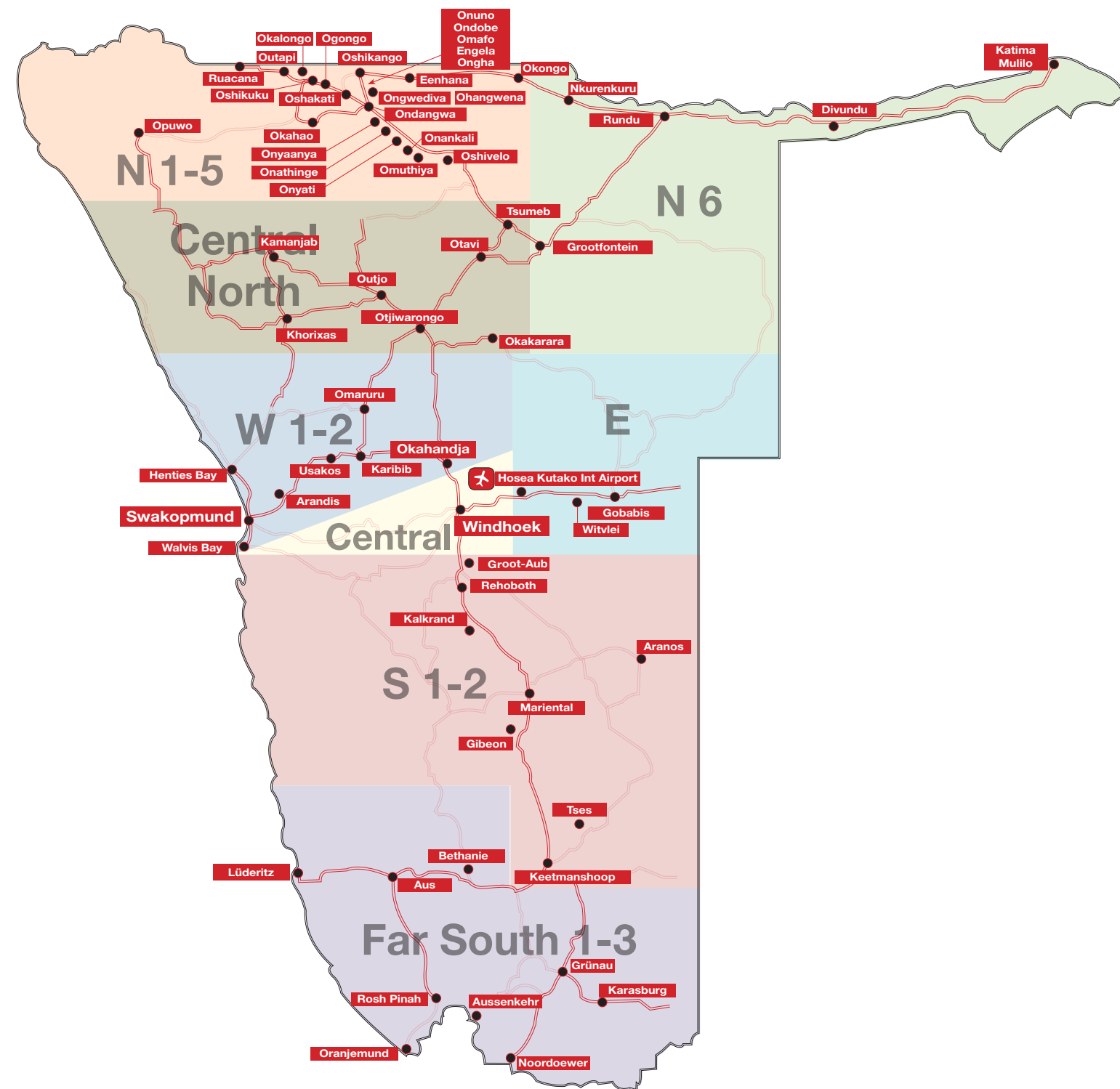
L3 Max height 220px Min width 265px N\$ 2 190

B1 Max height 100px Min width 505px N\$ 7 770

R3 Max height 350px Min width 280px N\$ 2 190

The website content includes news articles such as 'Baby killed, 17 injured in coastal crash', 'Manchester clubs victorious as Ronaldo hits record', 'Elections set for 27 November', 'Ehavo property saga deepens', 'Self-defence claim over 'kasi party' killing', 'Electoral democracy alone is meaningless', and 'Ram leads Tonga past Namibia'. There are also sections for 'Sport', 'Entertainment', 'Poll', 'Today's Paper', 'Editorials', 'Video', 'Facebook', 'Tweets', and 'Cartoons'.

DISTRIBUTION NETWORK





Still Telling it like it is!

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