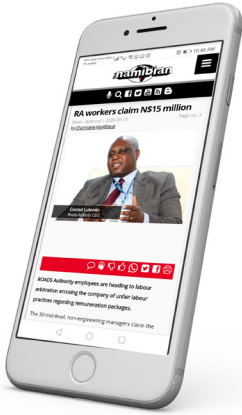
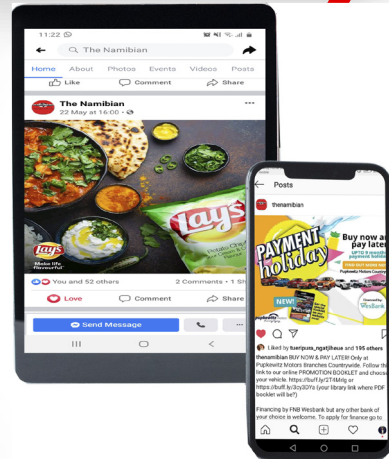


*Still telling it like it is!*

# 2020 Advertising Rates



[epaper.namibian.com.na](http://epaper.namibian.com.na)



**abc** Audit Bureau of Circulations of South Africa  
*Transparency you can see*



**Don't fall behind Advertise with us to reach your TARGET AUDIENCE**

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### The Weekly Supplements



Sanlam's 'My Culture My Life' Zooms in on Nama Culture

**The Youth Paper** addresses the needs of young Namibians, mainly of high school and tertiary education age. The paper focuses on areas such as entrepreneurial skills, HIV-AIDS awareness, career development, technology, environment, good governance, democracy and human rights.

The Youth Paper - Tuesdays  
**Incl VAT 72,25**



**Top Revs**, the motoring supplement, serves the enthusiast through this lively supplement every Wednesday and it focuses on the local and international motoring industry, new vehicle launches, motor sports, parts and accessories, and related stories. The weekly Top Revs front page always features a recently launched vehicle providing readers with all specifications and experience on test drives from a woman's/man's

Top Revs - Wednesdays  
**Incl VAT 72,25**



**The Weekender** is today not only the lagship of The Namibian's regular supplements but also the premier entertainment and social publications in Namibia. It started off as a television schedule. Later, reviews of television programs were added and, the rest as they say, is history. As The Namibian grew in size and readership more regular sections were added. Some of these sections grew further and became an intrinsic part of the DNA of Namibia's biggest daily.

Weekender - Fridays  
**Incl VAT90,28**

**Corporate Social Investment Projects**



**Let's Read Project**



**Annual Debating and Let's Read Project Public speaking Cup**



**Annual The Namibian Newspaper Cup**

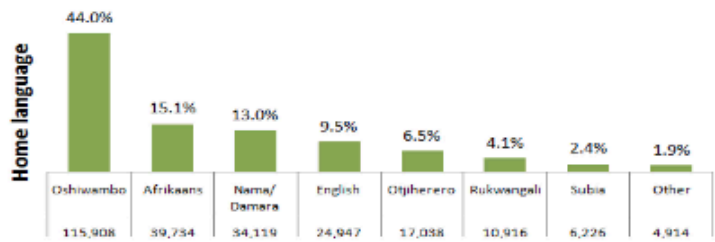
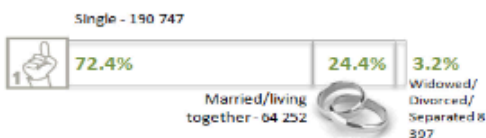
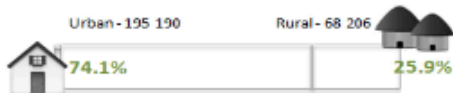
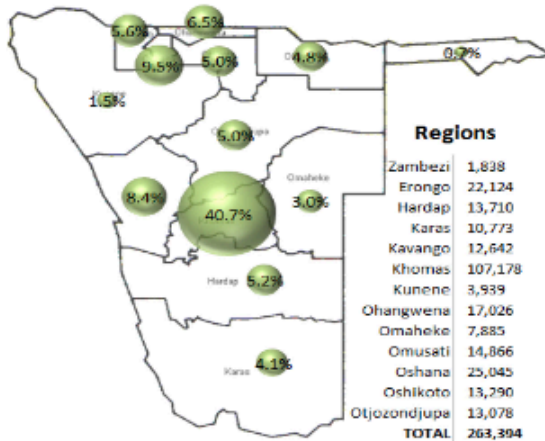


**The Namibian Pick 'n Pay Cycle classic**

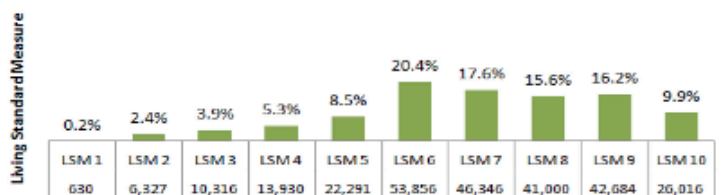
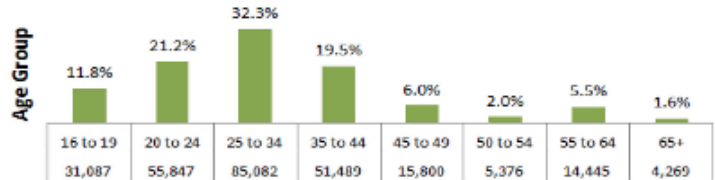


**The Namibian Care Campaign**

**Demographic profile**



These 8 languages represent the home language of 96.4% of the population



## Main Body Rates

	N\$ (Incl VAT)	N\$ (Incl. VAT)
	Mon - Thurs	Friday Rate
Display basic rate (per column centimetre)		
Full colour	90.28	112.85
Tenders, Vacancies, Notices	92.00	115.00
Template Design/Make-up fee (Once-off)	1 000.00	

*The Friday rate applies to the Thursday paper when a Friday falls on a public holiday.*

Centre Spreads (Tarrif +10% loading)	99.31	124.14
30x6 A4 (Tarrif + 12.5% loading)	101.57	126.96
Solus Adverts (Tarrif + 20% loading)	108.34	135.42

## MAIN BODY REQUESTED POSITIONS & MAXIMUM SIZES

			Mon - Thurs	Friday Rate
Front page (Tariff + 100 % loading) <b>(non alcoholic adverts allowed)</b>	4x7	Colour	180.56	225.70
Page 2 (Tariff + 50 % loading)	10x2	Colour	135.42	169.28
Page 4 (Tarrif + 50% loading)	4x7	Colour	135.42	169.28
Page 5;7;9 (Tariff + 50 % loading)	10x7	Colour	135.42	169.28
Page 6 and 8 (Friday Tariff + 10 % loading)	10x7	Colour	99.31	124.14
SMS page (Tariff + 10 % loading)	15x3	Colour	99.31	124.14
Back page (Tariff + 100 % loading)	7x7	Colour	180.56	225.70
Inside back page (Tariff + 50 % loading)	7x7	Colour	135.42	169.28
Specific page (Tariff + 10 % loading)	7x7	Colour	99.31	124.14

## BOTTOM LINE

(Subject to availability)

			Mon - Thurs	Friday Rate
Front page (Tariff + 10% loading)	7X7	Colour	99.31	124.14

## OSHIWAMBO

(Subject to availability)

Front page (Tariff + 10% loading)	7X7	Colour	99.31	124.14
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## Classifieds

Classified basic rate (per column centimetre)

### Maximum Height 370 MM

Mon - Friday Rate N\$(Incl. VAT)

Framed/Display Full colour (1 column)	91.30
20 words Maximum per placement	79.20
Per word extra	2.86
Legal Notice per placement	600.60
Memorial / Death Notice per placement	262.90
Name Change per 2 placements	565.80

## Insert Rates

	Mon - Thurs	Friday Rate
1 - 8 Pager	1 466.92	1 804.30
Per Additional 4 Pages	189.75	233.40

**Prices include 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.**

## 2020 Rates

### Most Popular Sizes General Display

Size column / cm		Page size description	Monday - Thursday (VAT incl)	Friday (VAT incl)
Height	Width	Rate per column cm	<b>90.28</b>	<b>112.85</b>
39	14	2 Full pages (DP Spread) 10% Loading fee	54 222.17	67 777.71
39	7	1 Full page	24 646.44	30 808.05
30	6	A4 Protrait (Tariff + 12.5% loading)	18 281.70	22 852.13
20	7	(1/2) Half Page Landscape	12 639.20	15 799.00
19	7	(1/2) Half Page Landscape	12 007.24	15 009.05
28	5	(1/2) Half Page Portrait	12 639.20	15 799.00
20	4	(1/4) Page Portrait A5	7 222.40	9 028.00
19	3		5 145.96	6 432.45
19	4	(1/4) Page Portrait - A5	6 861.28	8 576.60
16	5	(1/4) Page Landscape	7 222.40	9 028.00
15	3	Postcard Portarit	4 062.60	5 078.25
11	4	Postcard Landscape	3 972.32	4 965.40
10	3		2 708.40	3 385.50
10	2	(1/2) of a Postcard Portrait	1 805.60	2 257.00
7	3	(1/8) of a Page	1 895.88	2 369.85
15	7	Banne / Strip Advertisement	9 479.40	11 849.25
12	7	Banner / Strip Advertisement	7 583.52	9 479.40
10	7	Banner / Strip Advertisement	6 319.60	7 899.50
8	7	Banner / Strip Advertisement	5 055.68	6 319.60
7	7	Banner / Strip Advertisement	4 423.72	5 529.65
5	7	Banner / Strip Advertisement	3 159.80	3 949.75
4	7	Banner / Strip Advertisement	2 527.84	3 159.80

### 2020 Public Holidays

1 Jan – New year	13 April – EasterMonday	21 May – Ascension day	10 Dec – Human Rights day
21 Mar – Independence day	1 May – Worker’s Day	25 May – Africa day	25 Dec – Christmas day 26
10 April – Good Friday	4 May – Cassinga day	26 Aug – Heroes day	Dec – Family day

**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.**

## 2020 Rates

### Most Popular Sizes General Display (Vacancies, Tenders and Notices)

Size column / cm		Page size description	Monday - Thursday (VAT incl)	Friday (VAT incl)
Height	Width	Rate per column cm	92.00	115.00
39	14	2 Full pages (DP Spread) 10% Loading fee	55 255.20	69 069.00
39	7	1 Full page	25 116.00	31 395.00
30	6	A4 Protrait (Tariff + 12.5% loading)	18 630.00	23 287.50
20	7	(1/2) Half Page Landscape	12 880.00	16 100.00
19	7	(1/2) Half Page Landscape	12 236.00	15 295.00
28	5	(1/2) Half Page Portrait	12 880.00	16 100.00
20	4	(1/4) Page Portrait A5	7 360.00	9 200.00
19	3		5 244.00	6 555.00
19	4	(1/4) Page Portrait - A5	6 992.00	8 740.00
16	5	(1/4) Page Landscape	7 360.00	9 200.00
15	3	Postcard Portarit	4 140.00	5 175.00
11	4	Postcard Landscape	4 048.00	5 060.00
10	3		2 760.00	3 450.00
10	2	(1/2) of a Postcard Portrait	1 840.00	2 300.00
7	3	(1/8) of a Page	1 932.00	2 415.00
15	7	Banne / Strip Advertisement	9 660.00	12 075.00
12	7	Banner / Strip Advertisement	7 728.00	9 660.00
10	7	Banner / Strip Advertisement	6 440.00	8 050.00
8	7	Banner / Strip Advertisement	5 152.00	6 440.00
7	7	Banner / Strip Advertisement	4 508.00	5 635.00
5	7	Banner / Strip Advertisement	3 220.00	4 025.00
4	7	Banner / Strip Advertisement	2 576.00	3 220.00

### 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"

Multimedia Monthly 2020 Rates

The Namibian The Weekender YouthPaper Back of the Book Supplements Special sections

LOGIN REGISTER E-PAPER

News Opinions Sport Business Entertainment Oshiwambo Archive Top Revs Letters Gallery Investigative Unit

**T1**  
Max Height 90px Min width 280px  
**N\$12 960**

**L1**  
Max Height 220px  
Min width 264px  
**N\$11 250**

Top Stories

**Finance stops rail & road deals**  
News - National | 2018-10-12

FINANCE minister Calle Schlettwein has asked the works ministry to suspend awarding two multibillion-dollar contracts to foreign contractors to allow Namibian companies to bid for the same contracts.

[read more](#)

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

Sport

2018-10-12

**Britain's unbeaten Saunders vacates middleweight crown**

MIAMI -  
Undeclared British southpaw Billy Joe Saunders vacated the World Boxing Organization middleweight title Thursday after a doping violation that scuttled a scheduled title defence next week in Boston.

News - National

2018-10-12

**Pik Botha, apartheid-era minister, dies in SA**

JOHANNESBURG - Pik Botha, South Africa's foreign minister in the last years of apartheid, has died at the age 86.

**S1**  
Max Height 600px  
Min Width 120px  
**N\$11 250**

Entertainment

2018-10-11

**Celebrating the life and legacy of John Ndevasia Muafangejo**

THE Franco-Namibian Cultural Centre, the John Muafangejo Arts Centre and the National Arts Association of Namibia are collaborating to present 'The Season of Muafangejo 2018 - Celebrating the life and legacy of John Ndevasia Muafangejo' from 15 to 26 October.

News - National

2018-10-12

**Finance stops rail & road deals**

FINANCE minister Calle Schlettwein has asked the works ministry to suspend awarding two multibillion-dollar contracts to foreign contractors to allow Namibian companies to bid for the same contracts.

**R2**  
Max Height 350px  
Min Width 280px  
**N\$7 770**

Business

2018-10-11

**Capricorn's contribution to state drops by N\$7m**

LAZARUS AMUKESHE

THE Capricorn Group's taxes to government have decreased by N\$7 million in 2018, from N\$492.2 million in 2017 to N\$484.6 million

News - National

2018-10-12

**Kauta still answerable for loss**

ENERGY minister Tom Alweendo says Patrick Kauta cannot escape personal liability by resigning from the Namcor board if it is found that the board was negligent in making a decision that cost the entity N\$1.2 million.

**S2**  
Max Height 600px  
Min Width 120px  
**N\$4 530**

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

News - National

2018-10-12

**Nam loses N\$8.4b in direct investments**

THE local economy lost N\$8.4 billion in direct investments last year, representing a quarterly loss of N\$2.3 billion, which could have positively contributed to local economic growth.

**B1**  
Max Height 100px, Min Width 505px  
**N\$7 770**

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

News - National

2018-10-12

**Nam loses N\$8.4b in direct investments**

THE local economy lost N\$8.4 billion in direct investments last year, representing a quarterly loss of N\$2.3 billion, which could have positively contributed to local economic growth.

**R3**  
Max Height 350px  
Min Width 280px  
**N\$2 190**

July - August 2020

7

## ABC audit figures

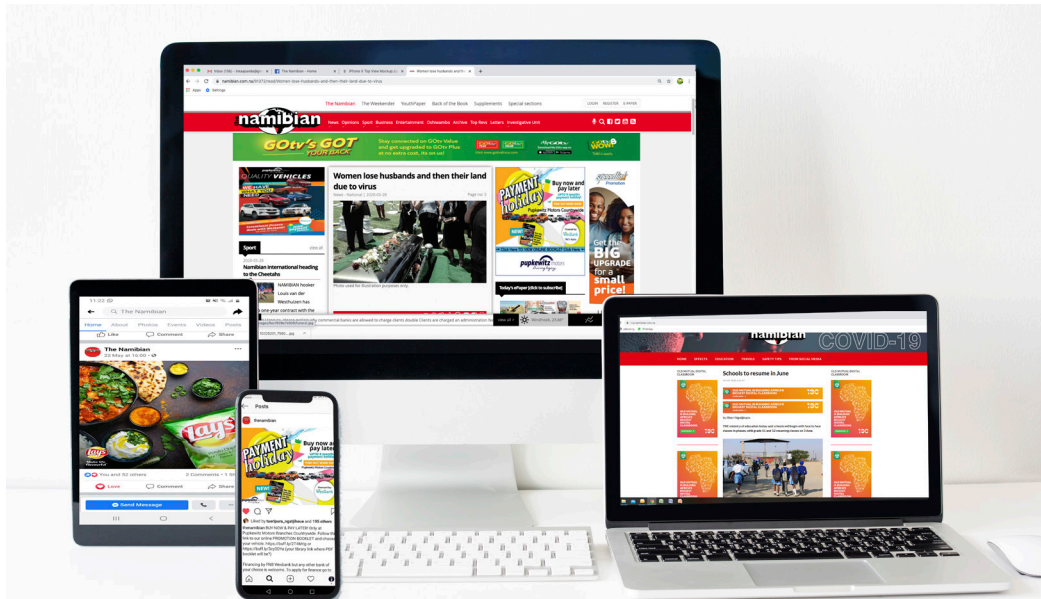
October To December 2019	January To March 2020	abc
<p><b>Namibian, The</b></p> <p>has reported in accordance with the ABC's Reporting Standards for Daily Newspapers</p> <p><b>30290</b></p> <p>CIRCULATION AVERAGE PER ISSUE</p> <p><b>58 Issues this period</b></p>	<p><b>Namibian, The</b></p> <p>has reported in accordance with the ABC's Reporting Standards for Daily Newspapers</p> <p><b>27014</b></p> <p>CIRCULATION AVERAGE PER ISSUE</p> <p><b>62 Issues this period</b></p>	<p><b>Namibian, The</b></p> <p>About this certificate:</p> <p>This certificate has been produced from data declared by the publisher, which has been prepared in accordance with the ABC Reporting Standards. Should a subsequent audit reveal a material error, the ABC will publish a revised certificate.</p> <p>The ABC cannot be held responsible for mistakes or omissions, although every care is taken to ensure that the information is correct.</p> <p>©ABC and Free Press of Namibia (Pty) Ltd, The.</p>

## Website traffic - June 2020

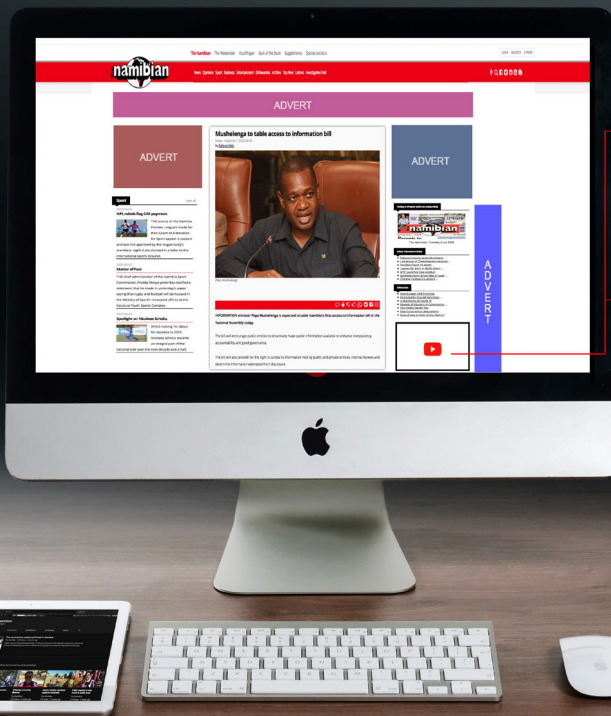
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	279,024	1,186,372	5,366,038	19,621,318	332.06 GB
Feb 2020	299,482	1,257,624	4,551,528	18,558,776	352.87 GB
Mar 2020	339,417	1,540,935	6,139,161	22,709,411	422.99 GB
Apr 2020	329,732	1,573,901	5,865,764	22,982,730	435.56 GB
May 2020	369,953	1,400,612	4,873,141	18,670,672	366.06 GB
<b>Jun 2020</b>	<b>348,698</b>	<b>1,387,381</b>	<b>4,764,226</b>	<b>18,023,447</b>	<b>371.64 GB</b>
Jul 2020	0	0	0	0	0
Aug 2020	0	0	0	0	0
Sep 2020	0	0	0	0	0
Oct 2020	0	0	0	0	0
Nov 2020	0	0	0	0	0
Dec 2020	0	0	0	0	0
<b>Total</b>	<b>1,966,306</b>	<b>8,346,825</b>	<b>31,559,858</b>	<b>120,566,354</b>	<b>2281.19 GB</b>



## Online platforms advertising spots



## Video advertising template



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

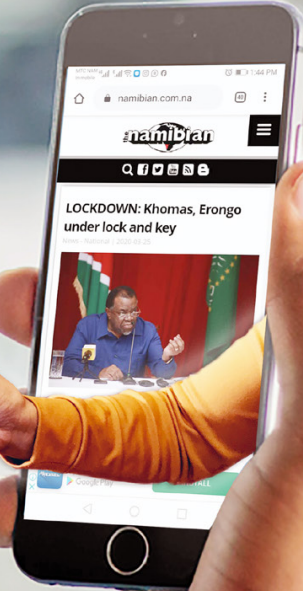
What do we mean by readjustable?  
We are able to place the advertisement anywhere on the website in hand with the clients desired period of time.

3

The advert will appear on our YouTube Channel playlist.

## Advertise with us now!

1. Create video content for your business
2. Flexible hours for advert appearance on website
3. Increase brand awareness on our website
4. Reach a bigger audience



# NEW SUBSCRIPTION RATES

**1 month N\$ 60**  
**3 months N\$ 180**  
**1 year N\$ 660**

Valid from  
01 May until 31 July 2020

**DON'T  
MISS  
ANY  
ISSUE!**

# Your favourite NEWSPAPER

**Keeps you informed wherever, whenever, 24/7**

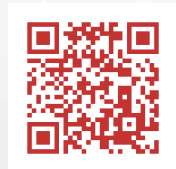
**To subscribe, please send your request to [ereader@namibian.com.na](mailto:ereader@namibian.com.na) or access [epaper.namibian.com.na](http://epaper.namibian.com.na) or scan the QR code**

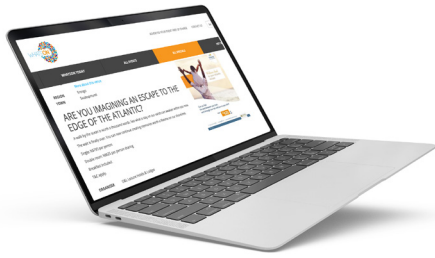
**Download The Namibian on Play Store**

Follow us on



[live.namibian.com.na](http://live.namibian.com.na) / [namibian.com.na](http://namibian.com.na)





**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.

## E-mail advertising



### WhatsOn Namibia e-mail newsletter

The WhatsOn Namibia Newsletter is a compilation of upcoming events and specials, entertainment news and client ads. The WhatsOn Namibia Newsletter is sent to all e-mail subscribers once a week.

**1x display ad/poster in weekly WhatsOn newsletter: N\$600**



### WhatsOn Namibia Spotlight Mail

The WhatsOn Namibia Spotlight Mail features one client exclusively. We can include your ad/poster, a short description, links, videos, and directions. To keep it effective, relevant and anti-spam, we sent max. two Spotlight Mails per week and don't repeat an exact same ad.

**1x WhatsOn Spotlight Mail: N\$1 200**



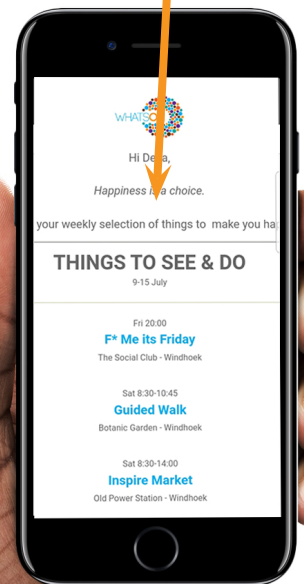
### Text ad in WhatsOn e-mail newsletter

This is ideal for clients that don't have artwork or a small budget. The client has to provide a short description.

**1x text ad in WhatsOn e-mail newsletter: N\$300**

WhatsOn Namibia newsletter

Text ad in WhatsOn e-mail newsletter



## 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 differences 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 send it

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.