

DIGITALLY YOURS, NEWS AT YOUR FINGERTIPS

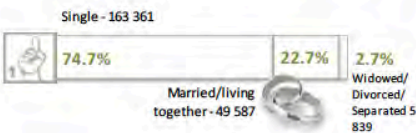
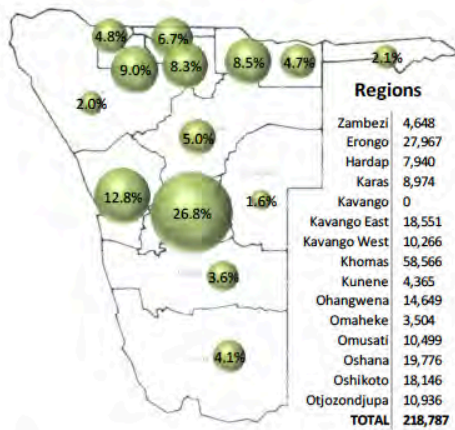
**2021
Advertising Rates**



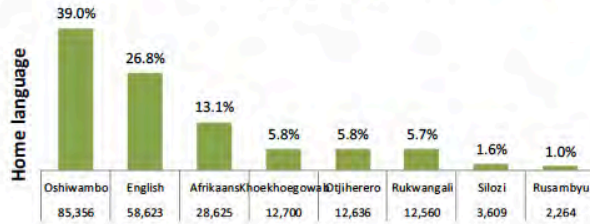
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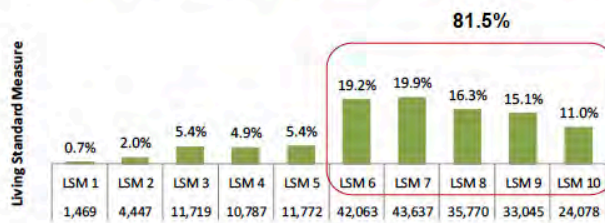
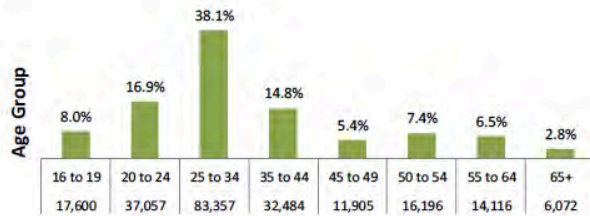
Scan QR code to subscribe to
The Namibian e-paper.
<https://esubs.namibian.com.na>



Demographic profile



These 8 languages represent the home language of 98.9% of the population



Printing Specifications



Printable Page Sizes:

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

PDF Files & Options:

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

Colour Profiles:

- Recommended Colour profile IFRA standard ISOnewspaper26v4
- If no IFRA colour profile available and using Adobe cloud chose Fogra 39
- If any older version of Adobe product is used, select Europe prepress 3

Colour & Ink Densities:

- Total Ink Coverage may not exceed 220%

Material retrieval Options:

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

Company Contact Information

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 jermaine@namibian.com.na

Most popular sizes 2021 Rates INCL VAT (Valid 01 January 2021 - 31 December 2021)

Size column / cm		Page positioning description	Monday - Thursday N\$	Friday N\$	Mon - Thur	Fri	Loading %	Loading amount Mon - Thur	Loading amount Friday
Height	Width				rate	rate			
39	14	2 Full pages (DP Spread) 10% Loading fee	51,801.75	64,752.19	94.88	118.59	10%	5,180.18	6,475.22
39	7	1 Full page	25,900.88	32,376.09	94.88	118.59			
30	6	A4 Portrait	17,077.50	21,346.88	94.88	118.59			
19	7	(1/2) Half Page Landscape	12,618.38	15,772.97	94.88	118.59			
28	5	(1/2) Half Page Portrait	13,282.50	16,603.13	94.88	118.59			
19	4	(1/4) Page Portrait A5	7,210.50	9,013.13	94.88	118.59			
16	5	(1/4) Page Landscape	7,590.00	9,487.50	94.88	118.59			
15	3	Postcard Portrait	4,269.38	5,336.72	94.88	118.59			
11	4	Postcard Landscape	4,174.50	5,218.13	94.88	118.59			
10	3		2,846.25	3,557.81	94.88	118.59			
10	2		1,897.50	2,371.88	94.88	118.59			
7	3	(1/2) of a Postcard Portrait	1,992.38	2,490.47	94.88	118.59			
15	7	Banner / Strip Advertisement	9,961.88	12,452.34	94.88	118.59			
12	7	Banner / Strip Advertisement	7,969.50	9,961.88	94.88	118.59			
10	7	Banner / Strip Advertisement	6,641.25	8,301.56	94.88	118.59			
8	7	Banner / Strip Advertisement	5,313.00	6,641.25	94.88	118.59			
7	7	Banner / Strip Advertisement	4,648.88	5,811.09	94.88	118.59			
5	7	Banner / Strip Advertisement	3,320.63	4,150.78	94.88	118.59			
4	7	Banner / Strip Advertisement	2,656.50	3,320.63	94.88	118.59			
PAGE DESIGN PER PAGE			1,800.00	1,800.00					
Size column / cm		Page positioning description	Monday - Thursday	Friday	Mon - Thur	Friday	Loading %	Loading amount Mon - Thur	Loading amount Friday
Height	Width				rate	rate	Loading %		
4	7	Front page (100% loading)	2,656.50	3,320.63	94.88	118.59	100%	2,656.50	3,320.63
(Only non-alcoholic adverts allowed)									
5	2	Front page - ear (200%)	948.75	1,185.94	94.88	118.59	200%	1,897.50	2,371.88
4	7	Page 4 (50% loading)	2,656.50	3,320.63	94.88	118.59	50%	1,328.25	1,660.31
10	7	Page 5;7;9 (50% loading)	6,641.25	8,301.56	94.88	118.59	50%	3,320.63	4,150.78
15	3	SMS page (10% loading)	4,269.38	5,336.72	94.88	118.59	10%	426.9375	533.67
7	7	Back Page Sport (100% loading)	4,648.88	5,811.09	94.88	118.59	100%	4,648.88	5,811.09
7	7	Inside back page (50% loading)	4,648.88	5,811.09	94.88	118.59	50%	2,324.44	2,905.55
7	7	Specific page (10% loading)	4,648.88	5,811.09	94.88	118.59	10%	464.89	581.11
BOTTOM LINE		Page positioning description	Monday - Thursday	Friday	Mon - Thur	Friday	Loading %	Loading amount Mon - Thur	Loading amount Friday
(Subject to availability)					rate	rate			
7	7	Front page (100% loading)	4,648.88	5,811.09	94.88	118.59	100%	4,649	5811.09375
OSHIWAMBO									
(Subject to availability)									
7	7	Front page (10% loading)	4,648.88	5,811.09	94.88	118.59	10%	464.89	581.11
<i>The Friday rates apply to the Thursday paper when a Friday falls on a public holiday</i>									
DIGITAL DESIGNS Newsletters, invitations, advertisements 2,100 per A4 page or smaller conversion to digital									

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

Rate Card 2021 VAT Excluded

Display basic rate (per column centimetre)	Mon - Thurs	NEW	Friday Rate	NEW
General Display adverts Full colour	78.50	82.50	98.13	103.00
Tenders and Notices Full colour	80.00	84.00	100.00	105.00
Vacancies Full colour	80.00	84.00	100.00	105.00
Template Design/Make-up fee	1,250.00			

Main Body Requested Positions & Maximum Sizes

	Mon - Thurs	NEW	Friday Rate	NEW
Front page Flat Rate 4X7 Colour	157.00	164.85	196.26	206.07
page 3 (Tariff + 50 % loading) 10 X 2 Colour	117.75	123.64	150.00	157.50
page 5 (Friday only) (Tariff + 50 % loading) 10 X 7 Colour	117.75	123.64	150.00	157.50
back page (Tariff + 100 % loading) 7X7 Colour	157.00	164.85	200.00	210.00
Inside back page (Tariff + 50 % loading) 7X7 Colour	117.75	123.64	150.00	157.50
specific page (Tariff + 10 % loading) Colour	86.35	91.00	110.00	115.50

Supplements requested positions & maximum sizes

Youth Paper - TUESDAYS

(Subject to availability)

			TUESDAY RATE	NEW
General Display adverts Full colour			62.83	66.00
front page (Tariff + 50% loading)	4x7	Colour	117.75	124.00
back page (Tariff +10 % loading)	12x7	Colour	86.35	91.00

Weekender - FRIDAYS

(Subject to availability)

			FRIDAY RATE	NEW
General Display adverts Full colour				
front page (Tariff + 50% loading)	4x7	Colour	147.20	154.55

TOP REVS-WEDNESDAY

(Subject to availability)

			WEDNESDAY RATE	NEW
General Display adverts Full colour				
front page (Tariff + 10% loading)	7X7	Colour	86.35	91.00
back page (Tariff + 10% loading)	12x7	Colour	86.35	91.00

Classified Rates

classified basic rate (per column centimetre)

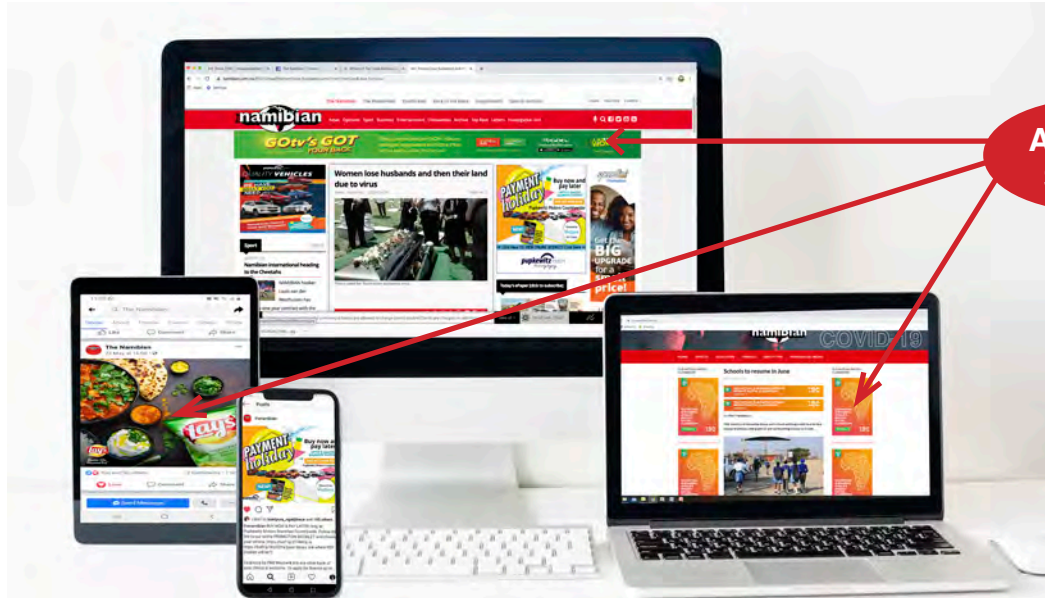
maximum height 370mm

		Mon - Fri	NEW
Framed/Display (1 column)		79.39	83.40
20 words Maximum per placement		72.00	75.60
Per word extra		2.60	2.70
Legal Notice per placement	per placement	546.00	573.30
Memorial / Death Notice	per placement	239.00	250.95
Name Change	per 2 placements	447.20	469.60

Insert Rates

	Mon - Thu	NEW	Friday	NEW
1 - 8 pager	1,466.00	1,539.30	1,804.30	1,894.52
Per additional 4 pages	189.75	199.24	233.40	245.07

Online platforms advertising spots



Adverts Spots



SCAN QR CODE TO ACCESS OUR WEBSITE

Video advertising space on The Namibian website



1

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

2

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

3

The advert will appear on our YouTube Channel playlist.

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

Website monthly advertising rates 2021

The screenshot shows the website layout with several advertising spots:

- T1**: Max Height 90px, Min width 280px, **N\$12 960**
- L1**: Max Height 220px, Min width 264px, **N\$11 250**
- L2**: Max Height 220px, Min width 265px, **N\$7 920**
- L3**: Max Height 220px, Min width 265px, **N\$2 190**
- B1**: Max Height 100px, Min Width 505px, **N\$7 770**
- R1**: Max Height 350px, Min width 280px, **N\$11 250**
- R2**: Max Height 350px, Min Width 280px, **N\$7 770**
- R3**: Max Height 350px, Min Width 280px, **N\$2 190**
- S1**: Max Height 600px, Min Width 120px, **N\$11 250**
- S2**: Max Height 600px, Min Width 120px, **N\$4 530**

The website content includes sections for Top Stories, News - National, Entertainment, and Business, with various news articles and images.

Twice daily
SOCIAL MEDIA MARKETING PLATFORMS
N\$1 200 Only

Advertise on our social media platforms for as little as N\$1200 per day for two postings.

SOCIAL MEDIA STATISTICS 2021

The Namibian Facebook Insights	
December 2020	
Total Followers	397,935
Page Likes	367,209
Total Page Views	239,000
Reach (the number of unique people who saw any of your posts)	5,17 mil
Engagements	3,55 mil

Instagram Insights	
December 2020	
Followers	224,400
Impressions (the number of times people saw your posts)	7 mil
Reach (number of unique people who saw posts)	1,1 mil

Twitter Insights	
December 2020	
Followers (Total number of account followers)	204,194
Profile visits	168,00
Impressions	8,68 mil
New followers	4,412



Website traffic - January 2021



Jan 2021 Feb 2021 Mar 2021 Apr 2021 May 2021 Jun 2021 Jul 2021 Aug 2021 Sep 2021 Oct 2021 Nov 2021 Dec 2021

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	253,265	907,673	4,074,390	12,493,559	435.14 GB
Feb 2021	0	0	0	0	0
Mar 2021	0	0	0	0	0
Apr 2021	0	0	0	0	0
May 2021	0	0	0	0	0
Jun 2021	0	0	0	0	0
Jul 2021	0	0	0	0	0
Aug 2021	0	0	0	0	0
Sep 2021	0	0	0	0	0
Oct 2021	0	0	0	0	0
Nov 2021	0	0	0	0	0
Dec 2021	0	0	0	0	0
Total	253,265	907,673	4,074,390	12,493,559	435.14 GB



Powered by



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.

WhatsOn Namibia

	December
<i>Total Followers</i>	19,805
<i>Page Likes</i>	19,730
<i>Total Page Views</i>	214
<i>Total Reach</i>	4,964

E-mail advertising

N\$600
per ad

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

N\$1 200
per email

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

N\$300
per text ad

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



2021 Public Holidays

- 1 Jan New Year's Day
- 21 Mar Independence Day
- 2 Apr Good Friday
- 5 Apr Easter Monday
- 1 May Workers' Day
- 4 May Cassinga Day

- 13 May Ascension Day
- 25 May Africa Day
- 26 Aug Heroes Day
- 10 Dec Human Rights Day / Women's Day
- 25 Dec Christmas Day
- 26 Dec Family Day

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

General Specifications

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

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

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

Digital file delivery

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

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

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

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

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

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

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

Repeat & Archiving of previously printed advertisements:

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

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

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

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

To prevent the loss of sharpness, advertisements including text or type should never be supplied as (or contained within) a contone image created in an imaging application such as Adobe Photoshop. Text should be incorporated into the advertisement as type, using embedded fonts or outline curves.