



Still telling it like it is!

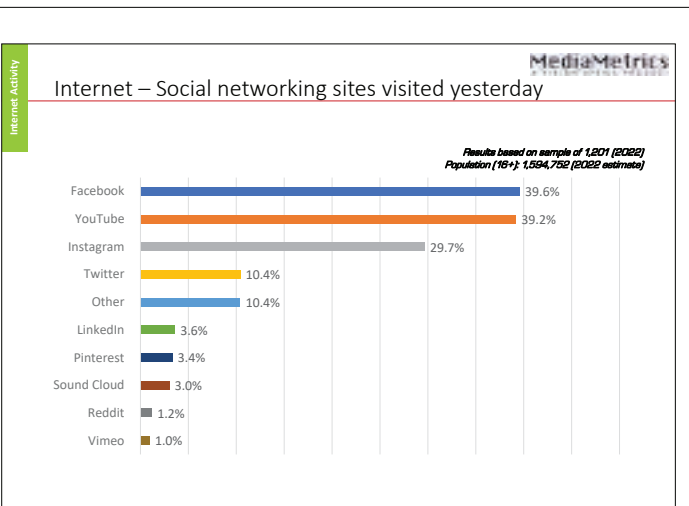
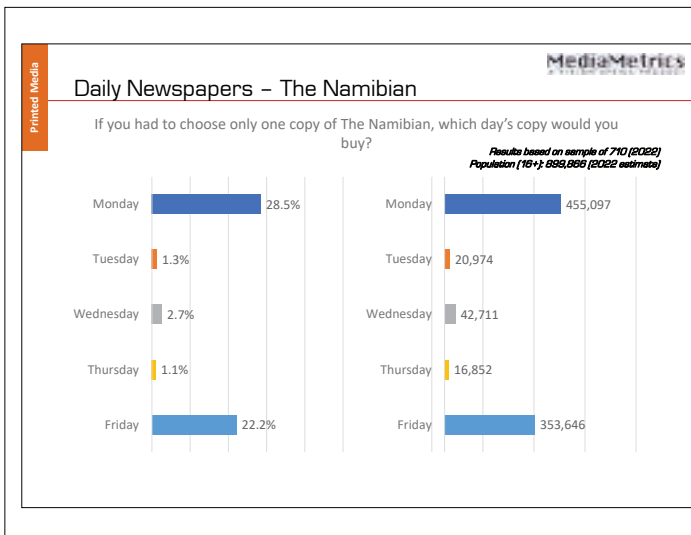
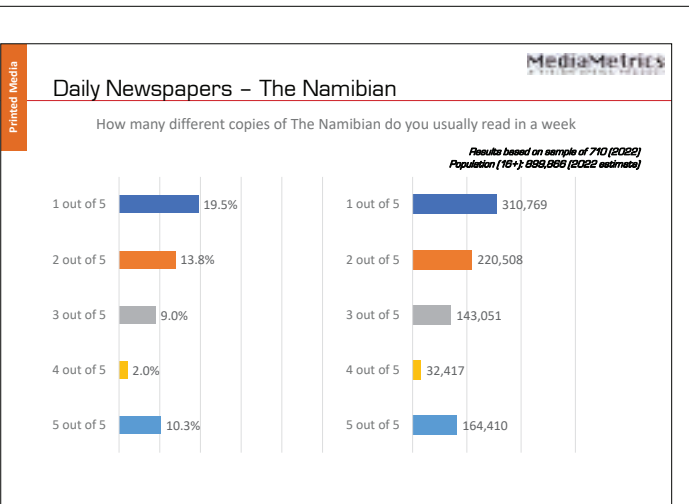
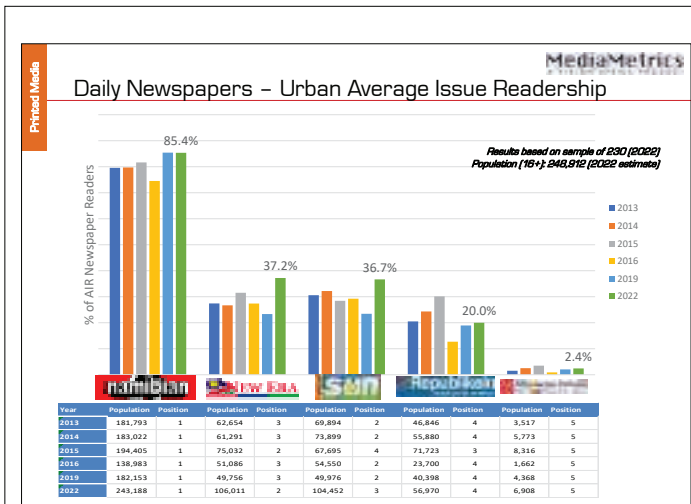
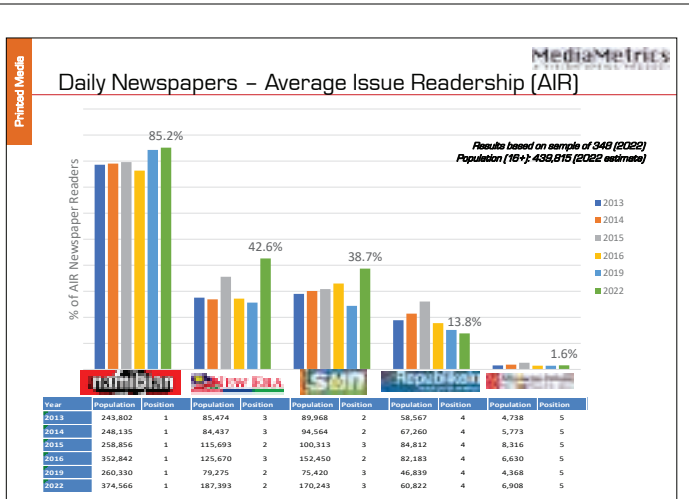
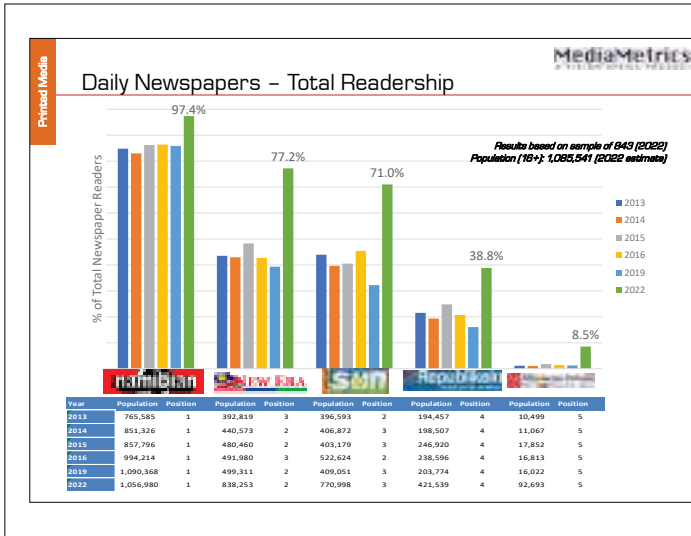


ADVERTISING

RATES NAMIBIA 2024

-  @TheNamibianNews
-  TheNamibianNewspaper
-  TheNamibian
-  @TheNamibian





**MOST POPULAR SIZES 2024 RATES (EXCL VAT)
(VALID 01 JANUARY 2024 - 31 DECEMBER 2024)**

Size column / cm		Page positioning description	Monday - Thursday N\$	Friday N\$	Mon - Thur	Fri
Height	Width				rate	rate
39	14	2 full pages (DP Spread) 10% Loading fee	55,646.96	69,405.34	101.9	127.1
39	7	1 full page	27,823.48	34,702.67	101.9	127.1
30	6	A4 Portrait	18,345.15	22,880.88	101.9	127.1
19	7	(1/2) Half Page Landscape	13,555.03	16,906.43	101.9	127.1
28	5	(1/2) Half Page Portrait	14,268.45	17,796.24	101.9	127.1
19	4	(1/4) Page Portrait A5	7,745.73	9,660.82	101.9	127.1
16	5	(1/4) Page Landscape	8,153.40	10,169.28	101.9	127.1
15	3	Postcard Portrait	4,586.29	5,720.22	101.9	127.1
11	4	Postcard Landscape	4,484.37	5,593.10	101.9	127.1
10	3	Display	3,057.53	3,813.48	101.9	127.1
10	2	Display	2,038.35	2,542.32	101.9	127.1
7	3	(1/2) of a Postcard Portrait	2,140.27	2,669.44	101.9	127.1
15	7	Banner / Strip advertisement	10,701.34	13,347.18	101.9	127.1
12	7	Banner / Strip advertisement	8,561.07	10,677.74	101.9	127.1
10	7	Banner / Strip advertisement	7,134.23	8,898.12	101.9	127.1
8	7	Banner / Strip advertisement	5,707.38	7,118.50	101.9	127.1
7	7	Banner / Strip advertisement	4,993.96	6,228.68	101.9	127.1
5	7	Banner / Strip advertisement	3,567.11	4,449.06	101.9	127.1
4	7	Banner / Strip advertisement	2,853.69	3,559.25	101.9	127.1
Template Design/Make-up fee					1,544.8	
Size column / cm		Page positioning description	Monday - Thursday	Friday	Mon - Thur	Friday
Height	Width				rate	rate
4	7	Front page (200% loading)	8,559.60	10,676.40	305.70	381.30
		(only non-alcoholic adverts allowed)	-	-	-	-
5	2	Front page - ear (200%)	4,074.56	5,093.20	407.46	509.32
4	7	Page 4 (50% loading)	4,281.28	5,338.87	152.90	190.67
10	7	Page 5;7;9 (50% loading)	10,703.21	13,347.18	152.90	190.67
15	3	SMS page (10% loading)	5,046.12	6,293.21	112.14	139.85
7	7	Back Page Sport (100% loading)	9,987.92	12,457.37	203.84	254.23
7	7	inside back page (50% loading)	7,492.25	9,343.03	152.90	190.67
BOTTOM LINE						
(Subject to availability)		Page positioning description	Monday - Thursday	Friday	Mon - Thur	Friday
					rate	rate
7	7	Front page (100% loading)	9,987.92	12,457.37	203.84	254.23
OSHIWAMBO						
(Subject to availability)						
7	7	Front page (100% loading)	9,987.92	12,457.37	203.84	254.23

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 2024 (1 JANUARY - 31 DECEMBER 2024) (EXCL VAT)

MAIN BODY RATES	NEW RATES	
Display basic rate (per column centimetre)	Monday - Thursday N\$	Friday N\$
General Display adverts Full colour	101.9	127.1
Tenders and Notices Full colour	103.8	129.5
Vacancies Full colour	103.8	129.5
Template Design/Make-up fee	1,544.8	

CLASSIFIED RATES		
classified basic rate (per column centimetre)		
Framed/Display (1 column)		100.70
20 words Maximum per placement		91.27
Per word extra		3.33
Legal Notice per placement	per placement	766.18
Death/Funeral Notice	per placement	302.89
Name Change	per 2 placements	566.82

SOCIAL MEDIA RATES	
SOCIAL MEDIA RATES	New Rates
FACEBOOK,INSTAGRAM	MON - SUN
Facebook (per post)	741.51
Instagram (per post)	741.51
Boosting Administration Fee(Per)	588.5

INSERT RATES			
	MON-WED	THURSDAY	FRIDAY
1 - 8 pager 45/120gsm	1,683	1,852	2,071
1 - 8 pager Glossy	1,721	1,979	2,118
Per additional consecutive 4 pages(45/60/70gsm)	251	276	308
Per additional consecutive 4 pages(Glossy)	256	295	315

2024 PUBLIC HOLIDAYS

1 Jan	New Year	25 May	Africa Day
21 Mar	Independence Day	09 May	Ascension Day
29 Mar	Good Friday	26 Aug	Heroes' Day
01 Apr	Easter Monday	10 Dec	Human Rights Day/ Women's Day
01 May	Workers' Day	25 Dec	Christmas Day
04 May	Cassinga Day	26 Dec	Family Day

ONLINE PLATFORMS ADVERTISING SPOTS



Scan QR code to subscribe to *The Namibian* e-paper.



SCAN QR CODE TO ACCESS OUR WEBSITE



Video advertising space on The Namibian website



- Create video content for your business
- Flexible hours for advert appearance on website
- Increase brand awareness on our website
- Reach a bigger audience

WEBSITE MONTHLY ADVERTISING RATES 2024

The screenshot shows the Namibian website homepage. At the top, there's a navigation bar with the 'namibian' logo and 'admin Sign Out'. Below that is a purple 'LEADERBOARD ADVERT' banner (970 x 90). The main content area features several news articles. The largest article is 'Killer admits strangling police officer girlfriend' with a photo of a man. Other articles include 'Ministry, NTB to discuss new tourism regulator', 'Governor taken to court over N\$40 000 tailwind suit', 'Steinhoff launches Dutch restructuring plan', and 'Patriots win Futsal Men's Premier League'. There are also smaller articles under 'More Top Stories' and 'Sports' sections. The website has a clean, professional layout with a purple and white color scheme.

SOCIAL MEDIA STATISTICS 2024

The Namibian Facebook Insights

Total Followers	471,136
Page Likes	398,969
Total Page Views	417,000
Reach (the number of unique people who saw any of your posts)	9,25mil
Engagements	6,46m

Instagram Insights

Followers	300,900
Impressions (the number of times people saw your posts)	23,58mil
Reach (number of unique people who saw posts)	2,01mil

Twitter Insights

Followers (Total number of account followers)	264,485
Profile visits	447,000
Impressions	10,7mil
Reach	4,885



WEBSITE RATES	2024
MAX HEIGHT 100PX MIN WIDTH 505PX	8,350.1
MAX HEIGHT 220PX MIN WIDTH 264PX	12,089.9
MAX HEIGHT 220PX MIN WIDTH 265PX	2,353.5
MAX HEIGHT 350PX MIN WIDTH 280PX	12,089.9
MAX HEIGHT 350PX MIN WIDTH 280PX	8,350.1
MAX HEIGHT 350PX MIN WIDTH 280PX	2,353.5
MAX HEIGHT 600PX MIN WIDTH 120PX	12,089.9
MAX HEIGHT 600PX MIN WIDTH 120PX	4,868.2
MAX HEIGHT 90PX MIN WIDTH 1020PX	13,927.6
WEBSITE L-SHAPE ADVERT	5,885.0

WHAT'S ON RATES (EXCL VAT)	
	2024
Whats On Namibia E-mail Advertising(1xdisplay poster in weekly)	630.00
Whats On Namibia Spotlight Mail(1x)	1,260.00
Whats On Namibia Newsletter(Text ad)(1x)	315.00



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.

CIRCULATION PRICES (EXCL VAT)			
HARDCOPY COVER PRICE	N\$ 5,00		
SUBSCRIPTION HARDCOPY (delivery)			
HOME DELIVERY	RATES	OFFICE COLLECTION	RATES
S1(12 MONTHS)	1,340.48	S2(12 MONTHS)	540.44
S11(9 MONTHS)	1,009.26	S15(11 MONTHS)	404.46
S10(6 MONTHS)	674.1	S14(6 MONTHS)	269.64
S9(3 MONTHS)	335.79	S13(3 MONTHS)	134.82
S8(1 MONTHS)	112.14	S12(1 MONTHS)	44.94
E-PAPER			
	RATES	E-PAPER APP	
1 MONTH SUBSCRIPTION	85		
3 MONTH SUBSCRIPTION	255		
6 MONTH SUBSCRIPTION	510		
1 YEAR SUBSCRIPTION	900		





BROADCASTING RATES (EXCL VAT)			
DESERT RADIO			
per showing/post			
L-Shape Adverts(On screen advertising during live stream TV on Facebook)			2,675
Outside Broadcasting(3hours)			19,000
Live Reads			535
Show Sponsorships			10,165
Social Media Posts			674.1
Translations			535.5
Competitions			2,835
Production 30 second advert			481.5
Interviews			2,434.25
30"second ads(Mon-Thurs)		30"second ads(Saturday -Sunday)	
06:00 -09:00	695.5	06:00 -09:00	347.75
09:00-12:00	347.75	09:00-12:00	347.75
12:00-15:00	521.63	12:00-15:00	347.75
15:00-18:00	695.5	15:00-18:00	347.75
18:00-21:00	347.75	18:00-21:00	347.75
21:00-06:00	103.79		



FREQUENCIES

95.3 FM

CENTRAL NAMIBIA

105.6 FM

NORTHERN REGIONS

103.3 FM

COASTAL REGIONS

107.2 FM

KAVANGO REGIONS

DStv 839

GOtv 318



TERMS OF ACCEPTANCE | THE FREE PRESS OF NAMIBIA(TFPN)

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 TFPN and further agrees that it shall be bound by the provisions of TFPN'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 TFPN, who also reserves the right to decline or cancel any advertisements/ advertorials or series of advertisements/advertorials.

3. TFPN will accept no responsibility for losses after client approval arising from typographical or other errors. TFPN's responsibility is limited to industry standard scanning and printing quality.

TFPN 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 in the rate card.

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:

WeTransfer
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.

TFPN 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, TFPN 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.