

Advertising 2011

African Fusion, the official publication of the Southern African Institute of Welding (SAIW), aims to provide up-to-date insight into welding technology and the welding industry in southern Africa.

Published quarterly and posted out with Mechanical Technology, this publication carries: news and activities of the SAIW; local and international technical papers; and industry related welding articles.

ADVERTISING RATES 2011: per full colour insertion (excl VAT)

	Casual	2 Insertions	4 Insertions
A4	R16 500	R15 450	R14 400
A5/Half A4 (V or H)	R11 800	R10 800	R10 250
Third A4 (V or H)	R9 850	R9 180	R8 600
1/4 A4 Page	R8 300	R7 775	R7 200

WEB ADVERTISING RATES 2011

Standard square	160 pixels wide by 160 pixels high	R2 500
Half standard size	160 pixels wide by 60 or 80 pixels high	R1 800
Taller than standard	160 pixels wide by max 225 pixels high	R4 000

ADVERTISEMENT SIZES

A4	1/2 A4	Other
Type area: 260 x 180 mm	260 x 90 mm (V)	260 x 55 mm or 85 x 180 (1/3 A4) 130 x 100 mm or 65 x 180 (1/4 A4)
Trimmed size: 297 x 210 mm	130 x 180 mm (H)	
Bleed: 303 x 216 mm	180 x 120 mm (A5)	

READERSHIP PROFILE

Mechanical industry	1912
Special complementary	72
Consultants	233
Local Government	344
Academics	51
Media	168
Welding	654
Subscribers	63
Mines & metallurgists	389
Promotional	54
TOTAL	4000

MATERIAL REQUIREMENTS

Press optimised PDF files, minimum 300 dpi, centred, with bleed, and saved as CMYK will be required. Colour proof to be provided.

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TERMS OF ACCEPTANCE:

- 1) No cancellation of space booking will be accepted after each copy deadline.
- 2) All copy for advertisements is subject to approval by the publishers, who reserve the right to decline or cancel any advertisement or series of advertisements.
- 3) The proprietors and publishers shall not be liable for any loss incurred by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
- 4) No responsibility will be accepted by the publishers for loss arising from typographical errors.
- 5) It is the client's responsibility to supply material suitable for space bookings by copy deadlines. If copy is not forthcoming, the publishers have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
- 6) Payment is due on publication.
- 7) **Please note, all advertising and production charges are subject to VAT. Reproduction costs are additional and subject to VAT.**
- 8) Advertising bookings and material deadline: one month prior to publication cover date.

