

2021

RATE CARD



**AFRICAN FUSION**  **SAW**

Published by Crown Publications

THE ONLY PUBLICATION ON THE AFRICAN CONTINENT DEDICATED TO WELDING

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African Fusion  
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AFRICAN FUSION: THE OFFICIAL PUBLICATION OF THE SOUTHERN AFRICAN INSTITUTE OF WELDING – SAIW

**African Fusion** aims to provide up-to-date insight into welding technology and the welding industry in southern Africa. Published quarterly and posted with **MechChem Africa**, the publication is split into three sections.

The opening pages deal with SAIW news and related events. As the custodian of welding standards and technology in the region, this section strives to promote best practices and standards, such as ISO 3834 – Quality Requirements for Fusion Welding of Metallic Materials. At the heart of this section is an SAIW member profile, which profiles one of the SAIW’s successful member companies.

The central section of the magazine includes one or two technical papers, which are vetted by the SAIW technical staff and usually sourced from IIW International conferences or through the Institute from local welding researchers.

The closing third of the magazine features stories from the southern African welding and fabrication industry and its supplier base. Here, we strive for original and technically rich content based on site and company visits and interviews.

**African Fusion** is the only publication dedicated to welding on the African continent.

## PRINT ADVERTISING RATES (PER INSERTION EXCL VAT)

Size:	Insert rate in rands	
	Casual 1 to 3	4 to 12.
Double page spread (DPS)	R35,790.00	R31,790.00
Full page	R23,780.00	R20,430.00
Half page (vertical or horizontal)	R18,140.00	R15,860.00
Half page DPS	R25,150.00	R22,220.00
Third page (vertical or horizontal)	R15,340.00	R13,060.00
Quarter page (vertical or horizontal)	R11,890.00	R10,780.00
Strip	R10,160.00	R9,060.00
Footer Strip	R5,085.00	R5085.00

### PRIME POSITIONS:

Outside front cover package R47,000.00 per cover. (includes front cover photo, DPS cover story)

Inside front, inside back and outside back cover packages x 4 @ R20,430.00 per insert.

- **Tailored packages combining print, online, social media, video and electronic newsletters are available. Advertising and editorial combinations are open to negotiation.**

Loose inserts : prices on request.

Insertion rates apply across all Crown Publications' titles. For example, three insertions in each of two different magazines entitles you to the six insertion rate in both. Material make up costs are not included in the rates.

Company, product or technical profiles: Based on half page DPS rate

\*Outside front cover: client to supply portrait photograph and logo. For the DPS cover story, copy and 4 - 6 high resolution photographs to be supplied.

**African Fusion** will design the cover and cover story and get client approval before proceeding to print. Liaise with editor for deadlines.

## DEADLINES 2020

Issue	Editorial Deadline	Booking Deadline	Material Deadline
March	15-February	26-February	4-March
June	24-May	24-May	3-June
August	24-July	25-July	31-July
November	24-October	24-October	28-October

## PRINT ADVERTISING TECHNICAL SPECIFICATIONS (height x width mm)

Advert description	Crop size	Type area	With bleed
Double page spread	297 x 420	277 x 400	303 x 426
Full page	297 x 210	260 x 180	303 x 216
DPS half page (horizontal)	140 x 420	130 x 400	143 x 426
Half page vertical	260 x 90		
Half page horizontal	130 x 180		
Third vertical	260 x 55		
Third horizontal	85 x 180		
Quarter standard	130 x 100		
Strip	50 x 180		
Footer strip	30 x 180		

**Material requirements:** All advertising material to be supplied as a press optimised PDF, minimum 300 dpi, centred with bleed and saved as CMYK. Colour proof to be provided.

Production fee: A discretionary fee for the design of print and online advertisements will be charged.

## WEBSITE ADVERTISEMENT SIZES AND RATES

Online advertisement	Size	Casual	2 to 5	6 to 12
1. Header banner	545 pixels w x 90 pixels h	R8 000 (for one month only - not consecutive months)		
2. Centre banner	545 pixels w x 90 pixels h	R7 060	R6 910	R6 640
3. Standard rectangle	360 pixels w x 100 pixels h	R3 800	R3 200	R3 000
4. Large rectangle	360 pixels w x 200 pixels h	R5 360	R5 210	R5 010

### WEBSITE MATERIAL REQUIREMENTS:

All advertisements must conform to the sizes

• Resolution: 72 dpi. • Saved as .png/jpg/gif • Advertisements can be static or animated

## eNEWSLETTER ADVERT SIZES AND RATES\*

Size	Casual	2 to 5	6 to 12	
Top banner	600 pixels w x 110 pixels h	4 500	4 330	4 210
Centre banner	600 pixels w x 110 pixels h	4 260	4 100	3 990

### ONLINE ADVERTISING DEADLINES:

Online advertisements run for a calendar month

• Booking deadline: 20<sup>th</sup> of the month prior\*

• Material deadline: 25<sup>th</sup> of the month prior\*

\*If on a public holiday or weekend, the first working day after

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## African Fusion RATE CARD

### WEBSITE ADVERTISEMENTS



### eNEWSLETTER ADVERTISEMENTS



### eNEWSLETTER MATERIAL REQUIREMENTS:

All advertisements must conform to the sizes

• Resolution: 72 dpi.

• Saved as .png/jpg/gif

• Advertisements must be static

- Tailored packages that combine print, online, social media, video and electronic newsletters are available.



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Lighting in Design   MechChem Africa   Modern Mining   Modern Quarrying   Sparks Electrical News

*Informing industry across Africa*

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