

## ADVERTISING BOOKING FORM

Company  
Postal address

Tel  
Company reg  
Invoice to be made out to  
Person supplying material:  
Advert booked by:  
First name  
Mobile  
Signature

Fax  
Vat reg no  
  
Surname  
Email  
Date /01/2008

## ADVERTISING ORDER & MATERIAL DEADLINE

QTY	PLACEMENT	PRICE
	INSIDE FRONT COVER (DPS ONLY)	R 16 800.00
	INSIDE BACK COVER (DPS ONLY)	R 15 800.00
	BACK COVER	R 18 000.00
	DOUBLE PAGE SPREAD	R 12 500.00
	FULL PAGE	R 6 950.00
	1/2 PAGE - HORIZONTAL	R 3 950.00
	1/3 PAGE - HORIZONTAL	R 2 750.00
	IMAGE & TEXT LISTING	R 620.00

Material deadline:  
All material to be supplied on or before the material deadline, as agreed.  
Any additional design work for advertising material can be arranged with Bell-Roberts. Please enquire regarding rates  
Rates exclude 14% VAT and 16.5% agency commission

## SPECIAL AGREEMENTS / DISCOUNTS

## PAYMENT CONDITIONS & TERMS

On receipt of your signed order you're advertising placement will be reserved. Payment is due on invoicing unless otherwise agreed.. All payments are due on receipt of finalized material and before going to print  
**FULL COLOUR ADVERTISERS RECEIVE**  
A complimentary listing **snappedo2**

A complimentary banner advertisement and listing for the quarter on [www.snapped.co.za](http://www.snapped.co.za)  
(advertisers to supply this themselves)

## **MATERIAL SPECIFICATIONS & CONDITIONS**

### **PRINTING SPECIFICATIONS**

Adverts must be supplied to the exact specifications as indicated below. Any dimensions that are outside of these areas will not be processed, and the client (yourself) will need to supply new material. Should you not be able to supply new material in an acceptable format, additional reproduction charges may be incurred over and above the cost of the advert placement.

### **DISKS**

All disks supplied to be Apple Macintosh compatible. CD and DVD accepted.

Black and white or colour laser printouts (composite and separations) to be accompanied with the disk.  
Should client want disk to be returned; all costs incurred will be for the clients account.

#### **FILE FORMATS**

In Design version 3.0.1, CS1 (all fonts and links/images – eps format, CMYK, 300dpi – to be included with the In Design file)

QuarkXpress 4 or lower (all fonts and links/images – eps format, CMYK, 300dpi – to be included with the Quark file)

Macromedia Freehand MX or lower (links/images – eps or tiff format, CMYK, 300dpi – to be included with the Freehand file, and all fonts to be converted to paths/curves)

Photoshop files (flattened eps, tiff, or jpeg; 300dpi at the correct size)

PDF files: Ensure generation settings include font embedding and maximum image resolution for print. PDF must include bleed, registration and crop marks

> All colour must be output as process (CMYK) colour, and not RGB, spot or Pantone.

> Black text should only be created on the black layer to avoid mis-register.

High resolution jpeg files (300dpi, may be in RGB colour to ensure smaller file size for email purposes), pdf files and Freehand files are accepted via email to [studio@snapped.co.za](mailto:studio@snapped.co.za)

**Bell-Roberts Print and Publishing will not be responsible for any variance of colour or font differences if the above specifications are not strictly adhered to, or if an accurate colour proof is not specifically supplied.**