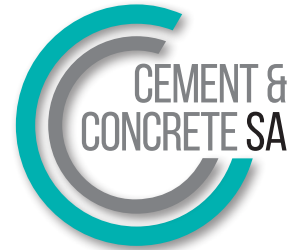


# CONCRETEBETON

## RATE CARD 2024



### STOP PRESS

*In addition to the electronic issues, the June 2024 issue will be distributed as a print edition showcasing the 2024 Fulton Awards. See the rates overleaf to secure your advertising space in this special issue.*

### PUBLICATION COVER DATES

March, June, September, November

### DEADLINES – PRIOR TO PUBLICATION

#### Editorial

12 February, 10 May, 18 August, 20 October

#### Advertising Bookings

31 January, 22 April, 22 July, 23 September

#### Advertising Material

12 February, 10 May, 18 August, 20 October

Concrete Beton (ISSN 1682-6116) is the official publication of Cement & Concrete SA (CCSA) and promotes excellence and innovation in the design and use of concrete.

Concrete Beton is published quarterly by CCSA and is available electronically on CCSA's website [www.cemcon-sa.org.za](http://www.cemcon-sa.org.za), with active links to all advertisers and company members. The magazine is mailed in its electronic format to CCSA's more than 730 individual members, reaching academics, architects, engineers, contractors, cement & concrete specialists, and materials suppliers.

In addition to the copies to members, the prominent position on the landing page of the website results in Concrete Beton being accessed by about 10 % of the almost 3 000 visitors to CCSA's website, with an average time of 2,50 minutes spent of the magazine.

The content provides a balance between technical papers and contributions on cement and concrete, and includes features on industry projects, events, seminars, and CCSA activities.



## ADVERTISING RATES









### Rates per insertion

(All rates include agents' commission but exclude VAT)

Size	Single insertion rate	Contract (three editions) insertion rate	June issue – Fulton Awards 2024
	Online journal (Mar, Sept, Nov)	Online journal (Mar, Sept, Nov)	Print & Online Edition (June - Fulton Awards)
DPS.....	R 20 000	R 18 000	R25 000
Full Page .....	R 11 000	R 10 000	R14 000
Half Page .....	R 6 500	R 5 500	R 7 700
1/3 Page .....	R 4 500	R 3 700	R 5 200
1/4 Page .....	R 4 000	R 3 000	R 4 200
1/6 Page .....	R 3 000	R 2 000	R 2 800

### SPECIAL POSITIONS

IFC.....	R 13 000	R 12 000	R17 000
IBC .....	R 11 500	R 10 500	R15 000
OBC.....	R 12 000	R 11 000	R16 000

	Page	Trim Size	Type Size	Bleed
	DPS	297 mm x 420 mm	277 mm x 400 mm	5 mm
	Full page	297 mm x 210 mm	277 mm x 190 mm	5 mm
	Half page (Horizontal)	148 mm x 210 mm	130 mm x 190 mm	5 mm
	Half page (Vertical)	297 mm x 105 mm	277 mm x 85 mm	5 mm
	1/3 page (Horizontal)	99 mm x 210 mm	80 mm x 190 mm	5 mm
	1/3 page (Vertical)	297 mm x 70 mm	277 mm x 50 mm	5 mm
	1/4 page (Vertical)	148 mm x 105 mm	130 mm x 85 mm	5 mm
	1/6 page (Vertical)	148 mm x 70 mm	130 mm x 50 mm	5 mm

### File formats below are accepted for digital printing

**Freehand:** Fonts converted to paths, convert all colours to CMYK and export to Apple Macintosh eps file.

**Photoshop:** Convert all colours to CMYK, save as eps or tiff file at no less than 300dpi.

**PDF:** Saved at Press Resolution with crops / registration marks.

**NOTE:** It is not sufficient to convert Word documents to jpeg or tiff documents

Please note that digitally supplied material not complying with these requirements will need to be restyled and our standard make-up charges will apply. Quotations are available on request if DesignWright has to design, adjust or restyle material.

If these Specifications are unclear in any way, please contact Debi at DesignWright on 083 448 4264 or [debi@designwright.co.za](mailto:debi@designwright.co.za)

### Terms of acceptance

- No cancellation of bookings will be accepted after the copy deadline.
- All advertisement copy is subject to approval by the publishers, who reserve the right to decline any advertisement.
- It is the advertiser's responsibility to supply material for space bookings before the copy deadlines.
- Payment is due on publication.

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