



SIGHTS & SOUNDS OF SANDTON

ANNUAL MUST-HAVE POCKET GUIDE
SECOND EDITION 2015 / 2016

Everything you need to know about working & playing in Sandton

The SIGHTS & SOUNDS OF SANDTON is an annual A6 pocket-sized guide targeted at local and international tourists, business people and residents of Sandton.

The guide will provide readers with everything they need to know about Sandton – where to SHOP, EAT, STAY, WORK and PLAY.

We want the world to know what an extraordinary place Sandton is; not only as a business hub, but also as an easily accessible and world-class destination to live, work and play.

 SandtonSights
  @SandtonSights
 www.sandtonsights.co.za



PUBLICATION DETAILS

Frequency	Annual	
Print run	50 000 copies	
Print specifications	Cover	200 gsm Gloss Art (outside cover matt laminated)
	Inside pages	90 gsm Gloss Art
Distribution	Monthly over the year to 80+ sites in Gauteng including hotels, airports, tourist attractions and City Sightseeing ticket offices (Park Station, Gold Reef City); free of charge to readers	
Size	A6 portrait (148 mm x 105 mm)	
Booking deadline	15 June 2015	

RATES

Full Page*	R 13 500
Inside Covers (front & back)*	R 15 000
Outside Back Cover*	R 16 500
Double Page Spread (DPS)*	R 23 500
Half Page	R 7 500
Featured Listing with address, contact number, logo, website, email, social media links	R 1 500

Mobile App

Featured Listing with logo, 3 x photos, description, contact details, keywords (minimum 6 months)	R 69 p.m.
Featured Listing for 12 months (saving of R78 if paid upfront)	R 750 p.a.
Full Screen Billboard Advert (ideal for special offers/promotions)	R 500 p.m.

Booking Discounts

Early bird offer: 10% discount if booked by 15 May 2015

Sandton Tourism Association (STA) members: 5% discount (15% with early bird offer if booked by 15 May 2015); members will be denoted by a star next to their listing

* Added value offer:

Full page adverts and covers include 50 copies and 6 months' free advertising in the mobile app; DPS includes 100 copies and 12 months' free advertising in the mobile app. Additional copies at nominal cost and subject to availability.

DESIGN SPECIFICATIONS

Full page / covers

Trim Size	148 mm (h) x 105 mm (w)
Type Area	128 mm (h) x 85 mm (w)
Bleed	5 mm all round

Half page

Trim Size	74 mm (h) x 105 mm (w)
Type area	64 mm (h) x 52 mm (w)
Bleed	5 mm all round

Should you need any assistance with designing your advert, a separate quote can be provided.

MATERIAL SPECIFICATIONS

Print advert: Material is to be supplied as CMYK, high resolution (300 dpi) flattened (PDF/X-1a:2001) PDF file and emailed to nicola@nikieta.co.za.

Listings: Logos to be supplied as high resolution (300 dpi) jpegs in CMYK. Vector/illustrator files are preferable. Copy to be supplied in a Microsoft Word document.

CONTACT DETAILS

Produced by: 

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nicola@nikieta.co.za
www.nikieta.co.za

ENDORSED BY



BOOKING FORM

To secure your booking, please complete the form below and email to nicola@nikieta.co.za or fax to 086 696 7215

LISTING DETAILS

Company name

Address

Telephone

Fax

Email

Website

Facebook

Twitter

BILLING DETAILS

Contact person

Designation

Email

Cell

Invoice to be addressed to

VAT Number

ADVERT SELECTION

Description	Unit Cost	Qty	Total
Full Page	R 13 500		
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Sub-total

LESS 10% (Early bird discount for bookings made by 15 May 2015)

LESS 5% (STA members' discount)

TOTAL

*Allocated on a first-come-first-serve basis to be confirmed once payment is received

SIGNATURE

DATE

TERMS & CONDITIONS

- NiKieTa Marketing is not VAT-registered.
- Bookings are only confirmed once full payment has been received.
- Print-ready artwork received will be accepted as approved and will not be proofed. It is the advertiser's responsibility to check accuracy of content.