

ADVERTISING RATES CARD: 2014

The PNRA is a not-for-profit association that is run by a community-appointed Management Committee whose members volunteer their services for benefit of the ratepayers and residents of Parktown North.

The Association is funded through, inter alia, membership fees and advertising revenue.

Advertising can be placed across a number of different media used by the PNRA to communicate to the Parktown North community.

For placement of ads, or for any further questions, please contact residents@parktownnorth.org



Parktown North Ratepayers' & Residents' Association
 Mobile & SNAP*SEND*SORT: 073-633-4560
residents@parktownnorth.org

Facebook: Parktown North Ratepayers' & Residents' Association
 Twitter: @PNRA_jhb

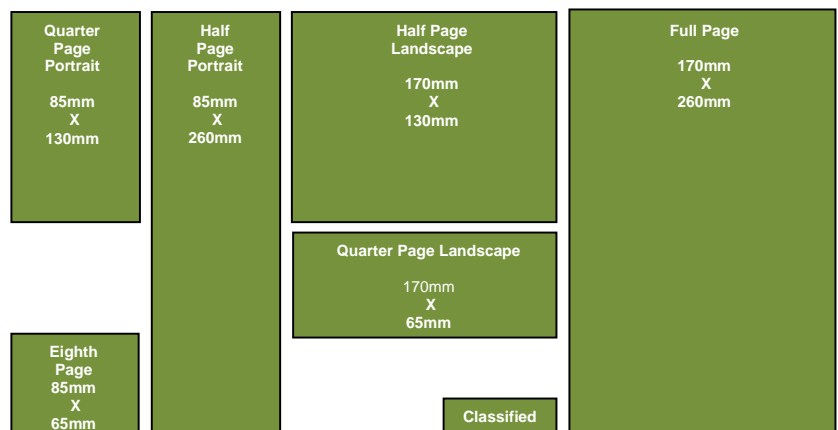
GENERAL CONDITIONS:

1. Advertisements will be reviewed by the editorial staff and may be accepted, rejected or postponed at any time depending on space availability or content.
2. Advertisements must not resemble editorial matter.
3. The publication of an advertisement by the PNRA does not constitute endorsement of the advertiser, its products or services.
4. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advert copy that arrives after publication deadline date.
5. No part of PNRA Newsletter may be reproduced without prior permission.
6. The PNRA reserves the right to increase advertisement rates and to amend the terms and conditions.
7. The PNRA will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
8. The PNRA will not accept liability for any error on the part of third parties or inaccurate copy instructions.
9. If the PNRA is asked to repeat an advertisement, the most recent copy will be used unless alternative copy instructions are received.
10. The PNRA confirms that it complies with the conditions for lawful processing of personal information in terms of POPI (Protection of Personal Information Act 2013).

MEDIA: PNRA ELECTRONIC NEWSLETTER

- **Media Summary:** The electronic newsletter is issued 11 times a year, January through November, in full colour.
- **Payment Deadline & Details:** All payments have to be made by the 15th of each month, with proof of payment being e-mailed to residents@parktownnorth.org. Please include all advertiser's details. Please note that the PNRA is not registered for VAT.
- **Material Deadline:** All artwork, ad details and copy has to be supplied electronically by the 18th of each month.
- **Advertisement Specifications:**

1. Ads must be sent to residents@parktownnorth.org in high resolution pdf or jpeg format.
2. If borders are not included, a border will be added.
3. Finished advert sizes are as follows:
4. Adverts submitted out of size will be re-sized in proportion so that it fits into the advert sizes shown on the right.
5. **Classified Ads:**
 The limit for Classified Ads is 4 lines written in Arial, font size 9, contained within a text box of 6cm wide x 2.4cm. Text must be justified with the following paragraph indent and spacing:
 Opt before, Opt after, and single line spacing.



- **Advertisement Costs:**
 Full Page: R850
 Half Page: R500
 Quarter Page: R300
 Eighth Page: R185
 Classified: R100

MEDIA: FACEBOOK PAGE

- **Media Summary:** The PNRA has a Facebook page – Parktown North Ratepayers' and Residents' Association.
- **Advertising Options:** Advertisers have the opportunity to pay for a post to list an event, a competition, or a special offer.
- **Payment Deadline & Details:** Payment must be cleared into the PNRA account before listings will be posted. Please include all advertiser's details. Please note that the PNRA is not registered for VAT.
- **Cost:** R250 per listing

MEDIA: TWITTER

- **Media Summary:** The PNRA has a Twitter account @PNRA_jhb
- **Advertising Options:** Advertisers have the opportunity to pay for four tweets posted four weeks i.e. 1 tweet per week for 4 weeks.
- **Payment Deadline & Details:** Payment must be cleared into the PNRA account before tweets will be posted. Please include all invoice details. Please note that the PNRA is not registered for VAT.
- **Cost:** R100 for 1 tweet per week for 4 weeks.