



Aluminium - light, strong and beautiful

**ADVERTISE IN AFSA NEWS – SPECIAL INTRODUCTORY OFFER**

AFSA News is the official newsletter of the Aluminium Federation of Southern Africa. It is a quarterly publication and is distributed to AFSA members as well as key players in the Aluminium industry. Due to the fact that aluminium has such a vast variety of applications, from automotive, building and many aesthetic and creative applications, AFSA News has a diverse readership across the aluminium industry and has a circulation of 1500 copies

**To advertise in this publication, please call AFSA ON (011) 453 3339 or send an e-mail to [afsa@afsa.org.za](mailto:afsa@afsa.org.za)  
Please mark it for the attention of: Mark Krieg.**

**Below please find the sizes offered:**

<b>Half page horizontal black and white</b> Trim size: 210mm x 148mm (landscape) Text area: 190mm x 128mm Bleed: 5mm bleed all round	<b>R1500,00</b>
<b>Half page horizontal full colour</b> Trim size: 210mm x 148mm (landscape) Text area: 190mm x 128mm Bleed: 5mm bleed all round	<b>R2500,00</b>
<b>Half page vertical black and white</b> Trim size: 105mm x 297mm (landscape) Text area: 190mm x 128mm Bleed: 5mm bleed all round	<b>R1500,00</b>
<b>Half page vertical full colour</b> Trim size: 105mm x 297mm (landscape) Text area: 190mm x 128mm Bleed: 5mm bleed all round	<b>R2500,00</b>
<b>Full page full colour</b> Trim size: 210mm x 297mm Text area: 190mm x 277mm Bleed: 5mm bleed all round	<b>R3500,00</b>

**Prices above are quoted excluding VAT but including agency commission, at 16.5%**

**Technical specifications:**

All adverts to please be provided in the following formats only:

- Press Quality PDF – 300dpi
- High resolution JPG file – 300dpi
- High resolution TIFF file – 300dpi

Please provide advertisements in either CMYK or Greyscale colour format. Should any adverts be provided in RGB, they can be converted, but AFSA cannot accept any responsibility for incorrect colour representation.

Adverts can be e-mailed to:

Alicia van Loggerenberg, Mirror Image Communications  
 E-mail: [alicia@micomm.co.za](mailto:alicia@micomm.co.za)  
 For further information, Alicia can be contacted on (011) 662 2638 or 082 851 5170

**Deadlines:**

Two weeks prior to publication going to press:  
 January – March edition: 14 March  
 April – June edition: 13 June

Aluminium Federation of Southern Africa  
 Tel: +27 (0) 11 453 3339  
 Fax: +27 (0) 11 453 3403  
[afsa@afsa.org.za](mailto:afsa@afsa.org.za)  
[www.afsa.org.za](http://www.afsa.org.za)



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July – September edition: 19 September  
 October – December edition: 28 November

**Please refer to the next page for the booking form**

**Monies to be transferred via EFT to the following bank account:**

Aluminium Federation of Southern Africa  
 Bank: ABSA  
 Account number: 1012612318  
 Branch: 63200500 – used for all branches  
 Please use your company name and “advert” as a reference.

**BOOKING FORM FOR ADVERTISEMENT PLACEMENT IN AFSA NEWS (COMPLETE AND FAX TO +27 (0) 11 453 3403)**

COMPANY NAME:			
ADVERTISING AGENCY:			
STREET ADDRESS:			
POSTAL ADDRESS:			
		CODE:	
TEL (please include dialing code)		FAX (please include dialing code)	
AUTHORISED BY (Please print)			
VAT NO.			
CI/ORDER NO.			

NUMBER OF ADVERTS	SIZE	COLOUR	COST OF ADVERT (Excluding VAT and agency commission)	COST OF ADVERT (Excluding VAT but including agency commission)

**AUTHORISED SIGNATORY** (Please print)

**SIGNATURE**

Please refer to the next page for Terms and Conditions.



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## **TERMS AND CONDITIONS**

- 1 This is deemed to be a firm order and is not subject to cancellation.
- 2 AFSA, through its advertising agency, reserves the right to design artwork if not supplied in time for the publication deadline and to charge the Advertiser for any additional expense involved in such a contingency.
- 3 In cases where credit facilities have not been arranged, payment in full is to be made at the time of booking.
- 4 Interest at the rate of 2,3% per month will be charged on overdue amounts.
- 5 AFSA and its advertising agency will not be held liable for any loss or damage; consequential or otherwise; occasioned by error, late publication or the failure of an advertisement to appear for any cause whatsoever.
- 6 The Advertiser hereby indemnifies AFSA as well as its advertising agency against any damage and/or loss which AFSA and its advertising agency may incur as a direct or indirect consequence of the Advertiser's announcement.
- 7 If required, artwork can be created for the Advertiser and will be charged out at a nominal rate. A quotation will be given to the advertiser incorporating all costs in this respect.
- 8 The Advertiser will be responsible for the insurance of all artwork and other advertisement material delivered by him/her to AFSA and/or its advertising agency, in the case of the Advertiser requiring AFSA's agency to create any artwork for advertisements. Neither AFSA nor its advertising agency will be held liable for any loss or damage whatsoever.
- 9 All colour reproductions will be undertaken with printer's standard colours only.
- 10 In the event of an advertisement not appearing by reason of the fault of AFSA or its advertising agency, all charges will be reversed and all monies refunded.
- 11 The charges and rates for advertising are set out on the Rate Card (above), a copy of which the Advertiser accepts he/she has read and understood.