

The Midlands HERALD

"Tell it like it is" journalism covering the Midlands from Hilton and Howick to Nottingham Road

Dear advertiser

Our basic rate is R40,00 per column centimetre if paid after printing, but we also offer a discount rate of roughly 10% for payment on acceptance – i.e. R37,00 per column centimetre. (We are not VAT vendors). This includes full colour.

Hence, a 15x4 ad (15 cm x 12.75 cm) would cost R2 400,00 or R2 220,00 discounted; a 10x4 (10 cm x 12.75 cm) would cost R1 600,00, or R1 480,00 discounted; a 10x3 ad (10 cm x 9.5 cm) R1 200,00 or R1 110,00; a 10x2 ad (10 cm x 6.2 cm) R800,00 or R740,00; an 8x2 (8 cm x 6.2 cm) R640,00 or R590,00, and a 5x2 (5 cm x 6.2 cm) R400,00 or R370,00.

I publish 10 000 copies of *The Midlands Herald* monthly, and distribute door-to-door to the residential areas of Hilton, Merrivale and Howick, as well as to shops, hotels and Midlands Meander outlets in the Curry's Post, Balgowan, Nottingham Road and Rosetta areas. I deliver the full complement to the Amber retirement villages in Howick.

Looking forward to hearing from you.

Russell Barnes Proprietor/advertising
Tel: 033-330 6000 midlandsherald@mweb.co.za

15 x 4		
10 x 2	10 x 3	10 x 4
8 x 2		
5 x 2		

Banking details:
The Midlands Herald
First National Bank
Howick
Cheque account
Code: 250 655
Acc No. 5253 00 39984