

FLAT RATES (Apply from October 2008 issue)

Insertions	CAR			Leisure Wheels			WIEL		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
1-4	45 450	6 363	51 813	20 600	2 884	23 484	25 200	3 528	28 728
5-12	43 500	6 090	49 590	19 600	2 744	22 344	23 800	3 332	27 132
13-24	41 750	5 845	47 595	18 600	2 604	21 204	22 700	3 178	25 878
24+	40 200	5 628	45 828	17 600	2 464	20 064	21 500	3 010	24 510

DOUBLE PAGE RATES

1-4	90 950	12 733	103 683	41 200	5 768	46 968	50 400	7 056	57 456
5-12	87 100	12 194	99 294	39 200	5 488	44 688	47 600	6 664	54 264
13-24	83 500	11 690	95 190	37 200	5 208	42 408	45 400	6 356	51 756
24+	80 300	11 242	91 542	35 200	4 928	40 128	43 000	6 020	49 020

HALF PAGE RATES

1-4	29 650	4 151	33 801	13 400	1 876	15 276	16 400	2 296	18 696
5-12	28 850	4 039	32 889	12 700	1 778	14 478	15 500	2 170	17 670
13-24	27 800	3 892	31 692	12 100	1 694	13 794	14 700	2 058	16 758
24+	26 050	3 647	29 697	11 500	1 610	13 110	13 900	1 946	15 846

THIRD PAGE RATES

1-4	26 050	3 647	29 697	12 800	1 792	14 592	14 400	2 016	16 416
5-12	25 050	3 507	28 557	12 150	1 701	13 851	13 500	1 890	15 390
13-24	24 150	3 381	27 531	11 550	1 617	13 167	12 900	1 806	14 706
24+	22 850	3 199	26 049	10 950	1 533	12 483	12 200	1 708	13 908

RS&P AUTOMOTIVE PRIME POSITIONS

	CAR			Leisure Wheels			WIEL		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
Inside front cover spread	103 850	14 539	118 389	47 380	6 633	54 013	52 500	7 350	59 850
Inside back cover	49 350	6 909	56 259	22 450	3 143	25 593	26 600	3 724	30 324
Outside back cover	54 500	7 630	62 130	24 700	3 458	28 158	28 600	4 004	32 604
1st double page spread	99 350	13 909	113 259	44 900	6 286	51 186	49 800	6 972	56 772
2nd double page spread	94 900	13 286	108 186	42 850	5 999	48 849	47 300	6 622	53 922

10% discount applies to Leisure Wheels and WIEL if booked in combination with CAR

RS&P AUTOMOTIVE INSERT RATE (per title)

Inserts	Loose	Bound
Single pg	585/000	675/000
2-5 pgs	675/000	775/000
6-11 pgs	775/000	890/000
12-16 pgs	890/000	1 020/000
17+ pgs	on application	on application

10% discount applies to Leisure Wheels and WIEL if booked in combination with CAR

COMBINATION RATES

FULL PAGE RS&P AUTOMOTIVE COMBINED RATES

Combination	1 - 4 Insertions			5 - 12 Insertions			13 - 24 Insertions			24+ Insertions		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
CAR/Leisure Wheels	63 650	8 911	72 561	60 800	8 512	69 312	58 250	8 155	66 405	55 800	7 812	63 612
CAR Rate	45 450	6 363	51 813	43 500	6 090	49 590	41 750	5 845	47 595	40 200	5 628	45 828
Leisure Wheels Rate	18 200	2 548	20 748	17 300	2 422	19 722	16 500	2 310	18 810	15 600	2 184	17 784
CAR/WIEL	67 950	9 513	77 463	64 800	9 072	73 872	62 050	8 687	70 737	59 400	8 316	67 716
CAR Rate	45 450	6 363	51 813	43 500	6 090	49 590	41 750	5 845	47 595	40 200	5 628	45 828
WIEL Rate	22 500	3 150	25 650	21 300	2 982	24 282	20 300	2 842	23 142	19 200	2 688	21 888
Leisure Wheels/WIEL	43 000	6 020	49 020	41 000	5 740	46 740	39 000	5 460	44 460	36 800	5 152	41 952
Leisure Wheels Rate	19 400	2 716	22 116	18 600	2 604	21 204	17 600	2 464	20 064	16 600	2 324	18 924
WIEL Rate	23 600	3 304	26 904	22 400	3 136	25 536	21 400	2 996	24 396	20 200	2 828	23 028
CAR/Leisure Wheels/WIEL	84 250	11 795	96 045	80 200	11 228	91 428	76 750	10 745	87 495	73 300	10 262	83 562
CAR Rate	45 450	6 363	51 813	43 500	6 090	49 590	41 750	5 845	47 595	40 200	5 628	45 828
Leisure Wheels Rate	16 800	2 352	19 152	15 900	2 226	18 126	15 200	2 128	17 328	14 300	2 002	16 302
WIEL Rate	22 000	3 080	25 080	20 800	2 912	23 712	19 800	2 772	22 572	18 800	2 632	21 432

DOUBLE PAGE RS&P AUTOMOTIVE COMBINED RATES

Combination	1 - 4 Insertions			5 - 12 Insertions			13 - 24 Insertions			24+ Insertions		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
CAR/Leisure Wheels	127 200	17 808	145 008	121 600	17 024	138 624	116 250	16 275	132 525	111 300	15 582	126 882
CAR Rate	90 950	12 733	103 683	87 100	12 194	99 294	83 500	11 690	95 190	80 300	11 242	91 542
Leisure Wheels Rate	36 250	5 075	41 325	34 500	4 830	39 330	32 750	4 585	37 335	31 000	4 340	35 340
CAR/WIEL	136 300	19 082	155 382	129 950	18 193	148 143	124 350	17 409	141 759	119 000	16 660	135 660
CAR Rate	90 950	12 733	103 683	87 100	12 194	99 294	83 500	11 690	95 190	80 300	11 242	91 542
WIEL Rate	45 350	6 349	51 699	42 850	5 999	48 849	40 850	5 719	46 569	38 700	5 418	44 118
Leisure Wheels/WIEL	86 150	12 061	98 211	81 600	11 424	93 024	77 650	10 871	88 521	73 500	10 290	83 790
Leisure Wheels Rate	38 750	5 425	44 175	36 850	5 159	42 009	34 950	4 893	39 843	33 100	4 634	37 734
WIEL Rate	47 400	6 636	54 036	44 750	6 265	51 015	42 700	5 978	48 678	40 400	5 656	46 056
CAR/Leisure Wheels/WIEL	168 600	23 604	192 204	160 650	22 491	183 141	153 500	21 490	174 990	146 550	20 517	167 067
CAR Rate	90 950	12 733	103 683	87 100	12 194	99 294	83 500	11 690	95 190	80 300	11 242	91 542
Leisure Wheels Rate	33 800	4 732	38 532	32 150	4 501	36 651	30 500	4 270	34 770	28 850	4 039	32 889
WIEL Rate	43 850	6 139	49 989	41 400	5 796	47 196	39 500	5 530	45 030	37 400	5 236	42 636

HALF PAGE RS&P AUTOMOTIVE COMBINED RATES

Combination	1 - 4 Insertions			5 - 12 Insertions			13 - 24 Insertions			24+ Insertions		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
CAR/Leisure Wheels	41 450	5 803	47 253	40 050	5 607	45 657	38 450	5 383	43 833	36 150	5 061	41 211
CAR Rate	29 650	4 151	33 801	28 850	4 039	32 889	27 800	3 892	31 692	26 050	3 647	29 697
Leisure Wheels Rate	11 800	1 652	13 452	11 200	1 568	12 768	10 650	1 491	12 141	10 100	1 414	11 514
CAR/WIEL	44 400	6 216	50 616	42 800	5 992	48 792	41 050	5 747	46 797	38 550	5 397	43 947
CAR Rate	29 650	4 151	33 801	28 850	4 039	32 889	27 800	3 892	31 692	26 050	3 647	29 697
WIEL Rate	14 750	2 065	16 815	13 950	1 963	15 903	13 250	1 855	15 105	12 500	1 750	14 250
Leisure Wheels/WIEL	28 000	3 920	31 920	26 500	3 710	30 210	25 150	3 521	28 671	23 850	3 339	27 189
Leisure Wheels Rate	12 600	1 764	14 364	11 950	1 673	13 623	11 350	1 589	12 939	10 800	1 512	12 312
WIEL Rate	15 400	2 156	17 556	14 550	2 037	16 587	13 800	1 932	15 732	13 050	1 827	14 877
CAR/Leisure Wheels/WIEL	54 900	7 686	62 586	52 800	7 392	60 192	50 500	7 070	57 570	47 550	6 657	54 207
CAR Rate	29 650	4 151	33 801	28 850	4 039	32 889	27 800	3 892	31 692	26 050	3 647	29 697
Leisure Wheels Rate	11 000	1 540	12 540	10 450	1 463	11 913	9 900	1 386	11 286	9 400	1 316	10 716
WIEL Rate	14 250	1 995	16 245	13 500	1 890	15 390	12 800	1 792	14 592	12 100	1 694	13 794

THIRD PAGE RS&P AUTOMOTIVE COMBINED RATES

Combination	1 - 4 Insertions			5 - 12 Insertions			13 - 24 Insertions			24+ Insertions		
	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total	Rate	VAT	Total
CAR/Leisure Wheels	37 300	5 222	42 522	35 750	5 005	40 755	34 300	4 802	39 102	32 500	4 550	37 050
CAR Rate	26 050	3 647	29 697	25 050	3 507	28 557	24 150	3 381	27 531	22 850	3 199	26 049
Leisure Wheels Rate	11 250	1 575	12 825	10 700	1 498	12 198	10 150	1 421	11 571	9 650	1 351	11 001
CAR/WIEL	39 000	5 460	44 460	37 200	5 208	42 408	35 750	5 005	40 755	33 850	4 739	38 589
CAR Rate	26 050	3 647	29 697	25 050	3 507	28 557	24 150	3 381	27 531	22 850	3 199	26 049
WIEL Rate	12 950	1 813	14 763	12 150	1 701	13 851	11 600	1 624	13 224	11 000	1 540	12 540
Leisure Wheels/WIEL	25 550	3 577	29 127	24 100	3 374	27 474	22 950	3 213	26 163	21 750	3 045	24 795
Leisure Wheels Rate	12 000	1 680	13 680	11 400	1 596	12 996	10 850	1 519	12 369	10 300	1 442	11 742
WIEL Rate	13 550	1 897	15 447	12 700	1 778	14						

DEADLINES & SPECIFICATIONS

CAR/WIEL/Leisure Wheels – DEADLINES

Issue	Space bookings cancellations	Complete material – Cape Town	Insert deadline	Subscribers receive copies	On Sale date
October '08	22/08	29/08	05/09	19/09	22/09
November	19/09	26/09	03/10	17/10	20/10
December	17/10	24/10	31/10	14/11	17/11
January '09	14/11	21/11	28/11	12/12	15/12
February	12/12	19/12	02/01	16/01	19/01
March	23/01	30/01	06/02	20/02	23/02
April	20/02	27/02	06/03	20/03	23/03
May	20/03	27/03	03/04	17/04	20/04
June	23/04	30/04	08/05	22/05	25/05
July	22/05	29/05	05/06	19/06	22/06
August	19/06	26/06	03/07	17/07	20/07
September	24/07	31/07	07/08	21/08	24/08
October	21/08	28/08	04/09	18/09	21/09
November	18/09	25/09	02/10	16/10	19/10
December	16/10	23/10	30/10	13/11	16/11

CAR/WIEL/Leisure Wheels

MATERIAL SPECIFICATIONS

All sections of CAR are printed Gravure – 150 screen in CMYK. All sections of WIEL and Leisure Wheels are printed Web - 133 screen in CMYK. Pantone/Coates colours cannot be accepted. Please supply digital material, ie press optimised, PDF-X1A files. It is essential that the transmission is done via an accredited clearing house, such as Quickcut or WebSend, to facilitate pre-flighting and validation of our print specifications.

WIEL ONLY ACCEPTS AFRIKAANS MATERIAL.

PROOFS

A 100% high-resolution colour proof generated from the PDF file to be dispatched to the publisher simultaneously.

CANCELLATIONS

The publishers reserve the right to apply a surcharge where contracts are not completed within the given period.

SOME POINTS TO CONSIDER

- 20% loading for guaranteed positions
- Black and white rates less 30%
- Spot Colour bookings add R3 000 per spot colour
- Combination bookings classified as one booking



DIMENSIONS	Depth	Width
Trim size of magazine	275 mm	210 mm
Full page type area	250 mm	185 mm
Full page bleed	285 mm	215 mm
Double page bleed	285 mm	430 mm
Double page trim	275 mm	420 mm
1/2 page, vertical trim	275 mm	105 mm
1/2 page, horizontal trim	135 mm	210 mm
1/3 page, horizontal trim	90 mm	210 mm
1/4 page, square trim	135 mm	100 mm
1/4 page, vertical trim	275 mm	53 mm
1/4 page, horizontal trim	72 mm	210 mm



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Leisure **wheels** | **car** | **car**today.com | **Wiel**

RATE CARD 2009

ADVERTISING RATES, COMBINED RATES, DEADLINES AND SPECIFICATIONS

EFFECTIVELY REACHING OVER A MILLION MOTORING ENTHUSIASTS

CAR DIGITAL SOLUTIONS

WEBSITE

Type	Rate/impression	Dimension [pixels]	Size
Banner (Home page)	30c	468x60	12k
Double banner (Home page)	35c	468x120	15k
Island ad (Home page)	30c	300x300	12k
Skyscraper (Home page)	35c	160x600	15k
Anchor (Home page) [permanent position]	10c	160x120	10k
Masthead (Home page)	45c	980x90	18k
Skyscraper (Run of site)	30c	120x600	15k
		160x600	
Double banner (Run of site)	30c	468x120	15k
Island ad (Run of site)	25c	300x300	12k
		220x220	
Banner (Run of site)	25c	468x60	12k
Button (Run of site)	10c	160x60	6k
Masthead (Run of site)	40c	980x90	18k
Sponsorships	POA	-	-
ICatcher	55c	150x180	8k

Impression: the exact number of times an ad has been viewed/downloaded. Call a sales rep for a tailor-made proposal to suit your requirements.

WEBLETTER

CARtoday.com delivers a weekly round-up of motoring events to self-subscribed enthusiasts who have chosen to receive updates on the motor industry, news of new launches, and motorsport updates. Sent in HTML format, opportunities exist for a banner, double banner and island ad positions.

Type	Rate/subscriber	Subscribers (July '08)
468x60 banner (12k)	25c	15 000
468x120 double banner (15k)	30c	15 000
220x220 island ad (15k)	20c	15 000

Frequency: weekly (Thursday)

VIDEO SPECIAL REPORTS

As the market leaders in print, online and mobile platforms, and now with the advent of video content for web and IPTV, RS&P Automotive is once again at the forefront of new developments, with high definition video production. A professionally produced audiovisual extension to the special report in CAR, WIEL or Leisure Wheels magazine, our video special reports offer 3-minute overview videos, showcasing interior, exterior, driving and special features.

The video special report package includes research, production, website exposure, newsletter exposure and download content via SMS and Mobile.

CAR GUIDE

CAR Guide is a virtual showroom that showcases manufacturers' new vehicles within the CARtoday.com environment.

Participants receive a 3-minute overview video clip featuring the vehicle with 360 degree interior and exterior tours and driving impressions, giving prospective car buyers a showroom experience from the comfort of their PC. Featured in the CAR Guide section of CARtoday.com, video clips will be complemented by full specifications, road tests, driving impressions, galleries and accessories, with links to manufacturers' insurance and finance solutions as well as the opportunity for potential buyers to even book a test drive.

The high definition video material can be used by manufacturers on their own websites and on plasma screens on dealer showrooms.

The once off cost for participation in CAR Guide is R20 000 per vehicle, excluding agency commission and VAT and includes scripting, filming, editing and production, and exposure on CARtoday.com for an indefinite period.

MOBILE

Reach over 10 000 unique users on their cellphones with the same editorial excellence established in print and online with CAR's mobile offering. The platform delivers news, motorsport results, screen savers, ring tones and video downloads.

Sponsorship costs R25 000 per month, excluding VAT and includes exclusive banner ad exposure clickable to advertiser's mobile site or splash page on CAR's mobile site.

To test CARmobile on your phone: Enter <http://mobile.cartoday.com> on your cell phone browser



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