



Publishers of EngineerIT, Energize, Vector and PositionIT

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Special edition of 2009 SARPA Proceedings

Advertising rates and data

12+ insertions

Full page
1/2 page, vert/hor/A5
1/3 page, vert/hor
1/4 page

Black and white

R 8806 ex VAT
R 5409 ex VAT
R 4276 ex VAT
R 3143 ex VAT

Full colour

R11325 ex VAT
R 7928 ex VAT
R 6795 ex VAT
R 5662 ex VAT

NB. For overseas bookings, R150 must be added to the above rates for bank exchange charges.

Individual colour rates

Process colour (cyan, magenta, yellow): R1010 ex VAT
Special colour (per colour): Please enquire

Special position advertising rates

Front covers: On request
Other special positions such as IFC, OBC, IBC: Standard rate plus 10% premium

Prices for loose inserts

1 - 2 sides 80 - 100 gsm A4 paper: R 9222 ex VAT
3 - 4 sides 80 - 100 gsm A4 paper: R12328 ex VAT

Other paperweights and sizes: On request

Bookings and deadlines

Advertising space booking deadline: **26 June 2009**
Advertising material deadline: **3 July 2009**

Please note:

No booking, order or Copy Instruction received by EE Publishers for the placing of advertising material in the Journals may be transferred to or from any other third party, without the prior written consent and agreement of EE Publishers.

Agency commission

The advertising agency commission is applicable exclusively to bona fide advertising agencies authorised to act on behalf of their Principals, who have a credit account with EE Publishers, and who perform the normal advertising agency services expected of the Agent by EE Publishers i.e. to ensure that written Copy Instructions and advertising material are received timeously before the applicable deadline dates, and in the correct format, and to handle all communications with the Principal relating to the advertising booking and material.

Cancellations

No cancellations will be accepted after the space-booking deadline. Cancellations which cause a change in the applicable advertising rate will incur a surcharge on those advertisements actually taken up, equivalent to the difference between the new rate and the previous rate.

Specifications for supplied artwork

- Advertising material must be supplied in PDF format, high resolution (300 dpi), with fonts embedded, and in CMYK.
- Advertising material can also be supplied in JPG and TIF format, high resolution (300 dpi), and in CMYK
- If an A4 advert is designed to bleed off the page, a 3 mm bleed must be added all round

Advertising Sizes

Full page:

Type area: 260 mm high x 180 mm wide
Trim size: 297 mm high x 210 mm wide
Bleed: 303 mm high x 216 mm wide

1/2 A4 vert size: 260 mm high x 90 mm wide
1/2 A4 hor size: 130 mm high x 180 mm wide
A5 vert size: 180 mm high x 120 mm wide
1/3 page vert size: 260 mm high x 60 mm wide
1/3 page hor size: 80 mm high x 180 mm wide
1/4 page size: 120 mm high x 90 mm wide
1/4 page strip size: 60 mm high x 180 mm wide

Orders

For further details or to place advertising orders and bookings, please contact Kim Ulyett at: **EE Publishers**, Tel: **011 543-7000**, Fax: **011 543-7025**, E-mail: **kim.ulyett@ee.co.za**

Advertising in the Proceedings of the 2009 SARPA Convention

Dear Colleague,

This letter serves to advise that EE Publishers, the publishers of EngineerIT, Energize, Vector and PositionIT, is now open for bookings for advertising space in the official Proceedings of the 2009 South African Revenue Protection Association (SARPA) Convention, as a separate supplement to the July 2009 edition of Energize – the independent power and energy journal of Southern Africa.

The South African Revenue Protection Association will be holding its 13th Annual Convention under the theme, "Revenue Protection: Are we winning?" And takes place on 16 - 17 July 2009 in Cape Town.

SARPA as an organization has successfully brought together Councilors, Civil Engineers, Electrical Engineers, Water Engineers and Treasurers to hear practical research and case study to promote the exchange of information and finding of solutions in the field of protecting the income and assets of utilities against pilfering, misallocation and misappropriation.

In order to assist such a worthwhile endeavor EE Publishers has undertaken to produce the Convention Proceedings as a high quality, full-colour, reference document which will be distributed to the 4500 readers of Energize.

Thus ensuring, all presentations reach a wider target audience including, engineers, technicians, officials and managers in the Electricity Distribution Industry (EDI) and the wider Electricity Supply Industry (ESI) through the Southern African region. As well as electricity end-users and other relevant stakeholders such as:

- Eskom Generation, Transmission and Distribution
- Electrical technicians, engineers and managers throughout the region
- Neighbouring and regional Southern African electricity utilities
- Municipal electricity distributors
- Members of the South Africa National Energy Association (SANEA)
- CIGRÉ members
- AMEU members and AMEU Affiliate members
- Electrical consulting engineers in the public and private sectors
- All mines in South Africa
- Large energy end-users in the industrial, mining, metallurgical, chemical, transportation and manufacturing sectors
- Local, provincial and central government officials and engineers
- Academia at research institutes, universities and technikon
- Suppliers of products, projects, systems and services to the Electricity Supply Industry of Southern Africa

This makes the Proceedings document a high profile, high quality, technical and business reference work for the sector, with a long shelf life.

The deadline for advertising bookings is **26 June 2009** and the deadline for advert material is **3 July 2009**.

If you are interested in any of the available advertising/marketing opportunities, please contact **Kim Ulyett** at Tel: **011 543-7000** or E-mail: **kim.ulyett@ee.co.za**

Sincerely,
Chris Yelland CEng
Managing director