

Medical Technology SA



The Official Journal of the Society of Medical Laboratory Technologists of South Africa

ABOUT THE JOURNAL

Published twice a year, *Medical Technology SA (MTSA)* is the official journal of the Society of Medical Laboratory Technologists of South Africa. *Medical Technology SA* is a fully accredited Department of Higher Education and Training (DHET), scientific, peer reviewed journal.

Readership

- Readers are of all ages – locally, from neighbouring countries and internationally.
- Readers include all medical laboratory disciplines, under-grad and post-grad students, technologists in small to large departments in state and private sector respectively.
- Readers include (a) medical laboratory technologists who are self-employed private practitioners, (b) medical laboratory technologists who work in the private sector within the field of sales / applications specialists, (c) medical laboratory technologists in the education field, such as universities and technikons – as educators or researchers.



BOOKING DEADLINES, CONDITIONS & TERMS

The MTSA journal is distributed in June and December of each year.
 Book for 2 or more issues and receive a 6% discount per advert per issue.

NEXT ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	RELEASE DATE
Volume 30 Number 1 JUNE 2016	18 April	2 May	mid June
Volume 30 Number 2 DECEMBER 2016	10 October	24 October	mid December

- Please note that all prices exclude agency commission, design and VAT.
- Overseas advertisers (advertisers not locally situated): Bank charges are not included in rates below. An additional R150 (ZAR) will be billed to your account to cover bank charges.
- Cancellations will only be accepted in writing (with the onus of proof resting with the advertiser) and must be received two weeks prior to the booking deadline. The booking form serves as confirmation of booking and is a contract between the advertiser and The Society of Medical Laboratory Technologists of South Africa (SMLTSA).
- SMLTSA accepts no responsibility for variations in colour on advertisements, unless supplied with a postscript colour proof.
- No position can be guaranteed, unless the advertiser has requested and booked a prime position spot.
- Advertisement material must be supplied in digital format as stipulated and will be kept in the advertisement material archive for a period of no longer than six months from the date of that material's final insertion.
- Standard production rates apply for any additional work required to make digital artwork press-ready, including converting open files or resizing advertisements. Alterations will be charged to advertisers account.

For bookings call Karen Adamson +27 83 270 9292 or karen@adamsonfive.com

REPRODUCTION

Digital material only, emailed to Karen Adamson karen@adamsonfive.com +27 83 270 9292.

The trim size of *Medical Technology SA* is A4 – 210mm (w) x 297mm (h).

All material must be supplied at 300dpi and sent as high resolution JPEGs, TIFFs or print-ready PDF files (fonts and images embedded).

2016 RATES

- *Terms and conditions apply.*
- *All prices EXCLUDE agency commission, design and VAT.*
- *Book for 2 or more issues and receive an 6% discount per advert per issue.*

PRIME POSITIONS – full colour		PRICE PER ADVERT (per issue)
Inside front cover	220mm (w) x 307mm (h) - incl. 5mm bleed	R6550.00
Outside back cover	220mm (w) x 307mm (h) - incl. 5mm bleed	R6550.00
Inside back cover	220mm (w) x 307mm (h) - incl. 5mm bleed	R5800.00
Middle page double spread	430mm (w) x 307mm (h) - incl. 5mm bleed	R9450.00
Full page (with bleed)	220mm (w) x 307mm (h) - incl. 5mm bleed	R4200.00

STANDARD no bleed – full colour or black & white		COLOUR	BLACK & WHITE
Full page (no bleed)	177mm (w) x 254mm (h) - no bleed	R3800.00	R2850.00
Half page horizontal	177mm (w) x 124mm (h) - no bleed	R2600.00	R1900.00
Half page vertical	86mm (w) x 254mm (h) - no bleed		
Quarter page horizontal	177mm (w) x 59mm (h) - no bleed	R1600.00	R1150.00
Quarter page vertical	86mm (w) x 124mm (h) - no bleed		

CLASSIFIED ADS – black & white text only, minimum rates apply	
30 words or less	R200.00
31 - 50 words	R300.00
51 - 100 words	R500.00

LOOSE INSERTS	
Printed material to be supplied. No bigger than A4 in size.	R1035 per 1000 inserts

See our ad layouts on the following page for a better understanding of size relative to cost.

FULL PAGE AD
standard, no bleed

size: 177mm x 254mm

colour **R3800.00** (*R3572.00 discounted rate*)

black & white **R2850.00** (*R2679.00 discounted rate*)

~ discounted rate applies to two (2) of more bookings per ad per issue ~

HALF PAGE AD

horizontal, no bleed

size: 177mm x 124mm

colour **R2600.00** (*R2444.00 discounted rate*)

black & white **R1900.00** (*R1786.00 discounted rate*)

~ discounted rate applies to two (2) of more bookings per ad per issue ~

QUARTER PAGE AD

horizontal, no bleed

size: 177mm x 59mm

colour **R1600.00** (*R1504.00 discounted rate*)

black & white **R1150.00** (*R1081.00 discounted rate*)

~ discounted rate applies to two (2) of more bookings per ad per issue ~

QUARTER PAGE AD

vertical, no bleed

size: 86mm x 124mm

colour **R1600.00** (*R1504.00 discounted rate*)

black & white **R1150.00** (*R1081.00 discounted rate*)

*~ discounted rate applies to two (2) of more
bookings per ad per issue ~*

HALF PAGE AD

vertical, no bleed

size: 86mm x 254mm

colour **R2600.00** (*R2444.00 discounted rate*)

black & white **R1900.00** (*R1786.00 discounted rate*)

*~ discounted rate applies to two (2) of more
bookings per ad per issue ~*