



SANHA TRADE DIRECTORY

2017/18 EDITION

RATE CARD

INTRODUCTION

The SANHA Trade Directory is a glossy full colour A4 publication with a print run of 10 000 copies distributed locally and internationally.

The SANHA Trade Directory 2017/18 Edition is an opportunity not to be missed as it reaches out to markets locally and internationally and gives buyers the assurance that your products are certified Halaal by a premier Halaal certification body

We are offering a full-page advert incorporating the following:

- Company name and logo
- Company profile, products and general information
- Product images

DISTRIBUTION (Nationally and Internationally)

- Africa Big 7 Exhibition – Johannesburg, South Africa
- Chambers of Commerce
- Expoalimentaria – Lima, Peru
- Government Trade and Investment Agencies
- Gulfood – Dubai, UAE
- Halal and Healthy Products Fair – Istanbul, Turkey
- International Halal and Tayyib Conference – Istanbul, Turkey
- Iran AgroFood – Teheran, Iran
- Malaysia International Halaal Showcase (MIHAS) – Malaysia
- SANHA Certified Clients
- Saudi Agriculture – Riyadh, Saudi Arabia
- World Halaal Summit – Malaysia
- WorldFood Istanbul – Turkey

BENEFITS OF ADVERTISING IN THE TRADE DIRECTORY

- Achieve global exposure for your brand and products
- Wide and focused leadership
- Cost effective advertising

PUBLICATION DATE AND DEADLINE

Ad Booking: 28 February 2017
 Final Material: 31 March 2017
 Publication Date: 30 April 2017

MATERIAL REQUIREMENTS

All material to be supplied as follows:

- Logos - High resolution PDF or Jpeg - 300 DPI
- Product Images - High Resolution Jpeg - 300 DPI
- Company Profile - Maximum 200 words - Microsoft Word Format
- Sales Contact Details - Microsoft Word
- Colours to be in CMYK

RATES

ADVERT TYPE	COST EXCL. VAT	ADVERT AREA (mm / h x w)
Full Page	R 6 000	240 x 190 mm
Back Cover (Outer)	R 25 000	297 x 210 mm plus 5mm bleed
Front Cover (Inner)	R 20 000	297 x 210 mm plus 5mm bleed
Back Cover (Inner)	R 15 000	297 x 210 mm plus 5mm bleed

EARLY BIRD SPECIAL 15% discount on quoted rates

To qualify, confirmation and payment must be received in full by 15th December 2016.

- All rates quoted exclude vat.
- Cover adverts to be provided as complete material
- Cover Adverts also include a bonus advert within the directory at no additional cost
- The editorial committee reserves the right to accept or reject advertisements
- Booking form attached

CONTACT DETAILS

Haamid Mulla
 Tel: +27 31 207 5768
 Mobile: +27 73 891 7086
 Email: administrator-kzn@sanha.org.za

(P.T.O. FOR BOOKING INFORMATION)



SANHA TRADE DIRECTORY 2017/18 ADVERTISING BOOKING FORM

Name or Company _____

Postal Address _____

Telephone _____

Mobile _____

Email _____

Fax _____

Contact Person _____

SIZE OF ADVERT (Please Tick)

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Back Cover (Inner)	R 15 000	297 x 210 mm plus 5mm bleed

- Please note that prices exclude VAT.
- Early Bird Special: 15% discount on quoted rates.
- Early Bird Special only applies to bookings confirmed and paid in full by 15 December 2016.

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Name _____ Position _____

Signature _____ Date ____/____/____

Kindly submit completed booking form to SANHA via Email: administrator-kzn@sanha.org.za or Fax: +27 31 207 5793
 Once received, an invoice and booking confirmation shall be forwarded to you.

For further information, contact

Tel: +27 31 207 5768 | Mobile: +27 73 891 7086 | Email: administrator-kzn@sanha.org.za