

Firefly Publications

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22 October 2018

Dear SABoerperd breeder and Ambassadors

SA BOERPERD JOURNAL 2019

The SABoerperd Breeders' Society has decided to publish a journal in 2019 and asked me, (Charmaine Alberts) to assist with the soliciting of adverts and the general co-ordination of the journal.

The purpose of the journal is to supply it free of charge to all SABoerperd members and ambassadors, as well as to distribute this publication at every possible marketing event to promote the breed. The journal will be launched at Nampo.

The SABoerperd Journal 2019 will consist of various articles about the breed and the latest technology available to be a successful SABoerperd breeder. Articles about shows and other activities where the breed is involved, will also be published. Advertisements of breeders and companies whom render services to breeders will also be part of the journal. Photo's of individual brag pages of riders with their horses, as well as owners and trainers will also be welcomed.

We hereby implore all SABoerperd breeders and ambassadors to take part and place an advert in the journal. Without your advert we can't publish the journal. Photos that promote the breed will also be needed and we will also select the cover photo from photos supplied by members.

SPECIFICATIONS OF THE JOURNAL:

Size of adverts:

Full page: 297 x 210 mm (with 5mm bleed) **Price:** R3000 EXCL VAT.

Half page: 210 x 148 mm (with 5mm bleed). **Price:** R2000.00 EXCL VAT.

Double page: R5500 EXCL VAT.

Inside front & inside back cover: R4500 per page EXCL VAT.

Outside back cover: R5000 EXCL VAT.

All adverts will be designed at no extra cost. Should you wish to design your own advert it must be supplied as a high resolution Jpeg or PDF.

Deadlines:

Booking of advert: 14 December 2018

Receipt of material: If we are designing the advert not later than 1 February 2019.

Already designed adverts: 28 February 2019

Please contact me should you need information 051 821 1783 /082 922 3747 or palberts@telkomsa.net

Format: A4 (297 x 210mm) portrait

Language: English & Afrikaans

Quantity: 1500

Paper: Cover: Hi Que Matt 300 gsm Inside pages: Hi Que Matt 128 gsm

UV varnish: Outside cover

Number of pages: 128 pages

Date of publication: 15 April 2019

Kind regards

CHARMAINE ALBERTS