



Federation of Printing, Packaging,  
Signage & Visual Communication

[www.printingsa.org](http://www.printingsa.org)



# 2023 MEDIA PACK

At **Printing SA**, we represent the interests of the printing, packaging, branding, creative design, marketing and communications industry. We ensure the industry is sustainable and that all stakeholders and, in particular, our members prosper.

## 2023 PRINTING SA ONLINE MEDIA OPPORTUNITIES

**THE LARGEST INDUSTRY  
DATABASE** OF COMMERCIAL  
PRINT, DIGITAL, LABEL AND  
DIGITAL, LABEL AND  
COMPANIES IN **SOUTHERN  
AFRICA!**

**Abisha Katerere**

Marketing Manager and  
B-BBEE Specialist

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**Khanyi Ntanz**

Commercial and Technical  
Manager

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## READERSHIP PROFILE

Commercial litho printers, commercial digital print companies, screen printers, textile printers, PAD printers, digital packaging companies and finishing companies.

**Editorial Content covers:** Ink, finishing, software, PAD printing, paper and board, screen printing, binding equipment, wide format digital, litho print solutions, digital printing presses, encapsulating/laminating and digital textile printing.

## ADVERTISING OPPORTUNITIES

### NEWSLETTER

#### Main Body (200 Words)

Send us a white paper, educational article or opinion piece from your company or a brand you represent.

### SPONSORED COMPANY FEATURE

#### Banner & Mailer dedicated solely to customer (Regional Database)

Send us a white paper, educational article or opinion piece from your company or a brand you represent.

### SPONSORED COMPANY FEATURE Banner & Mailer dedicated solely to customer (Full Database)

Send us a white paper, educational article or opinion piece from your company or a brand you represent.



## BANNER ADVERTISING (Placed on Website)

BANNERS	SIZES (PIXELS)	COST (EXCL. VAT)
Homepage - Premium AD Space on Rolling Banner Long Banner	1920 x 530px	R7 800,00
Training Page - Premium AD Space on Static Banner Long Banner	1920 x 530px	R7 800,00
Events Page - Premium AD Space on Rolling Banner Long Banner	1920 x 530px	R7 500,00
Homepage (Latest News section) - Horizontal Banner	1000 x 1000px	R4 600,00
Homepage (Upcoming Events section) - Horizontal Banner	1000 x 1000px	R4 600,00
Events Page - Horizontal Banner	270 x 360px	R3 750,00
Training Page - Vertical Banner	270 x 580px	R3 990,00

## ONLINE DIRECTORY OF SUPPLIERS

List your company on our directory and get your brand noticed. Your company and contact details will appear in users searches for products and services that you provide.

Online Company listing

R7 550.00 ex VAT per month

## ONLINE MEDIA

### BANNER SPECIFICATIONS

Banners need to be supplied as animated GIF files and must not exceed 30kb in file size.  
Static banners need to be supplied as PNG files and will be then converted to GIF files.

### EMAILER SPECIFICATIONS

Emailer files must be supplied in html & JPEG format including images.

Emailers should contain more text than images for maximum reach

## SOCIAL MEDIA



65 900 LIKES  
65 458 FOLLOWERS

CUSTOMER INFORMATION	
Name & Surname	Title
Company	Designation
Co. Reg/ID No.	Vat Reg No:
Postal Address	Code
Physical Address	Code
Tel	Email

MEMBERS RATES (ex VAT)									
PLACEMENT TYPE	Specifications	Select option	1 MONTH	Select option	3 MONTHS ( 1per month)	Select option	6 MONTHS (1per month)	Select option	12 MONTHS (1per month)
NEWSLETTER Main Body (200 Words) Full Database	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R7 550,00		R12 500,00		R17 700,00		R22 500,00
Sponsored Company Feature Mailer dedicated soley to customer (Regional Database)	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R8 750,00		R11 980,00		R14 990,00		R17 990,00
Sponsored Company Feature Mailer dedicated soley to customer (Full database)	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R9 000,00		R13 200,00		R15 750,00		R18 800,00

WEBSITE BANNER (ex VAT)									
Homepage - Premium AD Space on Rolling Banner Long Banner	1920 x 530px		R7 800,00		R9 750,00		R11 890,00		R14 000,00
Training Page - Premium AD Space on Static Banner Long Banner	1920 x 530px		R7 800,00		R9 750,00		R11 890,00		R14 000,00
Events Page - Premium AD Space on Rolling Banner Long Banner	1920 x 530px		R7 800,00		R9 750,00		R11 890,00		R14 000,00
Homepage (Latest News section) - Horizontal Banner	1000 x 1000px		R4 600,00		R6 350,00		R8 990,00		R10 250,00
Homepage (Upcoming Events section) - Horizontal Banner	1000 x 1000px		R4 600,00		R6 350,00		R8 990,00		R10 250,00
Events Page - Horizontal Banner	270 x 360px		R3 990,00		R5 850,00		R7 990,00		R9 844,00
Training Page - Vertical Banner	270 x 580px		R3 990,00		R5 850,00		R7 990,00		R9 844,00

ONLINE DIRECTORY OF SUPPLIERS (ex VAT / NON - MEMBERS ONLY)									
List your company on our directory and get your brand noticed. Your company and contact details will appear in users searches for products and services that you provide			R7 550,00		R12 500,00		R17 700,00		R22 500,00

NON - MEMBERS RATES (LOCAL & AFRICA)									
PLACEMENT TYPE	Specifications	Select option	1 MONTH	Select option	3 MONTHS ( 1per month)	Select option	6 MONTHS (1per month)	Select option	12 MONTHS (1per month)
NEWSLETTER Main Body (200 Words) Full Database	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R8 000,00		R13 000,00		R18 700,00		R23 000,00
Sponsored Company Feature Mailer dedicated soley to customer (Regional Database)	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R9 250,00		R12 480,00		R15 400,00		R18 490,00
Sponsored Company Feature Mailer dedicated soley to customer (Full database)	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R9 500,00		R13 000,00		R16 250,00		R19 300,00

WEBSITE BANNER									
Homepage - Premium AD Space on Rolling Banner Long Banner	1920 x 530px		R8 300,00		R10 250,00		R12 390,00		R14 500,00
Training Page - Premium AD Space on Static Banner Long Banner	1920 x 530px		R8 300,00		R10 250,00		R12 390,00		R14 500,00
Events Page - Premium AD Space on Rolling Banner Long Banner	1920 x 530px		R8 000,00		R9 700,00		R11 900,00		R12 350,00
Homepage (Latest News section) - Horizontal Banner	1000 x 1000px		R4 600,00		R6 350,00		R8 990,00		R10 250,00
Homepage (Upcoming Events section) - Horizontal Banner	1000 x 1000px		R4 600,00		R6 350,00		R8 990,00		R10 250,00
Events Page - Horizontal Banner	270 x 360px		R3 750,00		R5 500,00		R7 550,00		R9 200,00
Training Page - Vertical Banner	270 x 580px		R3 990,00		R5 850,00		R7 990,00		R9 844,00

ONLINE DIRECTORY OF SUPPLIERS									
List your company on our directory and get your brand noticed. Your company and contact details will appear in users searches for products and services that you provide			R7 550,00		R12 500,00		R17 700,00		R22 500,00

CUSTOMER INFORMATION	
Name & Surname	Title
Company	Designation
Co. Reg/ID No.	Vat Reg No:
Postal Address	Code
Physical Address	Code
Tel	Email

INTERNATIONAL									
PLACEMENT TYPE	Specifications	Select option	1 MONTH	Select option	3 MONTHS (1per month)	Select option	6 MONTHS (1per month)	Select option	12 MONTHS (1per month)
NEWSLETTER Main Body (200 Words) Full Database	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R15 000,00		R24 000,00		R35 000,00		R45 000,00
Sponsored Company Feature Mailer dedicated soley to customer (Full database)	Send us a white paper, educational article or opinion piece from your company or a brand you represent.		R18 000,00		R25 000,00		R37 500,00		R40 000,00
WEBSITE BANNER									
Homepage - Premium AD Space on Rolling Banner Long Banner	1920 x 530px		R14 000,00		R18 200,00		R23 000,00		R28 000,00
Training Page - Premium AD Space on Static Banner Long Banner	1920 x 530px		R14 000,00		R18 200,00		R23 000,00		R28 000,00
Events Page - Premium AD Space on Rolling Banner Long Banner	1920 x 530px		R14 000,00		R18 200,00		R23 000,00		R28 000,00
Homepage (Latest News section) - Horizontal Banner	1000 x 1000px		R9 000,00		R12 500,00		R16 000,00		R20 250,00
Homepage (Upcoming Events section) - Horizontal Banner	1000 x 1000px		R9 000,00		R12 500,00		R16 000,00		R20 250,00
Events Page - Horizontal Banner	270 x 360px		R6 700,00		R11 000,00		R15 000,00		R18 200,00
Training Page - Vertical Banner	270 x 580px		R6 700,00		R11 000,00		R15 000,00		R18 200,00
ONLINE DIRECTORY OF SUPPLIERS									
List your company on our directory and get your brand noticed. Your company and contact details will appear in users searches for products and services that you provide			R15 000,00		R25 000,00		R35 000,00		R50 000,00

AUTHORISED SIGNATURE
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NAME & SURNAME
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SIGNATURE	DATE
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Signature implies knowledge and acceptance of our conditions of purchase and use. I am authorised to sign on behalf of the organisation.