

Cue

CueAds²⁰¹⁸ RATE CARD

Welcome to the new digital *Cue's* Ad offerings for 2018. We offer a range of advertising options to suit a variety of needs and budgets. Please see the following rate card for more information about available advertising formats and our rates.

We have tailored our new advertising formats to cater specifically for a wide variety of digital advertising and promotional possibilities.

Advertisers have already started booking their space in this year's *Cue* so we encourage you to secure the space you want as soon as possible.

If you have any questions about advertising in *Cue* please do not hesitate to contact us at cueads@ru.ac.za



Cue 2018 advertising options, rates and information

SPONSORED CONTENT

A sponsored article of 500-750 words with 2 photographs. All content created by Cue reporters in collaboration with clients*.	R1 000.00
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*The content will be live on the site for the duration of the Festival – one day on the homepage and thereafter ROS

SOCIAL MEDIA PROMOTION OF PAID ARTICLES

Paid promotion of advertorial articles on social media platforms (Facebook, Twitter and Instagram)	R250pd
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*The daily charge is from the day of placement till the end of the Festival unless otherwise specified

VIDEO TEASER

A promotional video of up to 2 minutes durations created by Cue reporters and provided to clients on a DVD	Up to 30 secs	30 - 60 secs	60 - 90 secs	90 - 120 secs
	R 1 500	R 2 000	R 2 500	R 3 000

FULL PERFORMANCE VIDEOS

A full-length edit of any performance (shot with two cameras). Pricing dependent on length of performance.	Min (up to 60 mins)	Max (up to 120 mins)
	R10 000	R17 500

PHOTO SLIDESHOW

A photo slideshow of up to 10 pictures with captions to accompany advertorial content or press release.*	Photos provided	Photos from Cue
	R 1500	R2 500

*The advertorial/sponsored content is charged separately – see previous column

SPONSORED LINKS

A link to your website or listing on the NAF website in the sidebar of the Cue website.	R250pd
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*The daily charge is from the day of placement till the end of the Festival unless otherwise specified

PRESS RELEASE

Hosting of provided copy and multimedia content on the Cue website.	R 400
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DISPLAY AD IN AD GALLERY

Get your display advert into a daily gallery of adverts that will be promoted on Cue's social platforms.	R150pd
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*The daily charge is from the day of placement till the end of the Festival unless otherwise specified

*PLEASE NOTE THAT ALL PRICES EXCLUDE VAT AND AGENCY COMMISIONS

PLEASE NOTE

BOOKING ADVERTISING SPACE

- No adverts will be booked or placed unless accompanied by a completed and signed advertising contract
 - Unless otherwise arranged, advert bookings are only secured once payment has been made in **full** and proof of payment has been provided
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DEADLINES

- **Placement deadline:** 12h00 on day prior to publishing
 - **Material deadline:** 12h00 on day of publishing
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ARTWORK

- All artwork to be provided on disk or by email in JPEG, Pdf or PNG format for PC and should be hi res (300ppi) and correctly sized (we will optimise artwork as is appropriate)
 - Where fonts are not embedded within artwork, Cue can not guarantee to reproduce them exactly
 - Final proofing of adverts can be arranged by appointment only at the Cue offices before 4pm daily during the festival
 - Cue cannot accept responsibility for the quality of reproduction of files not provided according the specifications above
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PAYMENTS

- Final **quoted** prices include VAT, but **exclude** agency commission
 - No adverts will be placed until payment has been made in full and proof of payment has been provided
 - Payments can be made by cheque, cash or via Internet banking
 - Payments can be made directly into Rhodes University's current account:
FNB Grahamstown; Branch code 210717; Account number 62145503076
 - Deposit slips and Internet proof of payments to (046) 603 7101. Indicate clearly that the payment is for Cue Advertising
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Advertising queries | email cueads@ru.ac.za | Phone: 046 603 7137

Postal address: Cue Advertising, School of Journalism and Media Studies, Rhodes University, P.O. Box 94 Grahamstown, 6140