

Oktober 2021

Geagte teler

Advertensies vir ons 2022 Joernaal

Ek neem die vrymoedigheid om u as teler te nader om in die Santa Gertrudis Joernaal vir 2022 te adverteer. Indien u enige voorstelle vir die joernaal of artikels wat ons kan plaas, neem asb. die vrymoedigheid om dit vir my te stuur. Insette en voorstelle sal baie waardeer word.

Ons sal u weer behulpsaam wees met die uitleg en formaat van die advertensie soos in die verlede.

Die tariewe vir 2022 is as volg (excl. VAT):

Volblad	R3 650
Dubbelblad	R5 800
Halfblad	R2 550

Die binne voor blad, binne agterblad sowel as die buite agterblad sal op 'n tender basis geskied. Hou asb. u WhatsApp dop vir wanneer die tender oopmaak en sluit vir die onderskeie bladsye.

Agterblad Begin op R7 200

Binne voor en binne agter Begin op R5 600

Bespreek asseblief u advertensie vir 2022 en stuur solank u materiaal vir ons sodat ons kan begin met die ontwerp van die advertensies. Inligting moet ons nie later bereik as 15 Januarie 2022 nie. Maak asb. van die tyd gebruik om mooi foto's ens. van u diere te neem of te laat neem.

Stuur u inligting en materiaal via e-pos na martin@santagertrudis.co.za.

(Nota: Onthou dat u krediet sal ontvang vir u jaarlikse Promosie fooi van R1000 per advertensie indien u adverteer in die Joernaal of kalender. Halfblad advertensies ontvang slegs R500 krediet per advertensie.)

Dit raad het dit toe goedgevind om u as teler die geleentheid te gee om 'n foto op die joernaal se voorblad te hê. Daar is toe besluit om dit op die volgende wyse te benader. U as teler kan soveel foto's as wat u wil instuur en dus is daar geen beperkings nie. Daar is wel besluit dat ons die foto's in drie kategorie gaan opdeel. Die kategorieë is as volg:

- A) Foto van 'n bul
- B) Foto van 'n koei en kalf
- C) "Groep foto" dit behels 'n foto wat bestaan uit bulle, koeie, koeie met kalwers, koeie kalwers en bulle.



Die foto's moet my nie later as 15 Januarie 2022 bereik om in aanmerking te kom vir die voorblad nie.

Uit die foto's sal daar dan deur 'n onafhanklike persoon een foto uit elke kategorie gekies word wat dan aan u as telers terug verwys word om voor te stem. Dus, die foto met die meeste stemme sal dan vir 2022 se joernaal se voorblad gebruik word. Hou asseblief net in gedagte dat u oor 'n goeie kwaliteit oorspronklike foto moet beskik waarvan die mega bites nie minder as 4MB mag wees nie.

Ons sien uit na U deelname

Groete

Martin van Rooyen

072 424 3628

Spesifikasies van die advertensies:

Volblad:

Trim size – 210mm x 297mm

+10mm bleed

Halfblad:

Trim size – 210mm x 155mm

+10mm bleed

Santa
Gertrudis
South Africa

Since 1973

October 2021

Dear Santa Breeder

Advert in 2022 Journal

I would like to take this opportunity to invite you to advertise in the yearly Journal. If you have any suggestions for the journal or for articles that we can publish, please feel free to send it to me. Inputs and suggestions will be greatly appreciated

The tariffs for 2022 will be as follow (excl. VAT):

Full page	R3 650
Double Page	R5 800
Half page	R2 550

The inside front cover, inside back cover as well as the outside back cover will be done on a tender basis. Please check your WhatsApp for when the tender opens and closes for the respective pages.

Back cover page	Starts on R7 200
Front and back inside page	Starts on R5 600

Please book your ad for 2022 and send you material to us so that we can start designing the ads. Information should reach us no later than January 15, 2022. Please make use of this time to get good quality pictures of your animals for the journal.

Send your material to martin@santagertrudis.co.za

(Note: Remember that you will receive credit for your annual Promotional fee of R1000 per ad if you advertise in the Journal or calendar. Half-page advertisements receive only R500 credit per ad).

As you all know, the society strives to make each year's journal special for that year. This council then decided to give you as a breeder the opportunity to have a photo on the cover of the journal. It was then decided to approach it in the following way. As a breeder you can submit as many photos as you want and so there are no restrictions. It was decided that we would divide the photos into three categories. The categories are as follows:

- D) Photo of a bull
- E) Photo of a cow and calf
- F) "Group photo" it means a photo consisting of bulls, cows, cows with calves, cows calves and bulls.

The photos must then reach me no later than 15 January 2022 to be eligible for the cover.



From the photos, one independent person from each category will then be selected by an independent person who will then be referred to you as breeders to vote. So, the photo with the most votes will then be used for the cover of 2022's journal. Please keep in mind that you must have a good quality original photo whose mega bites may not be less than 4MB.

We are looking forward to your participation.

Regards

Martin van Rooyen
072 424 3628

Specifications for advertisements:

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+ 10mm bleed.

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+ 10mm bleed.

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