



S A M R A

Southern African Marketing Research Association
Quality Research • Quality Decisions

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ADVERTISING RATES 2016

SAMRA has 100+ Organisation Members, 1600+ Associate members and 170+ Independent Members

SA Journal of Marketing Research (Electronic and Print, Full Colour)

Advertisers: SAMRA Members and Non-members

Distributed annually in October/November to SAMRA Organisation and Independent Members in print and electronically via the SAMRA website to members, and sold in print to Non-member Subscribers

Normal Positions:	ZAR Exc. VAT
Double page (2 x A4)	5,565.00
Full page (A4)	3,339.00
Half A4 Page	2,226.00
Quarter Page	1,113.00
Prime Positions:	ZAR Exc. VAT
Inside Front Cover	3,895.50
Inside Back Cover	3,339.00
Outside Back Cover	4,452.00

SAMRA Yearbook (Electronic and Print)

Advertisers: SAMRA Members and Non-members

Distributed annually in April/May in print to SAMRA Organisation and Independent Members, electronically to SAMRA Associate Members, in print to Higher Education Libraries and relevant Academic Departments, and sold in print to Non-members.

Display advertisements (Full colour):	ZAR Exc. VAT
Full page full colour	8,910
Special positions (Members only, Full colour):	ZAR Exc. VAT
Inside front cover – Booked for 2016	11,130
Inside back cover	10,020
Outside back cover	13,360
Bookmark (print only)	16,700
Classifieds – Members only:	ZAR Exc. VAT
Full page Directory advert plus Research Supplier Services Index listing (print and online)	5,800
Half page Directory advert plus Research Supplier Services Index listing (print and online)	3,340
Research Supplier Services Index listing – online only	2,230
Classifieds – Non-Members and Members:	ZAR Exc. VAT
Research related services listing (incl. venues, software, consulting, training)	2,230

Career Opportunities

Advertisers: SAMRA Members and Non-Members

Type	ZAR Exc. VAT
Members: Web site post and link per job advert under Careers section (120 days)	R 1,500.00
Non-Members: Web site post and link per job advert under Careers section (120 days)	R 3,000.00

Third Party Events, Products and Services

Advertisers: SAMRA Members and Non-members

Type	ZAR Exc. VAT
Web site link under third-party resources section (120 days)	R 3,000.00
Banner at the bottom of one SAMRA-scheduled newsletter/newsflash email to members	R 3,000.00