

ADVERTISING RATES 2017

SAMRA has 115+ 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, in print to Higher Education Libraries and relevant Academic Departments, and sold in print to Non-member Subscribers

Normal Positions:	ZAR Exc. VAT
Double page (2 x A4)	5,900.00
Full page (A4)	3,600.00
Half A4 Page	2,400.00
Quarter Page	1,200.00
Prime Positions:	ZAR Exc. VAT
Inside Front Cover	4,200.00
Inside Back Cover	3,600.00
Outside Back Cover	4,800.00

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	9,500.00
Special positions (Members only, Full colour):	ZAR Exc. VAT
Inside front cover	11,800.00
Inside back cover	10,700.00
Outside back cover	14,200.00
Bookmark (print only)	17,700.00
Classifieds – Members only:	ZAR Exc. VAT
Full page Directory advert plus Research Supplier Services Index listing (print and online)	6,200.00
Half page Directory advert plus Research Supplier Services Index listing (print and online)	3,600.00
Research Supplier Services Index listing – online only	2,400.00
Classifieds – Non-Members and Members:	ZAR Exc. VAT
Research related services listing (incl. venues, software, consulting, training)	2,400.00

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 1,600.00
Non-Members: Web site post and link per job advert under Careers section (120 days)	R 3,200.00

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 3,200.00
Banner at the bottom of one SAMRA-scheduled newsletter/newsflash email to members	R 3,200.00