

# BlueBook

YOUR ANNUAL  
LOCAL BUSINESS,  
LIFESTYLE & TOURISM  
DIRECTORY

WWW.THEBILLBOARD.CO.ZA

2019

## ADVERTISEMENT RATES

### THE BLUE BOOK ANNUAL MAGAZINE

#### Display advertisements – 2019 prices (Inclusive of VAT)

 @billboardsa  www.facebook.com/BillboardInfoMag

1cm x 6.5cm	R 495,00 (no free listings)
2cm x 6.5cm	R 869,00
3cm x 6.5cm	R 1 237,50
4cm x 6.5cm	R 1 606,00
4.5cm x 6.5cm	R 1 859,00
5cm x 6.5cm	R 2 090,00
6cm x 6.5cm	R 2 475,00
7cm x 6.5cm	R 2 722,50
8cm x 6.5cm	R 3 080,00
9cm x 6.5cm (1/4 page vertical)	R 3 465,00
9cm x 6.5cm (1/4 page horizontal)	R 3 465,00
18cm x 6.5cm (1/2 page vertical)	R 6 435,00
9cm x 13.4cm (1/2 page horizontal)	R 6 435,00
18cm x 13.4cm (Full page)	R 12 100,00
INSIDE FRONT COVER (full page)	R 17 050,00
INSIDE FIRST PAGE (full page)	R 17 050,00
NEXT TO MASTHEAD (18cm x 1 column)	R 9 240,00
OPPOSITE MASTHEAD (full page)	R 12 375,00
NEXT TO CONTENTS (18cm x 1 column)	R 9 515,00
NEXT TO CATEGORY INDEX (18cm x 1 column)	R 9 515,00
INSIDE BACK COVER (full page)	R 12 980,00
BACK COVER (full page)	R 19 690,00

#### Advertisement options

##### Option 1:

Display advertisement with **1 free bold listing** (under chosen category)

##### Option 2:

**Bold listing (2 Lines)**  
R 500,00 incl VAT

##### Option 3:

**Standard Listing (1 Line)** R 315 incl VAT

**CALL OUR TEAM TODAY**  
**021 782 7136/7**  
**info@billboardmag.co.za**

#### The Blue Book Format

- A new, smarter and more professional formatted 108 - 140 page A5 book.
- Printed in full colour on gloss paper with a varnished cover.
- Includes listings of all the essential numbers:
  - Emergency numbers
  - Crisis & Counselling numbers
  - Community information numbers
  - Charity pages
  - Clubs & Associations
- Index: An index of all the business categories in the directory.
- Comprehensive Business Directory: 75+ pages of contact details.
- Detailed Local Map: A comprehensive 12 page map of the whole of our distribution area.
- A Calendar with Public Holidays & School Terms.

#### Distribution

We distribute 23 000 copies of the Blue Book to households and businesses in our distribution areas once a year.

**Areas:** Bergvliet, Capri, Clovelly, Constantia, Diep River, Dreyersdale, Faerie Knowe, Fish Hoek, Glen Marine, Glencairn Heights, Glencairn, Imhoff's Gift, Kalk Bay, Kirstenhof, Klein Wassenaar, Kommetjie, Lake Michelle, Lakeside, Marina De Gama, Meadowridge, Milkwood Park, Muizenberg, Simon's Town, St James, Stonehaven, Sun Valley, Sunnysdale, The Lakes, Tokai, Welcome Glen.

**Businesses:** Westlake, Retreat, Bergvliet and Plumstead.

**Post boxes:** Noordhoek, Sun Valley.

