

Advertising Rates (per insertion)

Covers and Spreads

Position	ZMK
Back Cover **	4,840
Inside Front Cover **	4,400
Inside Back Cover **	4,400
Centrespread	8,400

Within the magazine

Full Colour	ZMK
Full Page	4,000
Half Page	2,400
Quarter Page	1,440
Eighth Page	864

Black and White	ZMK
Half page	1,800
Quarter page	1,080
Eighth page	648

Text Based	ZMK
Small Ads: 01 – 20 words	40
Small Ads: 21 – 40 words	80
Small Ads: 41 – 60 words	120
Property Prowl	400
Biz Zone (Commercial Ads) *	225

* Biz Zone Ads are placed in a box measuring 6 cm x 2 cm.

** Positions not available. Under contract.

All rates on this page include VAT at 16%.

If a specific position within the magazine is required, a 15% surcharge will be added.

The above rates are subject to change should we have a significant increase in printing costs.

Advert Design and Formats

Design Charges

The Lowdown can undertake the design of simple advertisements on your behalf. Charges are as follows:

Size	ZMK
Full page	300
Half page	200
Quarter page and below	100
Adjustments to existing adverts	50

Advert Sizes

The magazine is A5 size. For adverts with no bleed, they should be designed in the following sizes:

Size (mm)	Landscape		Portrait	
	Width	Height	Width	Height
Full page			128.5	190
Half Page	128.5	90	60	190
Quarter Page	128.5	40	60	90
Eighth Page	60	40		

Artwork can be supplied in the following formats:

Corel Draw 12 | Jpeg | Tiff | PDF

We request that clients supply the fonts used in the artwork where possible.

Clients are requested to name the files in the following format:

Company Name – Ad Size, Month Year.jpg

ie: XYZ Limited – Half Page, February 2013.jpg

This helps to ensure that the correct artwork is placed in the magazine.

Discounts and Dates

Long Term Booking Discounts

Various discounts are offered on long term bookings, as follows:

12 months: Advertise for 12 months and get the last two months free.

6 months: Advertise for 6 months and get 60% discount on your advert in Month 6.

3 months: Advertise For 3 months and get 22.5% discount on your advert in Month 3.

Discounts will only be given if an Insertion Order Form is completed with the booking period indicated, and if previous invoices have been settled.

Closing Dates

Closing date for submission of completed artwork is the 15th day of the month prior to publication. If the 15th falls on a weekend, the deadline is the Friday preceding the 15th. Deadlines for the January issue differ, and for the January 2014 edition, it is Friday 6th December 2013. For long-term advertisers, the previous artwork will be used unless a new design is supplied to us by the relevant deadline.

Acceptance of Ads

Adverts will only be accepted if they are accompanied by an Insertion Order Form. For further conditions, please see our Terms and Conditions.

The rates shown on this page are for advertisements placed directly through The Lowdown and not through an agent.

Display Advert Insertion Order

Covers and Spreads

Position	ZMK Per Insertion	✓
Back Cover	4,840	
Inside Front Cover	4,400	
Inside Back Cover	4,400	
Centrespread	8,400	

Within the magazine

Full Colour	ZMK Per Insertion	✓
Full Page	4,000	
Half Page	2,400	
Quarter Page	1,440	
Eighth Page	864	

Black and White	ZMK Per Insertion	✓
Half page	1,800	
Quarter page	1,080	
Eighth page	648	

If a specific position within the magazine is required, a 15% surcharge will be added.

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Design Charges

The Lowdown can undertake the design of simple advertisements on your behalf. Charges are as follows:

Full Page	K300
Half Page	K200
Quarter Page and Below	K100
Adjustments to existing Ads	K50

The rates listed on this page include VAT at 16%

Advertiser:

Month(s) of insertion: Please place a ✓ in the corresponding box for the month(s) that you require your advert to appear.

This Year: Jan Feb Mar Apr May June July Aug Sep Oct Nov Dec

Next Year: Jan Feb Mar Apr May June July Aug Sep Oct Nov Dec

Accounting Details:

Invoice to: _____

Contact Person: _____

Contact Number: _____

Contact Email: _____

Marketing Contact:

Contact Person: _____

Office Number: _____

Mobile Number: _____

Contact Email: _____

I hereby confirm I am authorised to sign this document, and that I have read and have accepted the advertising conditions.

Name: _____

Signature: _____

Date: _____

Rubber
Stamp

Please send us this document by one of the methods below:

Post:
 The Lowdown Advertising Dept
 PO Box 36666,
 Lusaka, Zambia.

Email (Scanned Copy):
 ads@lowdownzambia.com

Delivery:
 Plot 8747, Buluwe Road,
 (Off Leopards Hill Rd)
 Woodlands.

Advertising Terms and Conditions

1. Invoices are payable within 30 days of issue, if credit facilities have been granted.
2. Overdue invoices will be subject to a surcharge of 2.5% per calendar month or part thereof.
3. Overdue accounts will be passed on for collection, and LH PUBLICATIONS LTD (LHP) reserves the right to reclaim all costs incurred in recovering the debt.
4. LHP reserves the right to cancel any order in the event of the publication not going to print.
5. Advertisements booked with LHP directly by the customer will not involve agency commissions unless otherwise agreed.
6. The acceptance of adverts for publication are at the discretion of LHP.
7. Any advertisement or material designed by LHP will be used exclusively in LHP publications, unless written consent is given. Such consent will not be unreasonably withheld.

Contact and Copy Requirements

1. LHP reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publication.
2. All advertisements are accepted and published by LHP upon representation that the agency and/or the advertiser is authorised to publish the entire contents and subject matter thereof.
3. In consideration of LHP acceptance of such advertisements for publication, the agency and/or advertiser will indemnify LHP and LHP will not be held liable for any loss or expense resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.
4. No insertion orders or copy changes will be accepted without written confirmation.
5. Only the conditions appearing in LHP acceptance of advertising orders are binding upon LHP.

Default

In the event of any breach and/or default by the advertiser or agency, LHP shall be entitled to recover from the advertiser or agency, in addition to all other damages, all costs and expenses including court costs, reasonable legal fees and interest at the maximum rate provided by law.

Cancellations

Cancellations must be received in writing within 30 days of the order; or by the 15th day of the month prior to publication; otherwise advertisers will be invoiced in full. Changes to advertisements must be received by the agreed copy date.

LH Publications Ltd

P O Box 36666,
Lusaka, Zambia.

Tel: 0211 266-353 or 0211 266-287

Email: editor@lowdownzambia.com

Email: ads@lowdownzambia.com