



Distribution Breakdown	
<b>SOUTH</b>	
Gaborone	9,665
Lobatse	700
Jwaneng	350
Mochudi	500
Molepolole	500
Kanye	300
Ramotswa	150
Thamaga	150
Ghanzi	400
Hukuntsi	150
Tsabong	110
<b>NORTH</b>	
Francistown	6,160
Maun	765
Selebi Phikwe	920
Mahalapye	800
Palapye	650
Serowe	600
Orapa	400
Lethakane	200
Mopipi	50
Nata	120
Tutume	150
Sebina	130
Kasane	280
Subscriptions	300
Complimentary	500
<b>Total</b>	<b>25,000</b>

**DEADLINE FOR BOOKINGS**

- Entertainment - Friday 12h00
- Business - Monday 12h00
- Supplements - Monday 12h00
- Main Paper - Wednesday - 12h00

**DEADLINE FOR READY- MADE MATERIAL**

- Entertainment - Tuesday 16h00
- Bussiness - Tuesday 16h00
- Supplements - Tuesday 16h00
- Mainpaper - Wedsdays 16h00

Loose Botswana inserts - Thursday 16h30 (week before) at The Voice Gaborone Offices

**DELIVERY ADDRESS FOR LOOSE INSERTS:**

Paarl Coldest-Johannesburg  
 Tel: 011-7032600  
 83 Heidelberg road, Production Park, City Deep,  
 Johannesburg, 2197  
 South Africa

**CANCELLATION POLICY**

**NB: NO CANCELLATIONS SHALL BE MADE AFTER THE ABOVE MENTIONED TIMES ( \*ALL ADVERTS WILL BE BILLED IN FULL)**

**DESIGN SPECIFICATIONS FOR PRESS**

**Paper size:** 260(w) x 390(h)  
**No. of columns:** 7  
**File format:** PDF, EPS or Tiff (Please no JPG)  
**Colour type:** CMYK (NB: Do not use RGB)

- 100% Yellow does not print properly, so add a bit of Magenta (atleast 6% Magenta)
- Avoid using Registration Black (use 100% Black instead)
- Avoid the use of Crop Marks
- Always make sure all the graphics are not JPEG or RGB and all pictures should be lightened
- Avoid the use of Serif fonts like Times on reverse e.g. white on black (use San Serif fonts like Arial instead). All fonts SHOULD be converted to paths or curves.
- Anything designed using Microsoft package will not be called for (e.g word and Publisher)
- Text in small font size SHOULD NOT BE IN COLOUR, please keep it black.
- \* For the best output ; we encourage the use of Adobe products.

**Column size:**  
 1 col = 32mm  
 2 col = 72mm  
 3 col = 108mm  
 4 col = 148mm  
 5 col = 183mm  
 6 col = 220mm  
 7 col = 260mm

**NB: ANY ARTWORK THAT DOES NOT MEET THE REQUIRED STANDARD WILL NOT BE ACCEPTED**

**•The Voice Production team would NOT alter any artwork in favour of the client.**

**GABORONE**

Telephone : 267 3161585  
 Fax : 267 3932822  
 email: gaborone@thevoicebw.com

**FRANCISTOWN**

Telephone : 267 241 6621  
 Fax : 267 241 6693  
 email: francistown@thevoicebw.com

www.thevoicebw.com



DD: Hello. He mood in t ahead of t e against M ? Sox: The vibe at as usual. We prepared to go c re to do our best l country. our sters and of coun selves. We /sical and menta pared for the gar

DD: The Zebr into the game urites after wi the home tie a z placed abo in the FI ngs. What do o to the team ? x: We are cc if our chang g well agi Malawi. ver aware th e a walk ov ave to swi ver result onally I them. I ha ough gan hem to kn expect. e easy but ht it out second of t

D: Malawi a the group a ks like they ha ing to play l pride. Don't y k that this w naps make thin er for the Zebr orrow? Sox: This w ally make th : dangerous. Af ey have noth : I don't thi unt to finish l roup. They w ing to rede ited image a es them pot hal opponer st just be c

wever af ng them pli gainst Zambia COSAFA Cas last Sunday I re they can be beat are more or les same level. I m hat our chances for the /

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## Rate

	1 cm x 1 col	Pula
Per insertion		P48.00 per col.cm
1,500 col. cm.	contract within a year	P41.00 per col.cm
3,000 col. cm.	contract within a year	P40.00 per col.cm
5,000 col. cm.	contract within a year	P33.00 per col.cm

	Rands
Per insertion	R53.00 per col.cm
1,500 col. cm.	R44.00 per col.cm
3,000 col. cm.	R42.00 per col.cm
5,000 col. cm.	R34.00 per col.cm

## Advertising Features

Legal Notices	P30.00 per col.cm.	R40.00 per col. cm
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## Sample sizes and prices

Full page	40cm x 7 col	P13 440	R14 840
Half Page	20cm x 7 col	P6 720	R7 420
20cm x 4 col	(1/4 page)	P3 840	R4 240
20cm x 3 col		P2 880	R3 180
10cm x 4 col	(1/8 page)	P1 920	R2 120

## Special positions

Front Page strip	Tariff plus 100%	
Back page strip	Tariff plus 50%	
Page 3	Tariff plus 50%	
Business Front	Tariff plus 25%	
TGIF Front	Tariff plus 25%	
Chillin' Out	Tariff plus 25%	
Centrespread	P25 256	R26 981

## Colour

Full colour	P2635	R3211
Spot colour	P1126	R1373

## Inserts

Up to four sheets (per thousand)	P514	R600
4 to 8 sheets (per thousand)	P770	R911
8 to 16 sheets (per thousand)	P922	R1 176
16 to 20 sheets (per thousand)	P1 136	R1 309
20 to 24 sheets (per thousand)	P1 385	R1 495
Up to 28 sheets (per thousand)	P1 495	R1 677
Up to 32 sheets (per thousand)	P1 595	R1 757

## Online banners

Leader Banner (780pxl x 90pxl)	All pages	P2013.00/week (R2090.00)
Box Banner (300pxl x 250pxl)	Section Pages	P1300.00/week (R1829.00)
Vertical Banner (300pxl x 600pxl)	Home Page	P1550.00/week (R1694.00)

ALL RATES ON THIS PAGE INCLUDE 16.5% AGENCY COMMISSION AND EXCLUDE 12% BOTSWANA VAT (EFFECTIVE FROM JANUARY 2017)

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advertising tariff

**THE VOICE**  
SPEAKS FOR ITSELF

DU-  
A-DU-  
o the Ze-  
ain ahead  
rows game

D: Hello. How  
e mood in the  
p ahead of the  
e against Ma-  
?

Sox: The vibe is  
t as usual. We are  
repared to go out  
: to do our best for  
country, our sup-  
rs and of course  
lves. We are  
al and mentally  
ed for the game

D: The Zebras  
the game as  
es after win-  
home tie and  
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What does  
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We are con-  
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Malawi. We  
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have to sweat  
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enough games  
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to expect. It  
be easy but we  
fight it out till  
ast second of the

D: Malawi are  
the group and  
s like they have  
g to play for  
ride. Don't you  
that this will  
aps make things  
er for the Zebras  
orrow?

Sox: This will  
tually make them  
ore dangerous. After  
ll they have nothing  
o lose. I don't think  
hey want to finish last  
up. They will  
deen