

# TAPPSA Journal

## Feature list 2011

### **Volume 1 (Jan/Feb 2011)**

Packaging  
Pumps, pipes and valves  
Lubrication  
Coating Technology

### **Volume 2 (March/April)**

Recycling  
New measuring and control technology  
Stock preparation  
Alternative fibres  
Berg Conference Review

### **Volume 3 (May/June)**

Mill maintenance  
Mill safety  
Pulp options  
Screening and cleaning  
Market pulp

### **Volume 4 (July/Aug)**

Education and training  
Tissue  
Machine clothing  
Newsprint  
Environmental issues

### **Volume 5 (Sept/Oct)**

Energy optimisation  
Pressing and drying  
Publication papers  
Chemical recovery

### **Volume 6 (Nov/Dec)**

Lab equipment  
Calendering and finishing  
Paper chemicals  
Country focus – to be decided  
IT in the mill

## DEADLINES

<b>Issue:</b>	<b>Advert bookings</b>	<b>Editorial &amp; advert material</b>
Volume 1	3 January	10 January
Volume 2	1 March	7 March
Volume 3	3 May	9 June
Volume 4	4 July	11 July
Volume 5	2 September	9 September
Volume 6	1 November	7 November

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## Advertising Rates 2011

Per insertion (excluding VAT of 14%)

	Single	2-3 Issues	4-5 Issues	6 Issues
<b>Full Page</b>	R10 450	R9 350	R8 550	R7 5500
<b>Half Page</b>	R7 750	R7 050	R6 250	R5 550
<b>Quarter Page</b>	R5 950	R5 350	R4 850	R4 350
<b>Inserts</b>	on request			

***NB\*\*A5 Advertisements carry a R500 surcharge, and special positions i.e. inside front and back covers and outside back cover carries a 10% surcharge.***

### **Editorial Profile**

Tappsa Journal is the official journal of the Technical Association of the Pulp and Paper industry of Southern Africa. It serves the local pulp, paper and forest product Industry and is also sent into Sub Saharan Africa. The nature of the editorial features provide an opportunity for local technical people to publish papers on their sphere of expertise as well as supplying an overview of worldwide developments, from both a technical and marketing perspective. Mill news is featured in every issue and suppliers to the industry can show case their products in the product news section.

### **Circulation**

The TAPPSA Journal goes to a carefully targeted circulation list comprised of process engineers, mill managers, forestry managers and other decision makers involved in the Paper and related Industries in Sub Saharan Africa and by request to a number of decision makers based in Scandinavia, America, Australasia and Europe. The print order is for 1000 journals.

### **Material Requirements**

Resolution: 300dpi  
Colour format: preferably CMYK

### **Advert size (width x height):**

Full page ad: 210mm x 297mm  
Half page horizontal: 210mm x 148.5mm  
Half page vertical: 105mm x 297mm  
Quarter page horizontal: 210mm x 75mm  
Quarter page vertical: 105mm x 148.5mm

### **Type area for advertisements:**

To avoid copy being trimmed off, please ensure that all writing and logos are within the type area. This is as follows:

Full page ad: 180mm x 270mm  
Half page horizontal: 180mm x 118.5mm  
Half page vertical: 75mm x 267mm  
Quarter page horizontal: 180mm x 45mm  
Quarter page vertical: 75mm x 118.5mm

### **External bleeds:**

Please place a 5mm external bleed around the edge of the advert (add 5mm+5mm to the width and height of your advert size).

Please email the advert as a PDF or Jpeg file to [lynne.askew@tappsa.co.za](mailto:lynne.askew@tappsa.co.za)