

Advertising opportunity: **SAVCA 2016 Members' Directory**

SAVCA will be taking bookings for adverts in the SAVCA 2016 Members' Directory until Thursday, 14 April 2016. Members and other stakeholders are invited to contact the SAVCA office to secure their adverts.

1. About the publication

SAVCA will be publishing its A5-sized Members' Directory in May 2016, in hard copy and electronic format. The publication, which is a well-known and comprehensive reference document on the Southern African private equity and venture capital industry, enjoys widespread distribution across Southern African and international private equity, investor and financial-sector networks.

Click [here](#) to view the SAVCA 2015 Members' Directory.

2. Advertising rates

Advertising rates factor in the extensive and industry-focused exposure through hardcopy and electronic distribution formats.

2.1 Run of print and scope of distribution

- Distribution of electronic copies through the SAVCA website, newsletter and other targeted electronic communication
- Distribution of electronic copies through local, regional and international media partnerships
- Distribution of hardcopies at SAVCA networking and training events during the course of the year
- Distribution of hardcopies through key partners, such as business schools, other member organisations and affiliated industry groupings
- Distribution of at least 6 000 hardcopies through a partnership with Entrepreneur Magazine (Directories are bagged with an edition of the magazine, for distribution in select stores)

2.2 Rates

Advertising rates are as follows:

	Price (excludes VAT)*
A full-page colour advert in the booklet:	R17 700
A full-page colour advert inside the front cover:	R30 000
A full-page colour advert inside the back cover:	R27 900
A full-page colour advert on the outside back cover:	R42 500
A double-spread (two A5 pages) colour advert in the booklet:	R31 400

*** Rates exclude agency fees and are payable upon invoicing and before the report goes to print**

Please note that adverts are sold on a first-come, first-served basis. Advert placements in the main body of the Directory are determined by the order in which the advert bookings are received.

3. Advert specifications

A5: 170mm x 225mm (portrait)
3mm bleed
Print-quality pdf with crop marks
CMYK images; 300dpi

4. Bookings

To confirm your advert in the SAVCA Members' Directory, contact Bukiwe Kabi on bukiwe@savca.co.za or +27-11-268-0041. The final booking deadline is Thursday, 14 April, and artwork must be received by Monday, 18 April 2016.