

Mondstuk van die Suid-Afrikaanse aartappelbedryf • Mouthpiece of the South African potato industry

CHIPS

VOL 35 NO 01 • JANUARY / FEBRUARY 2021

BESPROEINGSBESTUUR VIR OPTIMALE AARTAPPELPRODUKSIE

Die ekonomiese
impak van 2020 op
varsproduktemarkte

MINIMUM WAGE INCREASE AND THE POTATO INDUSTRY

Oranjeville en Ceres
kultivar-evaluasies
onder die vergrootglas

Sebenzangamandla
on its way to reach
commercial status

Editor

Lynette Louw • 084 580 5120 • lynette@plaasmedia.co.za

Sales manager

Marné Anderson • 072 639 1805 • marne@plaasmedia.co.za

Advertising

Karin Changuion-Duffy • 082 376 6396 • karin@plaasmedia.co.za

Susan Steyn • 082 657 1262 • susan@plaasmedia.co.za

Esmarie Moodie • 076 330 0745 • esmarie@plaasmedia.co.za

Juan de Villiers • 060 508 3188 • juan@plaasmedia.co.za

Rowena Simmons • 079 568 6025 • rowena@plaasmedia.co.za

Advertising packages

- One-year pre-planned booking.
- Discount from 2,5% plus added value.
- 12 easy monthly instalments.
- Guaranteed coverage in news pages.
- Advertisements in Plaas Media's other magazines and/or online and broadcast platforms.

Format: A4, full-colour, glossy

Print run: Minimum 2 000

Readership: Minimum 6 000

LSM: 8-10

Print distribution: Postal database and at events.

Online distribution: www.potatoes.co.za/chips-online
www.agriorbit.com • digimags.agriorbit.com

Frequency: Bimonthly (every second month)

Language: English / Afrikaans

Target audience: Members of Potatoes SA • All commercial and aspiring commercial potato producers • Universities, agricultural colleges, technicians and research institutions • Relevant government departments • Input suppliers to the potato industry

ADVERTISEMENTS

Outside back cover (OBC)	R18 400	280mm (h) x 210mm (w) plus 3mm bleed
Premium page (IFC, P1)	R17 336	280mm (h) x 210mm (w) plus 3mm bleed
Inside back cover (IBC)	R15 335	280mm (h) x 210mm (w) plus 3mm bleed
Right hand full-page	R17 336	280mm (h) x 210mm (w) plus 3mm bleed
Double-page spread (DPS)	R23 675	280mm (h) x 420mm (w) plus 3mm bleed
Lefthand full page (FP)	R13 335	280mm (h) x 210mm (w) plus 3mm bleed
Half-page (HP landscape)	R8 001	115mm (h) x 180mm (w); no bleed
Third page (vertical)	R4 890	237mm (h) x 62mm (w); no bleed
Quarter page (portrait)	R4 135	115mm (h) x 85mm (w); no bleed
Banner/strip ad (fifth page landscape)	R2 934	55mm (h) x 180mm (w); no bleed

Rates exclude package discounts, VAT and agency commission.

PAYMENT TERMS:

Existing clients – strictly 30 days after invoice date.
New clients – 14 days prior to placement.

2021 DEADLINES

Advertorials deadline • Ready advertisements (PDF/Jpeg/TIFF) deadline

Edition 1 (Jan/Feb)	Edition 2 (Mar/Apr)	Edition 3 (May/Jun)	Edition 4 (Jul/Aug)	Edition 5 (Sep/Oct)	Edition 6 (Nov/Dec)	Edition 1 (Jan/Feb/22)
1 December 7 December	16 March 18 March	3 May 10 May	15 June 23 June	13 Aug 23 Aug	11 October 19 October	29 November 6 December

