



HASA Newsletter

RATE CARD

Hasa News is published monthly

DISTRIBUTION & availability

CIRCULATION:

Hasa distributes 600 monthly journals directly to a niche market in the private healthcare industry. A few copies are made available to medical wards and coffee shops and lounges in private hospitals and clinics.

ABSOLUTE READERS

Professional:

CEO's of private hospitals and medical supply companies.

Medical doctors, matrons and specialists.

PR persons and other communicators in the private hospital field.

Highly qualified decision makers, researchers, and the media.

High earners charged with decision making.

Medical schemes administrators, nursing services managers and key personnel in the Departments of Health.

Use new technology and medical products to keep up to date

Personal:

Travel regularly for both pleasure and business.

More than 90% own a car

About 70% own a second car

22% will buy a new car in 2008.

They dine out at least twice a week.

EDITORIAL CONTENT

The content is research-driven and generally an ear piece of the private hospital sector. It includes guest columns by the most credible voices of the industry. It mainly covers issues in nursing and the quality of private healthcare in South Africa with in-depth analyses of medical inflation, human resources costs and the quality of innovation and standards.

Hasa News is the official monthly publication of the Hospital Association of South Africa. It provides in-depth and up-to-date information on the private hospital industry in South Africa. This publication has become the standard reference tool for information on private hospitals in South Africa.

ADVERTISING RATES (EXCLUDING VAT and ANY Agency Commission)

Full-colour advertisements:

A5 (half page, bottom)	R 3 700
A4 (full page)	R5 350
A3 (double-page spread)	R9 900

Premium Positions:

Inside front cover, A4	R 8 500
Inside back cover, A4	R 8 500
Contents section, A4	R 7 900
Outside back cover, A4	R11 350

Smaller sizes:

Third of a page bottom horizontal (trim size 180mm X 83mm) – **R1 200**

Type area -5mm all round, bleed +3mm except top of ad

Third of a page vertical (trim size 58mm X 257) – **R 1 200**

Type area 5mm all round, bleed +3mm except left side of ad

Quarter page bottom (trim size 88mm X 257mm) – R 700

Type area - 5mm all round, bleed +3mm except top of ad

Special Consideration

- **Book six issues for the price of four – eg. R21
400 secures six months (issues) of Full Colour Full Page advert.**
- **Book 11 (year) for the price of eight – eg. R42
850 secures Full Colour Full Page adverts for a year, or 11 issues**

TECHNICAL SPECIFICATIONS

Advertisement material must be supplied on disc as **high resolution “EPS”** or **high resolution “PDF”** files or as **“Open Files”** (Mac or PC) with all fonts and links included. Preferably supply all three options to eliminate any problems that may occur with files.

Matchprints / chromalins are required to ensure colour accuracy.

Full page (portrait): A4: type area –5mm all round, bleed +3mm all round; ie
Trim size: 297mm x 210mm
Type area: 287mm x 200mm
Bleed size: 303mm x 216mm

Double page spread (landscape): A3: type area –5mm all round, bleed +3mm all round; ie
Trim size: 420mm x 297mm
Type area: 410mm x 287mm
Bleed size: 426mm x 303mm

Half page (landscape ONLY, bottom of A4 page): A5 : type area –5mm all round, bleed +3mm except top of ad; ie
Trim size: 148mm x 210mm
Type area: 138mm x 200mm
Bleed size: 154mm x 213 mm (+3mm left, +3mm right, +3mm bottom)

TERMS AND CONDITIONS

DEADLINES

To book advertising space talk to Lindie Moss at +27 11 478 0410 OR Lindie.moss@hasanet.co.za two weeks prior to publication. We publish on the second week of every month. Clearly marked ads and advertorials must reach us before end of month prior to publication. Payment is due within 30 days from date of invoice (see attached contract).

PLEASE SEND MATERIAL IN TIME.

More details available from Lindie Moss at:

Tel: +27 11 478 0156 – 9; Fax: +27 11 478 0410; Email: contact@hasa.co.za

or lindie.moss@hasanet.co.za

**PLEASE NOTE: THERE IS ALSO A GREAT OPPORTUNITY TO
ADVERTISE IN OUR PREMIER PUBLICATION, HEALTH ANNALS
2008/09, PUBLISHED ANNUALLY. ASK Lindie for a quote.**