

Autard de Bragard

DESIGN & DECORATION | INTERIOR PLACEMENTS | CYBERCOURIERS | SA INTERIORLINKS

ADVERTISING RATES AT AS THE 1ST OF SEPTEMBER 2011

The following rates are applicable to the above services and are subject to confirmation at time of placing an advert.

CIRCULATION FIGURES

My database stands at over 8000 email addresses. These email addresses belong to persons directly related to the Interior Design and Decorating Industry in South Africa and comprise of Architects, Interior Architects, Interior Designers, Interior Decorators and Suppliers. The list is broken down into regions but not into individual categories. The list fluctuates on a weekly basis due to persons subscribing or unsubscribing as well as emails that bounce for whatever reason.

INTERIOR PLACEMENTS www.interiorplacements.co.za

Interior Placements was established in 2000 and is a weekly email newsletter that goes out to the above database. It offers employment positions, premises and products available or wanted. There are several options for advertising in the newsletter.

Showcase Advert of the Week – R 2000.00 plus VAT

Package 1 Showcase Advert plus 6 Banner Adverts – R 3800.00 plus VAT less 20%

The Showcase Advert of the Week can be a product, service or a position relating to the industry. The advert will linked to a website and email address.

- The advert must be supplied in a jpeg or a gif format and the final size is 650 pixels wide by no more than 650 pixels high.
- Artwork if required is charged out at R 300.00 plus VAT per hour.
- Payable in advance.

Newsflash Advert – R 950.00 plus VAT

The Newsflash adverts can be a product, service or a position relating to the industry. The advert will linked to a website and email address.

- The advert must be supplied in a jpeg or a gif format and the final size is 650 pixels wide by no more than 200 pixels high.
- Artwork if required is charged out at R 300.00 plus VAT per hour.

Payable in advance

Banner Adverts – R 300.00 plus VAT

Banner Adverts can be a product or service relating to the industry. The advert will be linked to either a website or an email address.

- The advert must be supplied in either a jpeg or a gif and the final size is 150 pixels wide by 300 pixels high.
- Artwork if required is charged out at R 350.00 plus VAT per hour.
- Should you not have a website a temporary one will be created providing a minimum of 6 adverts are taken.
- You may change your banner advert as often as you like.
- 13 Weeks (3 months) R 3 445.00 plus VAT = R 265.00 per week.
- 26 Weeks (6 months) R 6 730.00 plus VAT = R 245.00 per week.
- 52 weeks (12 months) R 9 620.00 plus VAT = R 185.00 per week.
- Payable in advance.

Placement Adverts for Positions or Premises – R1 350.00 plus VAT

Placement Adverts are for positions or premises available or wanted.

- You may only advertise one position/premise per advert.
- 2 Adverts or more adverts less 20%
- The advert will run for a two month period.
- You must submit a brief description of the position you are offering or wanting.
- In the case of a company a logo is required but not necessary.
- In the case of an individual looking for employment a recent portrait shot and CV is required.
- Payable in advance.

Select Email Sales – R365.00 plus VAT

There is a facility to advertise surplus, second-hand or new goods in the Interior Placements Newsletter. Please note as the newsletter goes out to members of the industry very often they are able to procure the items themselves at trade prices.

- You may only advertise one item or a group of similar items per advert.
- The advert will run for a two month period.
- Images must be supplied in a jpeg or a gif format.
- As much information must be supplied as possible – full description, sizes and condition of goods.
- Payable in advance.

CYBERCOURIERS www.cybercouriers.co.za

There are two options when it comes to CyberCouriers. You can either send to my database or to your own. The CyberCourier Database stands at over 5000 email addresses.

- Your advert can be any size and may include attachments – It is preferred that images and attachments are downloaded by clicking on the email and through links in the email.
- The email must not exceed 300kb in size.
- Your advert can be supplied in html, jpeg or gif format.
- Artwork if required is charged out at R 350.00 plus VAT
- Emails to the CyberCouriers Database must not conflict with any existing clients and are subject to approval.
- Emails to your own database R 400.00 plus VAT per 1000 email addresses. The emails appear to come from your own computer. (Subject to quotation)
- Emails to the CyberCouriers Database (Revised January 2012)
 1. Once-off R1500.00 plus VAT.
 2. One or more mailshots per month R1350.00 plus VAT.

SA INTERIORLINKS www.sainteriorlinks.co.za

SA InteriorLinks is a website directory of who's who in the South African interior architectural, design and decorating industry and costs R 950.00 plus VAT once off.

- You need to go to www.sainteriorlinks.co.za and complete the online application form.
- I will take a snapshot of your website and create the link on the website. You may substitute a logo as your webpage.
- You can have a 200 word description of your product or services.
- You can be listed under as many categories as you like.
- Any person advertising for other services that I offer will get a free link to their website. This includes CyberCouriers, Showcase advert, Newsflash advert, Placement adverts or a minimum of 4 banner adverts. It does not include Select Email Sales adverts or Once-Off Gallery adverts

INTERIOR DESIGN AND DECORATING FEES www.autard.com

I have been in the Interior Design industry for 20 years and operate on a consultation basis only. Where possible I will refer you to the appropriate suppliers of furnishings, soft furnishings, lighting, decorative accessories, artists, galleries, sanitaryware and tiles, flooring, paint and paint finishes, cabinetry, fabric suppliers, curtain workrooms etc.

Hourly Consultation Rate R675.00 per hour or part thereof plus VAT.

Rate includes traveling and travel time within the greater metropolitan area of Cape Town.
Daily Rate – 5 or more hours R3000.00 per day plus VAT

WEBSITE DESIGN AND MAINTENANCE

I design and maintain basic HTML websites.

Registration with Websurf South Africa – All rates are subject to confirmation at time of registration with Websurf.

- Once off registration of domain R99.00 plus VAT.
- A .co.za address R75.00 plus VAT per annum.
- A .com address R130.00 plus VAT per annum. A basic monthly hosting fee of R25.00 plus VAT – depending on website requirements.

Website Design

- One page website R2 475.00 plus VAT – Maximum 20 images per page.
- Three page website @ R3 600.00 plus VAT – Maximum 20 images per page.
- Additional pages or maintenance - Subject to quotation.