



BUSINESSBOTSWANA

DIRECTORY

Publication Rate Card

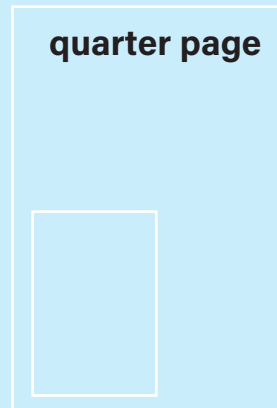
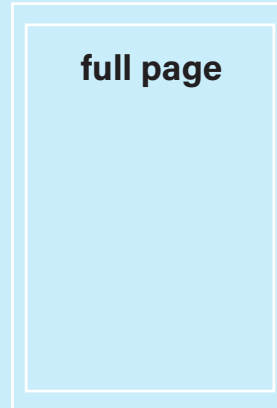
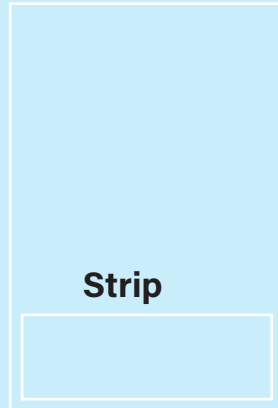
2023

 BB House Luthuli Road

 +267 395 3459

 publicrelations@bb.org.bw

Promote your business to thousands of decision makers



SUPPLY OF ARTWORK

All files to be supplied in .pdf format [high resolution]
 All files can be emailed to:
graphics@bb.org.bw
membership@bb.org.bw
publicrelations@bb.org.bw

DEADLINES FOR 2023 EDITION

Booking: September 30th 2023.
 Advertorial: October 13th 2023
 Material: September 30th 2023

Advertorial Pages:
 A4 (700 words)

An advertorial profile consists of text (up to 700 words), your company logo and any images you wish to include.

Dimensions:

Full page:
 A4, 200mm wide x 287mm (bleed included)
 Half page (vertical):
 A5, 190mm wide x 140mm
 Half page (horizontal):
 95mm wide x 277mm
 Quarter page:
 95mm wide x 140mm
 190mm wide x 65mm
 One sixth page:
 62mm wide x 115mm
 Strip page:
 20.17mm wide x 156mm

Advertising Booking Form 2023

ADVERTISING RATES:

| | |
|------------------------------------|------------|
| Inside front / inside back cover: | P15,000.00 |
| Back cover: | P17,000.00 |
| Double page spread (cover): | P20,000.00 |
| Double page spread (inside pages): | P17,500.00 |
| Full page: | P12,500.00 |
| Half page: | P8,000.00 |
| Quarter page: | P5,000.00 |
| One sixth page | P2,500.00 |
| Strip page | P2,500.00 |

Please note all rates are VAT exclusive

Please return completed form to:

BB PUBLIC RELATIONS DEPARTMENT

3952081

e-mail: publicrelations@bb.org.bw / graphics@bb.org.bw

FOR MORE INFORMATION CONTACT:

ofentse@bb.org.bw

gofaone@bb.org.bw

blekaba@bb.org.bw

call 3953459



BUSINESSBOTSWANA

REGISTRATION FORM 2023

Fill all the information accordingly and send the registration form to the following email: **ofentse@bb.org.bw/blekaba@bb.org.bw /gofaone@bb.org.bw** for enquiries kindly contact **395 3459**

COMPANY INFORMATION

Company Name:
Postal Address:
Tel: Fax: Email.....
..... Designation:
Signature: Date: .../...../2023.....

ADVERTISING RATES: NB: All rates are for full colour adverts

| | | Please tick |
|---------------------------------|------------|--------------------------|
| Outside back cover | P17,000.00 | <input type="checkbox"/> |
| Inside front/ inside back cover | P14,000.00 | <input type="checkbox"/> |
| Full Page | P10,500.00 | <input type="checkbox"/> |
| ½ Page | P8,000.00 | <input type="checkbox"/> |
| ¼ Page | P5,000.00 | <input type="checkbox"/> |
| 1/6 Page | P2,500.00 | <input type="checkbox"/> |
| Strip Page | P2,500.00 | <input type="checkbox"/> |

OFFICIAL USE ONLY

Receiving officer: Cell:
Designation: Department:
Signature: Date: .../...../2023

TERMS & CONDITIONS

The business or agency placing advertising covered by this order (herein after called “Advertiser”) and the publisher accepting this order (herein called BB), hereby agree to be governed by the following conditions:

1. Terms of payment

Advertisers agree to pay for all advertising published by BB in accordance with the agreed upon rates as shown here. Advertiser is solely liable for payment of advertising published in accordance with this insertion order.

2. Material

The subject matter, for, size, wording and typography of the advertising shall be subject to approval of BB. Unless otherwise authorised in advance, no change shall be made without the consent of the Advertiser.

3. Proof of insertion

The directory pages containing the advertisement shall be supplied to the Advertiser upon request for payment. Invoices will be forwarded on receipt of purchase order.

4. Acceptance: I _____ has read the terms and conditions and understands that this agreement is legally binding between Business Botswana and

COMPANY REPRESENTATIVE:

I confirm that I am fully authorised to sign on behalf of the company/organisation and that I have fully read and understood the terms and conditions outlined in this booking form.

Full Name: _____ **Signature:** _____

Date: _____