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Rode & Associates (Pty) Ltd.; reg.no. 2009/005600/07; VAT no. 4480101791. CEO: EG RODE.

Advertisers' information sheet/rate card 2012

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Rode's Report on the SA Property Market



Publisher	Rode & Associates Tel: (021) 946 2480
Advertising enquiries	Lynette Smit Fax: 086 503 4730 Cell: 082 323 5799 Land line: (012) 664 4159
Booking deadlines	6 weeks prior to publication
Material deadlines	2 weeks prior to publication
Material requirements	High resolution print-ready PDF document (fonts embedded or as paths/curves; CMYK Process colour).
Full page format:	148 mm wide by 210 mm deep (A5 portrait), + 5 mm bleed
Half page format:	148 mm wide by 105 mm deep (A6 landscape), + 5 mm bleed on left, right and top/bottom, where applicable
Strip ads formats:	
Portrait	30 mm wide by 210 mm deep, +5 mm bleed on top, bottom and left/right, where applicable
Landscape	148 mm wide by 30 mm deep, +5 mm bleed on left, right and bottom

Advertising rates

Excl. agency commission and VAT, effective for 2012

			PER ISSUE	ANNUALLY
A.	Front cover (inside):	Full Colour	R9 280	R7 420 x 4
B.	Back cover:	Full Colour	R8 130	R6 500 x 4
C.	Back cover (inside):	Full Colour	R7 520	R6 020 x 4
D.	Full page:	Full Colour	R7 100	R5 680 x 4
		Black & White	R5 010	R4 010 x 4
E.	Half page:	Full Colour	R5 760	R4 610 x 4
		Black & White	R4 560	R3 640 x 4
F.	Strip (portrait):	Full Colour	R4 370	R3 500 x 4
		Black & White	R3 110	R2 490 x 4
G.	Strip (landscape):	Full Colour	R4 150	R3 320 x 4
		Black & White	R2 890	R2 310 x 4

Additional information

Readership profile: Independent analysis of the property market targeted at property practitioners, e.g. property developers, property managers, landlords, merchant and commercial banks, non-residential property brokers, etc. Targeted at property practitioners, e.g. property developers, property managers, landlords, merchant and commercial banks, non-residential property brokers, estate agents, valuers, quantity surveyors.

Readership (based on a survey done in May/June 2010): 3050

Distribution: Quarterly – subscription only

Print order: 900

Shelflife: One quarter, used as a reference 'bible'.

Page format: 148 mm wide by 210 mm deep (A5 portrait)

Cover price: R3.500,00 (excl. VAT and agency commission) for an annual subscription

Rode's Report is a quarterly publication that analyses, and reports on, most sectors

of the property market in the major, and some secondary, cities. It covers the following:

- The **state of the property market** provides an overview of how the property market has performed over the last quarter.
- The **standard capitalization rates** folio provides a detailed analysis of trends and prevailing levels of standard capitalization rates for the survey quarter by node/city by type.
- The **hurdle rates** folio details the total return demanded by investors to induce them to invest in a property by surveyed city by type.
- The **listed property** folio highlights the relative performance of listed property compared to directly-held property, bonds and to financial & industrial shares listed on the JSE Securities Exchange South Africa.
- The **office market** folio analyses trends and levels of achievable market rentals per square metre for decentralized and CBD offices in the major metro nodes.
- **Operating expenses** for CBDs and decentralized office nodes are surveyed to offer an indication of the prevailing levels and trends in the country.
- The **office demand** folio tracks trends and details vacancy & demand factors, calculated from the Sapo office vacancy surveys, for grades A and B buildings.
- Non-industrial **land values** reflect market values per bulk square metre of land zoned for offices, filling stations and shopping centres.
- The **industrial market** folio tracks trends in, and details levels of, achievable market rentals per square metre for industrial space in the major industrial townships for units of 250m², 500m², 1.000m², 2.500m² and 5.000m², together with industrial vacancy levels and indicative operating costs per square metre. Furthermore it tracks the market values for industrial stands in the major industrial townships.
- The **flats market** folio tracks trends, and shows achievable market rental levels in the major cities for bachelor flats, as well as 1, 2 and 3-bedroom standard and upmarket quality units.
- The **house market** folio analyses house-price trends across all the metro areas and on a national basis.

- Construction activity in the residential and non-residential sectors is analysed in order to assess the performance of the **building industry** and trends in **building-construction costs**.

Advertising online

rode.co.za, rodevaluations.co.za, rodeplan.co.za



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Lightstone

IPIC MEDIA SOUTH AFRICAN PROPERTY INVESTOR
The online resource for all South African Property Investors

2009

The brakes are being applied more firmly now - p72

Latest Rode's Report on the SA Property market shows scant improvement

Own Source: Thursday, November 12, 2009

While property's PR machine may have started talking about green shoots appearing, the facts reveal that the brakes – in terms of the growth in market rentals – are being applied more firmly now. This is according to data revealed in the latest Rode's Report on the SA Property Market. [Read more >](#)

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Rental markets continue to wane in spite of SA's emergence from the recession

Latest Rode's Report on the SA Property market shows scant improvement

Industrial rental and stand value growth fizzling out

Poorer distribution prospects for listed

Done Internet zone

Advertisements on **Rode's websites** will appear as 'banner' advertisements at the top of every page. Advertisements can either link to the advertiser's home page or website, or click through to a full Web page advert.

Advertisements will appear on all the main pages of each online section of all Rode's websites, except for the news area.

Two advertisements will revolve around each position throughout the site to

ensure fair exposure to all advertisers, i.e. if the advertiser chooses top exposure by paying for the first banner, it will appear 1st, 3rd, 5th etc. When a visitor moves to a new page on the Rode websites, the sequence of the banners will again restart, displaying banner 1 first, banner 2 second, etc.

Statistics in respect of monthly hits and requests for pages are available on request.

First banner: R3.760 per month (VAT and agency commission excluded)

Second banner: R2.300 per month (VAT and agency commission excluded)

A 25% discount on the online advertising rates will be given to advertisers that appear in both *Rode's Report on the SA Property Market* and on the Rode website for a period of one year.

Technical specifications:

It is the responsibility of the advertiser to design and supply the artwork for banner and full-page advertisements. Technical specifications and requirements can be obtained from Lynette Smit or below:

Measurements: 468 x 60 pixels, landscape

File size: 30KB or less

File format: GIF (animated or static)

Duration: 9 Seconds or 4.5 seconds x 2 (Should the advertiser choose to buy both banners, the duration is still limited to 9 seconds for all the frames to run their course)

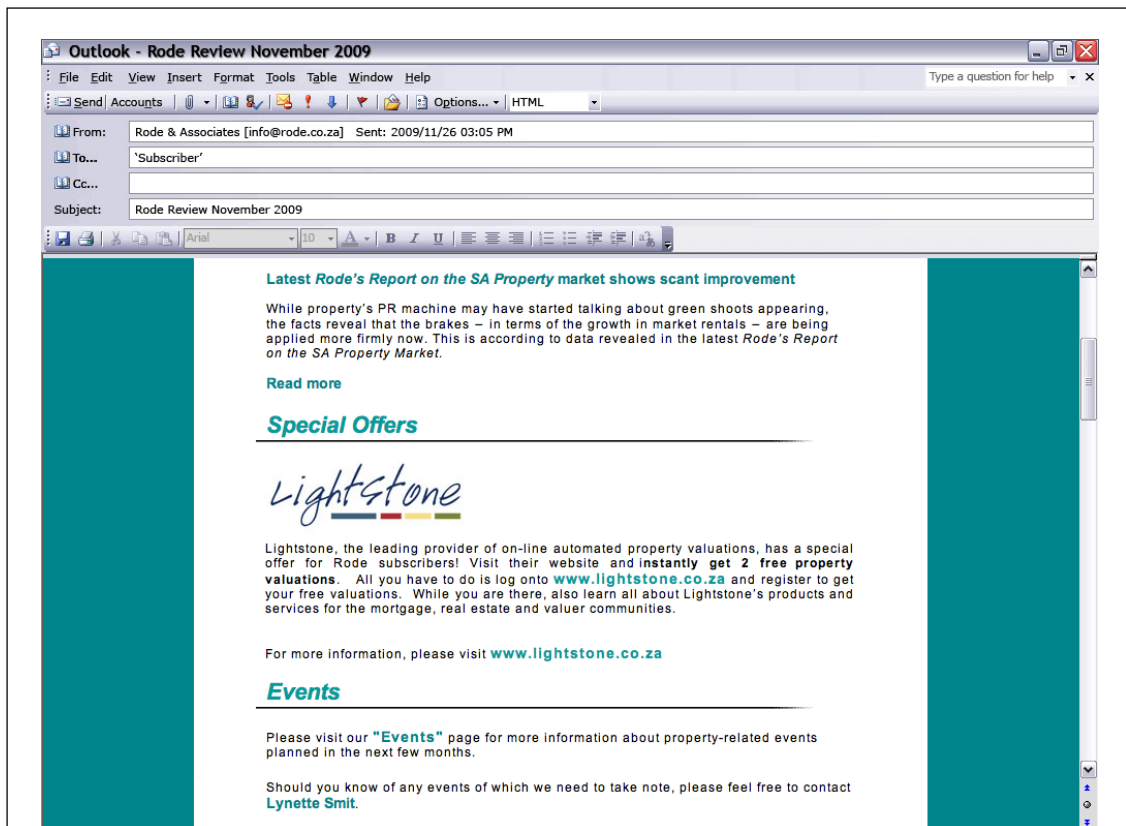
If there is to be a link to the advertiser's website, please supply **URL**.

Rode Review

(plain text only)

R1.820 per advertisement in our monthly newsletter, "**Rode Review**", which also gives the advertiser four weeks exposure on our website.

A short paragraph could be linked either to the advertiser's website or to a full-colour (landing page) advertisement page.



Above: Screenshot of Rode Review

Advertising contacts

Lynette Smit

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