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LIASA-in-Touch

THE ADVERTISER

The Library and Information Association of South Africa (LIASA), the SAQA accredited professional body, invites all vendors and providers of library services and equipment to advertise in LIASA-In-Touch, the official magazine of the Association.

LIASA-in-Touch is published quarterly and currently reaches approximately 1600 members – individuals and institutions – from across all the library and information sectors. The magazine circulates to libraries in the Academy; public, school, special and industry sectors; NGO and resources centres and departments within government.

Furthermore the magazine is distributed to Library Associations in Africa and abroad; international partners and donors; local, provincial and national government officials and politicians; and international leaders and visitors.

Each issue has a particular focus usually connected to the themes of LIASA projects or key events such as SA Library Week and the LIASA Conference. In addition, regular inserts are featured such as LIASA Branch activities, general news from libraries and updates on LIASA programmes and corporate affairs.

Please find attached the 2016 rates and deadlines and do not hesitate to contact me for more information. We look forward to your continued support.

René Schoombee
ADVERTISING EDITOR: *LIASA-in-Touch*

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LIBRARY AND INFORMATION ASSOCIATION OF
SOUTH AFRICA

LIASA-in-Touch
(Official Magazine of LIASA)

**ADVERTISEMENT RATES AND SIZES
JANUARY – DECEMBER 2016**

FULL COLOUR	
A4 (width 210mm x depth 297mm)	R6 914.00 excl VAT
A5 (width 210mm x depth 148.5mm)	R4 442.00 excl VAT
A6 (width 105mm x depth 148.5mm)	R3 635.00 excl VAT
A7 (width 62 mm x depth 105mm)	R1 617.00 excl VAT

INSERTS	
An amount of R3 255.00 (excluding VAT but including handling fee) will be charged for a one page, pre-printed insert. The cost of inserts consisting of more than one page will be calculated according to the format of the document and the current postage rates.	Contact the LIASA National Office for a quotation.

SPONSOR OF PAGE	
Name and telephone number of advertiser	R814.00 excl VAT

THESE RATES EXCLUDE VAT

LIASA follows industry practice and requests that advertisements be paid for at the time of booking and before publication of the magazine. An electronic copy of the magazine will be emailed to the advertiser after publication.

- Special tariff for 2 or more placements: -10% on total costs
- Institutional members qualify for 15 % discount per advertisement (the 10% offer above does not apply)

PLEASE NOTE

- A 20 % surcharge applies to advertisements that have to be typeset.

PUBLICATION FREQUENCIES AND CLOSING DATES

The *LIASA-in-Touch* Magazine is published quarterly in March, June, September and December. The closing date for ads is 6 weeks prior to the 1st day of the month of publication, these being 16 January, 17 April, 17 July and 16 October 2016.

- Advertising rates are revised annually

For more information regarding the placement of advertisement in the *LIASA-In-Touch* please contact René Schoombee at Tel: (014)5920528 or e-mail rschoombee@gmail.com or the LIASA National Office at Tel: (012) 324 6096 or e-mail manager@liasa.org.za.