

AfricaDirectory 2010

The Africa Directory is a comprehensive annual directory showcasing a diversity of tourism products within Africa. The directory has solicited direct distribution to travel planning professionals specializing in Africa in all key markets.

The Africa Directory is a complete reference guide providing profiles on numerous countries; from accommodation and vehicle hire to currency and medical requirements. Africa Directory is subdivided geographically and categorically to provide the travel planning professional with an innovative and user-friendly guideline to plan their entire itinerary into Africa.

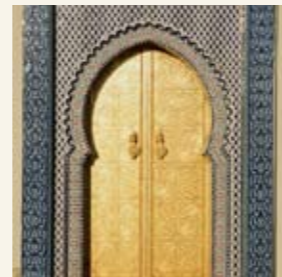
The directory will be distributed FREE OF CHARGE to accredited members of leading travel associations.

Our portfolio includes: National and International Distribution avenues

Frequency: The directory is published annually, with the next edition coming out in February 2010.

Specifications: A4, full colour, secure bound / square backed

Double Page Spread	420mm x 297mm (426mm x 303mm with bleed)
Full Page	190mm x 277mm
Half Page	190mm x 133.5mm
Quarter Page	90mm x 133.5mm
Business Card	90mm x 50mm



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Material Requirements: PDF (with crop marks); 300 dpi, high resolution & CMYK

Material Deadline: 15 January 2010

Categories:

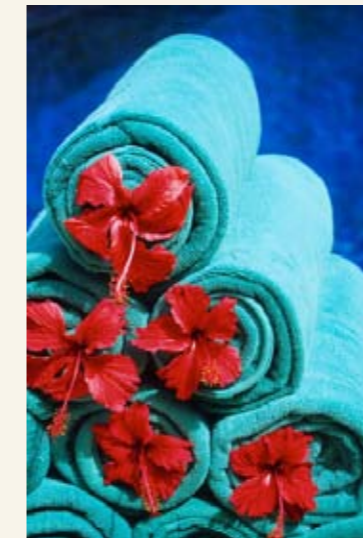
Accommodation Bed and Breakfast / Backpacker and Hostelling / Caravan and Camping / Country House / Guest House / Hotel / Lodge / Self catering
Travel and Tour Operators / Banks and Foreign Exchange / Beauty, Health and Wellness / Activities Adventure / Trips, Rides and Trails / Wildlife Activities
General Sports / Shopping / Water Activities / Entertainment / Transport Rail / Bus / Bus Charter / Air / Air Charter / Boat Hire / Boat Charter / **Car Rental** Vehicle Hire / Chauffeured / 4x4 / Motorcycle / **Online Travel and Tickets / Services / Industry Organisations / Events / Conferencing**

Rates:

Double Page Spread	R55 000
Full Page	R35 000
Half Page	R25 000
Quarter Page	R15 000
Business Card	R5 000
Front Cover	R146 700
Inside Front	R90 000
Inside back	R70 000
Outside Back	R 82 000



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