

The State of Higher Education Report 2020

A REPORT BY THE HIGHER EDUCATION AUTHORITY (HEA) ON HIGHER EDUCATION IN ZAMBIA

“Ensuring Quality in Higher Education”

Advertising contact:

Mr. Birbal Boniface

Musoba

+260 975 002 649

+260 211 227 084

corporateservices@hea.org.zm

www.hea.org.zm

www.hea.org.zm

Next Issue: 31st August, 2021

The **State of Higher Education Report** is an **annual** report that responds to the need to provide annual reliable statistics and a platform for discussing emerging issues in higher education.

TARGET AUDIENCE

Government, Higher Education Institutions (HEIs), policy makers and implementers, NGOs, cooperating partners, private sector and the general public.

ESTIMATED READERSHIP

Approximately 125,000 people.

CIRCULATION

300 printed copies

1,075 Digital copies (PDF) Sent to HEA Mailing List

Limitless Online downloads on HEA Website and Social Media Platforms



- ✓ **Guaranteed Circulation to Target Audience!**
- ✓ **National & International Distribution!**
- ✓ **International Quality Standards!**

DISTRIBUTION

- Printed copies of the State of Higher Education Report 2020 will be distributed to government agencies, HEIs, policy makers and implementers, NGOs, and cooperating partners.
- Digital copies of the Report are distributed by email to over 1,100 subscribers to HEA’s mailing list and over 20, 000 subscribers to HEA’s Facebook page.

The State of Higher Education Report 2020

A REPORT BY HEA ON HIGHER EDUCATION IN ZAMBIA

“Ensuring Quality in Higher Education”

Advertising Booking Form

Date:

Sales Agent:

Ordered by:	
Company Name:	
Address:	
Telephone:	
Email:	

Payment Details

50% upfront payment will be required as confirmation for the placement of the advertisement. How will payment be made?

Cheque

Cash

Bank Transfers

Advert size:

Issue (s) for insertion

Advert Position:

Repeat Ad?

 If Yes, Which issue?

Artwork supplied?

 If Yes, greyscale or colour?

Important note: Accepted artwork formats are:

1. As an image file. Jpeg, png, PDF scaled to print size of 300 dpi (indicate if image is layered)
2. As an InDesign file (with relevant fonts and images, logos, etc. included)

COPY DEADLINE

The remaining 50% should be paid immediately upon publication.

Please send copy to:

corporateservices@hea.org.zm

Or deliver softcopy to:

Higher Education
Authority (HEA)
Mukuba Pension House
Dedan Kimathi Road

Name and Contact details of person producing your artwork

Thank you for your valued order

Cost of Advert K

Discount K

Artwork Charge K

TOTAL DUE: K

This advert is placed in accordance with our terms and conditions (see attached). By signing this booking form you are committing to buy the specified space. We regret we cannot accept cancellations after receipt of this booking form and the full amount will become payable.

SIGNED:

PRINT NAME:

DATE:

The State of Higher Education Report 2020

A REPORT BY HEA ON HIGHER EDUCATION IN ZAMBIA

“Ensuring Quality in Higher Education”

Terms and Conditions

1. Advertisements must conform to an ethical and moral code of advertising practice and must accurately reflect the product and/or service being advertised.
2. Advertisements are subject to HEA’s approval and must always be recognisable as such.
3. All claims made in advertisements must be capable of being supported by appropriate evidence.
4. Advertisements should be in line with HEA’s policies and ethos. As such certain types of adverts and promotions may not be permitted within the report.
5. The publication of an advertisement by the publisher does not constitute HEA’s endorsement of the advertiser, its products or services.
6. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advert copy that arrives after publication deadline date.
7. The publisher reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.
8. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
9. The publisher will not accept liability for any error on the part of third parties or inaccurate copy instructions.
10. The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
11. Artwork should be supplied as an electronic image file (via email to corporateservices@hea.org.zm or delivered to HEA Offices as a softcopy at Mukuba Pension House, Dedan Kimathi Road, Lusaka, Zambia) in the following formats: tiff, jpeg, png, PDF, scaled to print size at 300 dpi (indicate if image is layered) and with 0.5 cm bleed. Alternatively, supplied as an InDesign file (with relevant fonts and images, logos etc. included).
12. The publisher will not be held responsible for any eventual distortions to text or colour during the printing process.
13. Payment for all advertisements will be in 2 instalments: 50% to confirm the booking of the advertisement and the remaining 50% immediately upon publication. Invoices for advertisements must be settled within 10 working days of issue.
14. By signing the booking form, you commit to the space reserved and agree to the terms and conditions of booking herewith.
15. We regret cancellations cannot be accepted after booking. Space reserved for which no artwork or copy is received by copy deadline date will be charged at the agreed rate as stated on the booking form.
16. Repeat adverts. If the publisher is asked to repeat an advert, we will always use the most recent copy published unless instructed otherwise. A discount will be considered for repeated advertisements.
17. Neither HEA or its contractors and sub-contractors shall be liable for any consequential loss arising from non-publication of advert or from any errors or omissions contained in published copy/advert.
18. Material which in HEA’s opinion could be considered offensive to readers will be censored or omitted from the publication. Where possible you will be advised to supply alternative copy. Point 6 shall apply if new copy is not received by copy deadline date.

The State of Higher Education Report 2020

A REPORT BY HEA ON HIGHER EDUCATION IN ZAMBIA

“Ensuring Quality in Higher Education”

ADVERTISING RATES

Positions	Price	Dimensions (cm)
Special Positions		
Inside Front Cover	ZMW 13,800	27.50 cm H x 20.50 cm W
Next to Inside Cover	ZMW 13,800	27.50 cm H x 20.50 cm W
Back Cover	ZMW 13,800	27.50cm H x 20.50 cm W
Inside Back Cover	ZMW 11,500	27.50 cm H x 20.50 cm W
Inside Pages		
Full Page	ZMW 5,175	27.50 cm H x 20.50 cm W
Advertorial (Full Page)	ZMW 5,750	27.50 cm H x 20.50 cm W
½ Page (Horizontal)	ZMW 4,025	13.75 cm H x 20.50 cm W

- ** All prices excluding 16% VAT and artwork production*

Important note: Accepted artwork formats are:

1. As an image file: *tiff, jpeg, png*, PDF scaled to print size at 300 dpi
2. As an InDesign file (with relevant fonts and images, logos etc. included)
3. Listed Dimensions exclude 0.3 cm Bleed allowance