



**2017**

**RATECARD**

**SALES CONTACTS**

<b>GM: Advertising Print &amp; Digital Sales</b>	Reardon Sanderson (PA Marlene Smalberger)	011 280 3186 011 3409 336	sandersonr@timesmedia.co.za marlenes@timesmedia.co.za
<b>Senior National Sales Manager 360</b>	Susie White	011 280 5059	whites@timesmedia.co.za
<b>National Sales Manager: Public Sector</b>	Yusuf Patel	011 280 3895	pately@timesmedia.co.za
<b>Business Manager: Private Sector/International Sales/Tenders</b>	Anna-Marie Mahri	011 280 3028	mahria@timesmedia.co.za
<b>Business Manager: Travel, Fashion, Home &amp; Food</b>	Maryna Parsons	011 280 5981	parsonsm@timesmedia.co.za
<b>National Sales Manager: BDFM &amp; Special Projects</b>	Ian Tasman	011 280 3077	tasmani@timesmedia.co.za
<b>Product Manager: BDFM &amp; Special Projects</b>	Kay Naidoo	011 280 3710	naidooka@bdfm.co.za
<b>Business Manager: ST (Travel, Fashion, Home &amp; Food)</b>	Maryna Parsons	011 280 5981	parsonsm@timesmedia.co.za
<b>Business Manager: Automotive</b>	Nina Harms	011 280 3154	harmsn@timesmedia.co.za
<b>Cape Town Regional Manager</b>	Janine Bywater	021 488 1722	bywaterj@timesmedia.co.za
<b>KZN Regional Manager</b>	Verna Pillay	031 250 8563	pillayv@timesmedia.co.za
<b>National Administration</b>	Melanie Kotze Jansher Khan	011 280 3213 011 280 3204	kotzem@timesmedia.co.za khanj@timesmedia.co.za

**MAIN BODY**

	<b>RATE</b>
<b>FULL PAGE</b>	
Full Colour	R 68 700.00
Black and White	R 49 750.00
<b>HALF PAGE HORIZONTAL</b>	
Full Colour	R 40 990.00
Black and White	R 25 130.00
<b>COVER PAGES (Full Colour only)</b>	
Opening Double Page Spread* (8 page cover)	R 169 740.00
Single IFC* - Opposite INDEX (4-8 page cover)	R 90 020.00
IBC	R 88 990.00
OBC	R 93 320.00
<b>DOUBLE PAGE SPREAD</b>	
Double Page Spread Full Colour	R 137 400.00
Double Page Spread Back and White	R 99 500.00
1/2 Double Page Spread Full Colour	R 68 700.00
1/2 Double Page Spread Black and White	R 58 500.00
1/3 Double Page Spread Full Colour	R 58 500.00
1/3 Double Page Spread Back and White	R 41 200.00

All prices exclude VAT

<b>1/3 VERTICAL / HORIZONTAL / SQUARE</b>	<b>RATE</b>
1/3 Vertical / Horizontal / Square Full Colour	R 29 250.00
1/3 Vertical / Horizontal / Square Black and White	R 20 600.00
<b>1/3 VERTICAL / HORIZONTAL (LETTERS)</b>	
1/3 Vertical / Horizontal Full Colour	R 31 620.00
1/3 Vertical / Horizontal Black and White	R 22 865.00
<b>2/3 VERTICAL</b>	
2/3 Vertical Full Colour	R 57 990.00
2/3 Vertical Black and White	R 41 030.00
<b>1/4 Page Vertical / Horizontal (Fox pages vertical only)</b>	
1/4 Vertical Full Colour (270mm x 55mm)	R 17 510.00
1/4 Vertical Black and White (270mm x 55mm)	R 14 010.00
1/4 Horizontal Full Colour (70mm x 205mm Strip)	
1/4 Horizontal Black and White (70mm x 205mm Strip)	
<b>13 x 1 Block Ad</b>	
Full Colour / Black and White	R 14 010.00
<b>GUARANTEED FIRST RIGHT HAND PAGE</b>	
Full Colour	R 78 900.00
Black and White	R 54 690.00
<b>SPECIAL POSITIONS</b>	
Opposite Ed's Note	R 75 500.00
Opposite Letters	R 75 500.00
Opposite Between the Chains	R 75 500.00
<b>2x3</b>	
2x3 (Contents page only) 20mm x 205mm	R 25 000.00
2x3 (Column pages only) 20mm x 205mm	R 17 510.00

<b>EXECUTIVE APPOINTMENTS / EXEC EDUCATION / BUSINESS OPPORTUNITIES AND MISCELLANEOUS</b>	<b>RATE (pscom)</b>
Full Colour	R 687.00
1 Spot Colour	R 592.00
Black and White	R 592.00

**FINANCIAL ADVERTISING**

Place a financial advertisement in both Business Day and Financial Mail and receive 15% discount on the FM placement

A 50% CANCELLATION FEE WILL BE LEVIED ON ANY BOOKING CANCELLED 15 DAYS PRIOR TO PUBLICATION, PRINT DEADLINE.  
ALL CANCELLATIONS MUST BE IN WRITING

A 100% CANCELLATION FEE WILL BE LEVIED ON ANY BOOKING CANCELLED 2 DAYS PRIOR TO PUBLICATION PRINT DEADLINE.  
ALL CANCELLATIONS MUST BE IN WRITING

\* AN OPENING DPS TAKES PRIORITY OVER A SINGLE IFC WHEN AN 8-PAGE COVER IS UTILISED.

SPECIFICATIONS						
	Type Area		Trim Area		Bleed Area	
	Height	Width	Height	Width	Height	Width
Full Page	270 mm	205 mm	297 mm	235 mm	307 mm	245 mm
1/2 Page Horizontal	130 mm	205 mm	145 mm	235 mm	155 mm	245 mm
1/2 Page Vertical	270 mm	100 mm	297 mm	110 mm	307 mm	120 mm
Double Page Spread Bleed through gutter	270 mm	440 mm	297 mm	470 mm	307 mm	480 mm
1/2 DPS	130 mm	440 mm	145 mm	470 mm	155 mm	480 mm
1/3 DPS	90 mm	440 mm	95 mm	470 mm	100 mm	480 mm
1/3 Page Horizontal	90 mm	205 mm	95 mm	235 mm	100 mm	245 mm
1/3 Page Vertical	270 mm	65 mm	297 mm	80 mm	307 mm	90 mm
				N/A		N/A
2/3 Page Vertical	270 mm	130 mm	297 mm	140 mm	307 mm	150 mm
7 x 3 Strip	70 mm	205 mm		N/A		N/A
2 x 3 Strip	20 mm	205 mm		N/A		N/A
13 x 1 Block Ad	130 mm	65 mm		N/A		N/A

DEADLINES			
	Booking	Material	Contact
MAIN BODY	Wednesday prior to week of publication	Friday prior to week of publication	Jamie Kinnear (011) 280 3183
SPECIAL PROJECTS	4 weeks prior to publication	2 weeks prior to publication	

## OPI (OUTSIDE PRINTED INSERTS)

Product	Size	PAGING						
		2 to 8	9 to 16	17 to 24	25 to 32	33 to 48	49 to 64	64 +
	A4	R 34 739.00	R 36 828.00	R 37 174.00	R 41 374.00	R 43 857.00	R 46 488.00	R 49 277.00
	A5	R 38 844.00	R 41 062.00	R 43 576.00	R 46 189.00	R 48 962.00	R 51 899.00	R 55 012.00
	DL	R 48 560.00	R 61 288.00	R 79 676.00	R 99 591.00	R 119 511.00	On request	On request
<b>Inserts</b>	RATES CALCULATED ON A NATIONAL RUN			ALL PRICES INCLUDE AGENCY COMMISSION				

PRODUCT	Production	Media Costs	
4PGS STITCHED-IN Centrespread Only	TBA	R 163 296.00	CAN BE PLACED AS A CENTRESPREAD ONLY (ADDITIONAL LABOUR CHARGE APPLICABLE) AGENCY COMM APPLICABLE TO MEDIA COST ONLY
PRODUCT	Production	Media Costs	
BELLYBAND Vertical or Horizontal	TBA	R 72 218.00	VERTICAL ONLY:-CAN BE PLACED AROUND SPECIFIC PAGES (ADDITIONAL LABOUR CHARGE APPLICABLE) AGENCY COMM APPLICABLE TO MEDIA COST ONLY
PRODUCT	Production	Media Costs	
BOOKMARK	TBA	R 29 089.00	CAN BE PLACED ON SPECIFIC PAGES (ADDITIONAL LABOUR CHARGE APPLICABLE) AGENCY COMM APPLICABLE TO MEDIA COST ONLY
PRODUCT	Production	Media Costs	
B4 ENVELOPE Subscribers Only	TBA	R 89 897.00	SAMPLE REQUESTED & SUBJECT TO APPROVAL AGENCY COMM APPLICABLE TO MEDIA COST ONLY

PRODUCT	PRODUCTION	MEDIA COSTS	
FALSE COVER 1/2Pg Vertical Only	TBA	R 108 284.00	SAMPLE TO BE PROVIDED & IS SUBJECT TO APPROVAL DOES NOT INCLUDE THE FRONT COVER AGENCY COMM APPLICABLE TO MEDIA COST ONLY
PRODUCT	PRODUCTION	MEDIA COSTS	
ROLLFOLDS & GATEFOLDS 4, 6 & 8 Pages available	TBA	From R 283 353.00	SAMPLE TO BE PROVIDED & IS SUBJECT TO APPROVAL DOES NOT INCLUDE THE FRONT COVER AGENCY COMM APPLICABLE TO MEDIA COST ONLY
PRODUCT	PRODUCTION	MEDIA COSTS	
DUST COVER Subscribers Only	TBA	R 322 287.00	SAMPLE TO BE PROVIDED & IS SUBJECT TO APPROVAL DOES NOT INCLUDE THE FRONT COVER AGENCY COMM APPLICABLE TO MEDIA COST ONLY
PRODUCT	PRODUCTION	MEDIA COSTS	
FALSE COVER + FLAP	TBA	R 312 900.00	SAMPLE TO BE PROVIDED & IS SUBJECT TO APPROVAL DOES NOT INCLUDE THE EDITOR'S FRONT COVER AGENCY COMM APPLICABLE TO MEDIA COST ONLY

**TERMS & CONDITIONS:**

1. All false covers & gatefolds to be printed by TMG
2. Production costs are subject to change - based on international fluctuation.
3. Delivery of inserts are subject to change - contact your sales representative for queries.
4. Specs to be provided on confirmation of booking.
5. NO farmed advertising or company profiles will be accepted as inserts

**All prices exclude VAT**



## VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

### PRINTING SPECIFICATIONS

Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

### DIGITAL FILE DELIVERY

Digital adverts can be supplied using one of the following methods:

**Digital Advert Management System Upload Link:** An advert upload link will be emailed to the person responsible for uploading material. The upload link will only be supplied once the Times Media sales person has captured the booking information successfully.

**Adstream:** All information can be obtained on: 011 805-0600 International dialling code: +27 11 805-0600

**Adsend:** support@adsend.co.za 011 712-5700

ALL FILES MUST BE SENT AS PDF X1A FILES (ISO 15930-1)

General specifications

#### Images:

All images must be scanned and imported as 300dpi. Any enlargements on page will result in a decrease in resolution.

#### Text:

All black text must be set to overprint and must only reproduce on the black (K) plate i.e. Black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

#### Colour compensation:

Total ink coverage: 300%

Grey component replacement (GCR)

Dot gain: 23%

### MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS.

All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

#### Colour proofs:

Offset lithographics colour-corrected proofs should be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

#### Repeat adverts:

Please note that printed adverts' files are only archived for 60 days and discs are kept for 3 months. After this time period the files are deleted.

#### Insert delivery:

Paarl Media, Johannesburg, 48 Milkyway Avenue, Linbro Park, Gauteng

## TERMS AND CONDITIONS

1. Advertisements are accepted for publication in publications owned or published by Times Media Group (Pty) Ltd subject to the following conditions:
  - a. Times Media Group reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
  - b. Times Media Group will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of Times Media Group failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.
  - c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.
2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Times Media Group will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. Times Media Group reserves the right to edit, revise or to reject — even after acceptance for publication — any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
4. Times Media Group reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
5. The advertiser indemnifies Times Media Group against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.
7. No advertising order entitles the client to a write –up or editorial coverage.
8. All orders are subject to the availability of space. Bookings will lapse if the first insertion under order is not made within three months of the order, or if more than three months elapses between insertions.
9. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.
10. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for nonaccount holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.
11. Material deadline is two days prior to print date for all Times Media Group publications, with the exception of surveys and special reports.
12. Any advertising order is subject to the conditions stated herein unless specifically varied by Times Media Group in writing with specific reference to the advertiser's contrary documentation.
13. ACCEPTANCE AND COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of print advertisements. The general typography of advertisements is subject to the approval of Times Media Group. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.
14. No changes to advertisements appearing in Times Media Group publications will be accepted once publication production has commenced.
15. When new advertising rates are announced, clients who have contracts with Times Media Group will be entitled continue to advertise at their contract rates for 45 days after new rate is announced. The balance of their orders will be subject to the new rates. Such contracts may be cancelled on the date the new or higher rate becomes effective.
16. All cancellations must be in writing.
17. Advertisement orders are not accepted for periods longer than 12 months.
18. A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.
19. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and Times Media Group.
20. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser will be liable for interest at the maximum rate permitted by law. Such interest will be calculated and paid monthly in advance. If the interest is not paid as aforesaid, the interest will be added to the principal sum, and the whole amount will form the principal debt, which will bear interest as described.
21. In the event of Times Media Group instructing attorneys to collect from the advertiser an amount owing to Times Media Group, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
21. No relaxation or indulgence granted to the advertiser by Times Media Group, at any time, will be deemed to be a waiver of any of Times Media Group rights in terms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.