



# 2019

RATECARD

The Herald

tiso blackstar  
group.



## SALES CONTACTS

Head: Advertising Sales	Eben Gewers (PA Marlene Smalberger)	011 280 5462 011 280 3186	gewerse@tisoblackstar.co.za marlenes@tisoblackstar.co.za
Sales Manager: Daily Dispatch	Suren Packery	043 702 2235	surenp@tisoblackstar.co.za
Port Elizabeth Sales	Rhonda Swanepoel	041 504 7412	swanepoelr@tisoblackstar.co.za
Sales Manager	Desiree Oliphant	041 504 7131	oliphantd@tisoblackstar.co.za
East London Sales	Debbie Bauer	043 702 2139	debbieb@tisoblackstar.co.za
National Sales Manager: Agencies and Retail	Debbie Thompson	011 340 9386	thompsond@tisoblackstar.co.za
National Sales Manager: Digital	Susie White	011 280 5059	whitesj@tisoblackstar.co.za
National Sales Manager – Public and Private Sector	Tiny Koaho	011 280 3163	koahot@tisoblackstar.co.za
National Sales Manager: Legals, Classifieds & Direct	Jyoti Govind	011 280 3231	govindj@tisoblackstar.co.za
Business Manager: International and Private Sector	Augusta Phakathi	011 280 3536	phakathia@tisoblackstar.co.za
Business Manager: Automotive	Nina Minne	011 280 3154	minnen@tisoblackstar.co.za
Cape Town Regional Manager	Janine Bywater	021 488 1722	bywaterj@tisoblackstar.co.za
KZN Regional Manager	Verna Pillay	031 250 8563	pillayv@tisoblackstar.co.za



## COLUMN CONFIGURATION

COLUMN	BROADSHEET 10 COL (MAIN BODY)	BROADSHEET 12 COL (CLASSIFIEDS)
1 Col	34 mm	28 mm
2 Col	72 mm	60 mm
3 Col	111 mm	92 mm
4 Col	149 mm	124 mm
5 Col	188 mm	156 mm
6 Col	226 mm	188 mm
7 Col	264 mm	220 mm
8 Col	303 mm	252 mm
9 Col	341 mm	284 mm
10 Col	380 mm	316 mm
11 Col		348 mm
12 Col		380 mm

Broadsheet DPS is 54x20 (540mm in height x 790mm in width) which includes 30mm gutter

Tabloid DPS is 39x16 (390mm in height x 546 mm in width) which includes 18mm gutter



## MAIN BODY (INCLUDING LA FEMME, LEISURE AND WORLD OF WHEELS)

	RATE (psccm)
Full colour	R 178.00
1 Spot colour	R 119.00
Black & white	R 98.00
<b>MAIN BODY</b>	
Trade rates	Rate + 100%
Page 2 & 3 facing pages	Rate on request
Newsprint wrap	Rate on request
Guaranteed Positions	Rate + 30%
<b>Company Reports &amp; Financial Notices</b>	
Full colour	R 242.00
1 Spot colour	R 164.00
Black & white	R 132.00
<b>Auctions Display</b> (Black & white)	R 97.00
<b>Employment Display</b> (Black & white)	R 98.00
<b>Legal Notices &amp; Tenders</b> (Black & white)	R 116.00
<b>Booking deadline:</b> 10h00, 2 working days prior to publication	
<b>Material deadline:</b> 12h00, 2 working days prior to publication	
<b>MONDAY CAREERS</b>	
National Combo	R 255.00
Regional Combo	R 210.00
<b>Booking deadline:</b> Thursday 12h00, prior to Monday publication	
<b>Material deadline:</b> Friday 10h00, prior to Monday publication	

All prices exclude VAT and include agency commission



## OPI (OUTSIDE PRINTED INSERTS) - PER THOUSAND

PRODUCT	SIZE	PAGING				
		4 to 8	8 to 16	16 to 24	24 to 32	32+
INSERTS	Tabloid	R 758.00	R 799.04	R 880.00	R 1 014.00	Price on Request
	A4	R 893.00	R 947.00	R 1 002.00	R 993.00	
	A5	R 1 073.00	R 1 138.00	R 1 207.00	R 1 279.00	

Inserts Terms and Conditions can be viewed in the Specifications, Terms and Conditions document available at [www.blackstaradroom.co.za](http://www.blackstaradroom.co.za)  
 All prices exclude VAT and include agency commission

## TISO BLACKSTAR DIGITAL - HERALD LIVE

### DISPLAY RATES

### CPM

1. RUN OF SITE / All sizes (728x90, 300x250, 300x600)	R 100.00
2. RUN OF SITE / High Impact (Billboard 1000x250, 300x600)	R 130.00
3. RUN OF SITE / Video Pre-Roll	R 180.00

### ADDITIONAL COST FOR LAYERING:

- + Geo targeting (we target ZA national by default)
- + Vertical targeting (Lifestyle, Business, Entertainment, Sport, News and Motoring)
- + Section specific
- + Viewability targeting
- + Audience targeting

## 24 HOUR SPONSORSHIP (HPTO) DESKTOP & MOBILE

### HERALDLIVE

### RATE

20 000 impressions	R 5 500
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Other sites & section takeovers: Price on Application





## CONTACTS

### PORT ELIZABETH

19 Baakens Street, Port Elizabeth

Main Switchboard

041 504 7911

Sales

041 504 7131

oliphantd@tisoblackstar.co.za

### EAST LONDON

Corner St Helena Road & Quenera Drive, Beacon Bay, East London

Main Switchboard

043 702 2000

Sales

043 702 2139

surenp@tisoblackstar.co.za

### GAUTENG

Hill on Empire, 16 Empire Road, Parktown

Main Switchboard

011 280 3000

National Agencies and Retail

011 340 9386

thompsond@tisoblackstar.co.za

National Direct

011 280 3231

govindj@tisoblackstar.co.za

National Online

011 280 5059

whitesj@tisoblackstar.co.za

### CAPE TOWN

12th floor, Number 2 Long Street, Cape Town

Main Switchboard

021 488 1700

Regional Agency

021 488 1722

bywaterj@tisoblackstar.co.za

Regional Direct

021 488 1974

kaashiefah@tisoblackstar.co.za

### KZN

MB House, 635 Peter Mokaba Road, Overport, 4091, Durban

Main Switchboard

031 250 8500

086 644 0303

Regional Agency

031 250 8563

086 644 0303

pillayv@tisoblackstar.co.za

Regional Direct

031 250 8501

086 644 0303

landmane@tisoblackstar.co.za



## TERMS AND CONDITIONS

- Advertisements are accepted for publication in publications owned or published by Tiso Blackstar Group (Pty) Ltd subject to the following conditions:
  - Tiso Blackstar Group (Pty) Ltd reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
  - Tiso Blackstar Group (Pty) Ltd 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 Tiso Blackstar Group (Pty) Ltd failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.
  - Telephonic instructions, must in all cases be confirmed in writing, by the advertiser.
- Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Tiso Blackstar Group (Pty) Ltd will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
- Tiso Blackstar Group (Pty) Ltd 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.
  - Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements to accommodate press constraints.
  - Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements that are not supplied according to the booked space.
- Tiso Blackstar Group (Pty) Ltd reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.
- 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.
- The advertiser indemnifies Tiso Blackstar Group (Pty) Ltd against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.
- No advertising order entitles the client to a write-up or editorial coverage.
- 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.
- 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.
- 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.
- Material deadline is two days prior to print date for all Tiso Blackstar Group (Pty) Ltd publications, with the exception of surveys and special reports.
- Any advertising order is subject to the conditions stated herein unless specifically varied by Tiso Blackstar Group (Pty) Ltd in writing with specific reference to the advertiser's contrary documentation.
- 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 Tiso Blackstar Group (Pty) Ltd. 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.
- No changes to advertisements appearing in Tiso Blackstar Group (Pty) Ltd publications will be accepted once publication production has commenced.
- When new advertising rates are announced, clients who have contracts with Tiso Blackstar Group (Pty) Ltd will be entitled to continue, to advertise at their contract rates for 45 days after the 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.
- All cancellations must be in writing.
- Advertisement orders are not accepted for periods longer than 12 months.
- A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.
- 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 Tiso Blackstar Group (Pty) Ltd.
- 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.
- In the event of Tiso Blackstar Group (Pty) Ltd instructing attorneys to collect from the advertiser an amount owing to Tiso Blackstar Group (Pty) Ltd, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
- No relaxation or indulgence granted to the advertiser by Tiso Blackstar Group (Pty) Ltd, at any time, will be deemed to be a waiver of any of Tiso Blackstar Group (Pty) Ltd rights in terms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.
- Any insertion that carries "farmed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Tiso Blackstar Group.