



# 2020

## RATE CARD

**BusinessDay**

A PROUD BRAND OF **ARENA** HOLDINGS.

## SALES CONTACTS

Head: Advertising Sales	Eben Gewers (PA Marlene Smalberger)	011 280 5462 011 280 3186	gewerse@arena.africa marlenes@arena.africa
Digital Sales	Geoff Masuta	011 280 5059	masutag@arena.africa
National Sales Manager: Agencies & Retail	Debbie Thompson	011 340 9386	thompsond@arena.africa
National Sales Manager: Legal, Classified & Direct	Jyoti Govind	011 280 3231	govindj@arena.africa
National Sales Manager: Public & Private Sector	Tiny Koaho	011 280 3163	koahot@arena.africa
National Sales Manager: Financials	Ian Tasman	011 280 3077	tasmani@arena.africa
Business Manager: BD, FM & Business Times	Wendy Wright	011 280 3151	wrightw@arena.africa
Business Manager: Money	Peter Roos	021 488 1723	roosp@arena.africa
Product Manager: Special Projects	Kay Naidoo	021 488 1700	naidooka@arena.africa
Business Manager: ST LifeStyle (Travel, Fashion, Home & Food)	Bela Stander	011 280 3154	standerb@arena.africa
Account Manager: Automotive	Collin Khanye	011 280 3118	khanyec@arena.africa
Business Manager: Internationals & Private Sector	Augusta Phakathi	011 280 3536	phakathia@arena.africa
Business Manager: Education	Spiwe Masarira	011 280 3230	masariras@arena.africa
Cape Town Regional Manager	Janine Bywater	021 488 1722	bywaterj@arena.africa
KZN Regional Manager	Verna Pillay	031 250 8563	pillayv@arena.africa
National Administration Manager	Jansher Khan	011 280 3204	khanj@arena.africa

## TECHNICAL SPECS

### COLUMN

### BROADSHEET 10 COL

1 Col	34 mm
2 Col	72 mm
3 Col	110 mm
4 Col	148 mm
5 Col	186 mm
6 Col	224 mm
7 Col	262 mm
8 Col	300 mm
9 Col	338 mm
10 Col	380 mm

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

## MAIN BODY (Including all FINANCIAL Advertising)

	RATE (psccm)
Full colour	R 338.00
Spot colour	R 294.00
Black & white	R 251.00
	RATE
<b>MAIN BODY: FIRST SECTION</b>	
Front page solus (23x3 / 10x10 / 20x10)	R 46 644.00 / R 67 600.00 / R 135 200.00
Front page ear space (8x2)	R 21 632.00
Front page masthead strip (2x8 / 5x10) – 5x10 not allowed if 10x10 or 20x10 booked on front page	R 21 632.00 / R 67 600.00
Front page left column block (40mm x 90mm / 90mm x 90mm) - Business Briefs	R 13 520.00 / R 30 420.00
Guaranteed positions	Rate + 25%
Newsprint wrap	Rate on request

## COMPANIES & MARKETS

	RATE
<b>COMPANIES &amp; MARKETS (2<sup>nd</sup> section)</b>	
Front page solus (27x5 / 23x3)	R 57 038.00 / R 29 153.00
Ear space (6.5x3 / 5.5x5)	R 13 182.00 / R 18 590.00
Masthead strip (2x8)	R 16 224.00
Above Alex Cartoon (3x5)	R 10 140.00
<b>NOTICES, TENDERS, AUCTIONS &amp; RECRUITMENT</b>	
Full colour	R 243.00 (psccm)
Black & white	R 213.00 (psccm)
<b>MARKETS - SHARE PRICE PAGE</b>	
Solus (65mm x 210mm) - various sizes & options available	R 20 432.00
<b>SPORTS DAY</b>	
Back page solus (10x10)	R 50 700.00
Ear space (40mm x 90mm)	R 6 760.00

## DEADLINES

Material Deadline	Cancellation Deadline	Cancellation Fee	Contact
2 working days prior to publication	2 working days prior to publication	50% 2 working days prior & 100% 1 working day prior to publication	Jansher Khan (011) 280 3204 khanj@arena.africa

For additional advertising opportunities & special positions, please contact Wendy Wright on [wrightw@arena.africa](mailto:wrightw@arena.africa) 011 280 3151

All prices exclude VAT & include agency commission

## LEGAL & OFFICIAL NOTICES

	<b>RATE</b> (psccm)
Notice to Creditors (per advertisement)	R 357.00
Liquidation & Distribution (per advertisement)	R 357.00
Insolvencies (per advertisement)	R 357.00
Sale of Business (per advertisement)	R 406.00
Legal notices display (psccm)	R 213.00
<b>PLEASE NOTE THAT THE FOLLOWING SERVICES ARE AVAILABLE TO YOU WHEN YOU ADVERTISE IN BUSINESS DAY:</b>	
* Submission to the Government Printers two weeks prior to publication	
* Business Day tearsheets	
For additional information, please contact Vasie Naidoo on <a href="mailto:naidoovas@arena.africa">naidoovas@arena.africa</a> (011) 280 5553	

## BD MOTORNEWS

Full Colour	R 339.00 (psccm)
Front page ear space (6x2)	R 16 272.00
Front page left column block (9x1)	R 12 204.00

## DEADLINES

Material Deadline	Cancellation Deadline	Cancellation Fee	Contact
4 days prior to publication	2 days prior to publication	Any cancellations after 12:00 on day of material deadline will be charged at 100% cancellation fee.	Collin Khanye (011) 280 3118 <a href="mailto:khanyec@arena.africa">khanyec@arena.africa</a>

All prices exclude VAT & include agency commission



## BUSINESS DAY MAIN BODY - OPI

Product	Size	Paging		
		2 to 8	9 to 16	16+
Inserts	Tabloid	R 77 384.00	R 127 348.00	Price on request
	A4	R 50 750.00	R 65 974.00	
	A5	R 55 276.00	R 57 769.00	
	Samples Required On All A5 Inserts			
	Rates Calculated On A National Run			

## DEADLINES

Material Deadline for pre-printed inserts	Contact
4 days prior to publication insertion date	Jamie Kinnear (011) 280 3183 – kinneearj@arena.africa

## PRODUCT

BD GLOSS SLEEVE Subscribers Only	Printing Cost	TBA
	Media Cost	R 177 014.00
BD NEWSPRINT WRAP National Run Only	Media Cost	Rate on request

## TERMS & CONDITIONS

1. All wraps to be printed by Arena Holdings.
2. Printing 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. Cancellation 50% 4 weeks prior, 100% 2 weeks prior to publication insertion date

Inserts terms & conditions can be viewed in the Specifications, Terms & Conditions document available at [www.adroom.arena.africa](http://www.adroom.arena.africa)

All prices exclude VAT & include agency commission

## INVESTOR RELATIONS AMPLIFICATION PACKAGE

PACKAGE	CHANNEL	FORMAT	INSERTS	VALUE	COST
<b>Awareness</b> (day 1)	ROS banners on <b>BusinessLive, FM, BD</b>	300 pixels wide x 600 pixels high / 728 pixels wide x 90 pixels high	100 000 impressions		
	BD Native Content Article – Pre-Alert	Article with webcast, boosted Facebook post, newsletter insert	1 each		
		Tweets	2		
	<b>BDTV</b>	Live reads creating awareness for live broadcast	4		
<b>SENS Results Release</b> (day 2)	ROS banners on <b>BusinessLive, FM, BD</b> (linking to AF site)	300 pixels wide x 600 pixels high / 728 pixels wide x 90 pixels high			
	BD Native Content Article (live webcast/ results article)	Article, boosted Facebook post, newsletter insert, adjacent banner on article page	1 each		
		Tweets	2		
	<b>Companies</b> section take over	24 hour Companies section take over	1		
	<b>BDTV</b> - live broadcast	Listing on BDTV share ticker	6 months		
		Live HD video webcast	1		
		8 minute interview with CEO/CFO (to flight that evening)	1		
		Email alert to BDTV database of investment professionals	1		
	<b>Business Day</b> print	Companies & Markets front page masthead strip (full colour)	1		
<b>Results Publication Day</b> (day 3)	ROS banners on <b>BusinessLive, FM, BD</b> (linking to AF site)	300 pixels wide x 600 pixels high / 728 pixels wide x 90 pixels high			
	BD Native Content Article (wrap of results)	Article, boosted Facebook post, newsletter insert, adjacent banner on article page	1 each		
		Tweets	2		
	<b>Business Day</b> print	Front page masthead strip (full colour)	1		
		Companies & Markets page 2x10 ad (full colour)	1		
		Full page results ad (full colour)	1		
<b>FM Results Publication</b>	<b>Financial Mail</b> print	Full page ad (full colour)	1	<b>R 532 759.00</b>	<b>R 386 289.00</b>

• All print special positions are based on availability

For additional information, please contact Belinda Navias on naviasb@arena.africa (011) 280 5053

Costs exclude VAT & include agency commission



### DIGITAL

#### DISPLAY RATES

#### CPM

1. RUN OF NETWORK / All sizes (728x90, 300x250, 300x600)	R 166.00
2. RUN OF NETWORK / High Impact (Billboard 1000x250, 300x600)	R 198.00
3. RUN OF NETWORK / Video Pre-Roll	R 254.00

#### ADDITIONAL COST FOR LAYERING:

- + Geo targeting (we target ZA national by default)
- + Section specific
- + Viewability targeting
- + Audience targeting

### 24 HOUR SPONSORSHIP (HPTO) DESKTOP & MOBILE

#### RATE

<b>TIMESLIVE</b> – 250 000 impressions	R 66 150.00
<b>SUNDAY TIMES</b> – 17 000 impressions	R 5 513.00
<b>ST LIFESTYLE</b> – 28 000 impressions	R 8 820.00
<b>BUSINESSLIVE</b> – 35 000 impressions	R 22 050.00
<b>BUSINESS DAY</b> – 44 000 impressions	R 27 563.00
<b>BUSINESS TIMES</b> – 5 000 impressions	R 2 205.00
<b>SOWETANLIVE</b> – 35 000 impressions	R 66 150.00
<b>TSHISALIVE</b> – 25 000 impressions	R 8 400.00
<b>SPORT</b> – 13 000 impressions	R 4 725.00
<b>HERALDLIVE</b> - 20 000 impressions	R 6 064.00
<b>DISPATCHLIVE</b> - 14 000 impressions	R 3 859.00

\* 100% Share of voice

For more info, please contact Geoff Masuta on [masutag@arena.africa](mailto:masutag@arena.africa)

All prices exclude VAT & include agency commission



## DIGITAL NATIVE PACKAGE

### STANDARD DIGITAL NATIVE CONTENT PACKAGE:

### RATE

1x Article Or Video Or Podcast

1x Facebook post

2x Tweets

1x Newsletter

In-article companion banners (1000x250 or 728x90, 300x600, 300x250-max file size 60KB)

Social media boosting

R 35 000.00

### DIGITAL PRINT COMBO

Package as above + space in relevant print title

Print rate less 15%

App and other packages available upon request. Please contact Geoff Masuta on [masutag@arena.africa](mailto:masutag@arena.africa)

All prices exclude VAT & include agency commission



## CONTACTS

### GAUTENG

	TEL	FAX	EMAIL
Hill on Empire, 16 Empire Road, Parktown			
Main Switchboard	011 280 3000		
National Digital	011 280 5059		masutag@arena.africa
National Financials	011 280 3077		tasmani@arena.africa
National Agencies & Retail	011 340 9386		thompsond@arena.africa
National Recruitment	011 280 3536		phakathia@arena.africa
National Direct	011 280 3231		govindj@arena.africa
National Government	011 280 3163		koahot@arena.africa
National Legal & Classified	011 280 3231		govindj@arena.africa

### CAPE TOWN

12 <sup>th</sup> Floor, Number 2 Long Street, Cape Town			
Main Switchboard	021 488 1700		
Regional Agency	021 488 1722		bywaterj@arena.africa
Regional Direct	021 488 1873		ndyokop@arena.africa
Regional Retail	021 488 1710		baileyg@arena.africa
Regional Government	021 488 1788		yanin@arena.africa
Business Manager (Money)	021 488 1723		roosp@arena.africa

### KZN

MB House, 635 Peter Mokaba Road, Overport, 4091, Durban			
Main Switchboard	031 250 8500	086 644 0303	
Regional Agency	031 250 8569	086 644 0303	sunderb@arena.africa
Regional Direct	031 250 8563	086 644 0303	pillayv@arena.africa
Regional Government	031 250 8573	086 644 0303	khawulas@arena.africa
Regional Retail	031 250 8569	086 644 0303	sunderb@arena.africa
Regional Legal & Classified	031 250 8640	086 206 8387	ntombelan@arena.africa

### TERMS AND CONDITIONS

1. Advertisements are accepted for publication in publications owned or published by Arena Holdings subject to the following conditions:
  - a. Arena Holdings reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
  - b. Arena Holdings 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 Arena Holdings 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 Arena Holdings will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. Arena Holdings 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.
  - a. Arena Holdings reserves the right to resize any advertisements to accommodate press constraints.
  - b. Arena Holdings reserves the right to resize any advertisements that are not supplied according to the booked space.
  - c. Arena Holdings reserves the right to colour correct any advertising material, that is not supplied to the Arena colour specifications.
4. Arena Holdings 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.
6. The advertiser indemnifies Arena Holdings 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 non-account 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 Arena Holdings publications, with the exception of surveys and special reports.
12. Any advertising order is subject to the conditions stated herein unless specifically varied by Arena Holdings 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 Arena Holdings. 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 Arena Holdings publications will be accepted once publication production has commenced.
15. When new advertising rates are announced, clients who have contracts with Arena Holdings 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.
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 Arena Holdings.
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 Arena Holdings instructing attorneys to collect from the advertiser an amount owing to Arena Holdings, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
22. No relaxation or indulgence granted to the advertiser by Arena Holdings, at any time, will be deemed to be a waiver of any of Arena Holdings rights in terms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.
23. Any insertion that carries "farmed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Arena Holdings.