

2020

RATE CARD

SPECIFICATIONS

ARENA HOLDINGS



SALES CONTACTS

Head: Advertising Sales	Eben Gewers (PA Marlene Smalberger)	011 280 5462 011 280 3186	gewerse@arena.africa marlenes@arena.africa
National Sales Manager: Digital	Geoff Masuta	011 280 5059	masutag@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
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
Business Manager: International & Private Sector	Augusta Phakathi	011 280 3536	phakathia@arena.africa
Business Manager: Education	Spiwe Masarira	011 280 3230	masariras@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
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
Product Manager: Special Projects	Kay Naidoo	021 488 1700	naidooka@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



VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

DIGITAL FILE REQUIREMENTS FOR SUNDAY TIMES, BUSINESS DAY, FINANCIAL MAIL, SOWETAN, WEEKEND POST, THE HERALD, DAILY DISPATCH, DAILY DISPATCH WEEKEND EDITION AND COMMUNITY TITLES.

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 Arena Holdings admin person has captured the booking information successfully.

For more information on the process please see the DAM Client Guide which will be forwarded to you by your relevant sales coordinator

ADSTREAM:

Contact Person/s: Lorna
Address: Wedgewood Office Park, Block D, 3 Muswell Road, Bryanston, Johannesburg
Tel Number: +27 (0)11 799 7846
Email: ads.za@adstream.com

Media Send (Pty) Ltd

Address: 10 Orange Street, Auckland Park, Johannesburg, 2092
Tel Number: +27 011 712 5700 | **After Hours:** +27 (0) 82 333 9998
Fax Number: 086 504 0240
Email Address: support@adsend.co.za

DIGITAL FILE DELIVERY METHODS FOR DAILY DISPATCH AND DAILY DISPATCH WEEKEND EDITION.

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

ADSTREAM:

Contact Person/s: Lorna
Address: Wedgewood Office Park, Block D, 3 Muswell Road, Bryanston, Johannesburg
Tel Number: +27 (0)11 799 7846
Email: ads.za@adstream.com

Media Send (Pty) Ltd

Address: 10 Orange Street, Auckland Park, Johannesburg, 2092
Tel Number: +27 011 712 5700 | **After Hours:** +27 (0) 82 333 9998
Fax Number: 086 504 0240
Email Address: support@adsend.co.za
FTP: FTP2.avusa.co.za
 Username: dispatch
 Password: dispatch



PRINTING SPECIFICATION

Adverts must be supplied to the exact specifications indicated on the rate card. Any advert that has content outside of the booked dimensions will not be processed and client will have to supply new material

ALL FILES MUST BE SENT AS: PDF/X-1a files (ISO 15930-1).

This is the preferred file format.

Alternatively: Complete PDF files with fonts and images embedded. The PDF files must consist of one advert only. Do not supply multiple adverts (pages) in a single pdf file.

Ads as JPEG images are not acceptable.

GENERAL SPECIFICATIONS

Images: All images must be scanned and imported at 300 dpi. 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.

- San-serif type that is 7points or smaller and serif type that is 12 points or less should be reproduced as one colour only.
- Sans-Serif is the best choice for Newspaper.
- Type that is 10 points or smaller should not be reverse out of a single colour background.
- Text reversed out of 4 colours should be 12 points or larger.
- For contrast, reversed type should not be positioned in areas containing less that a 70 % of one of the process colours. (Cyan, Magenta, Yellow, Black).
- Type should not be reversed in a yellow or other light coloured wash.
- If text is made up of tints avoid using Serif or fine type styles.

COLOUR COMPENSATION:

All MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS.

Newspaper Printing: All material must be prepared for Coldset Offset Lithographic Processes as per international printing standard (ISO 12647-3) using the ISONewspaper26v4.icc profile.

Total ink coverage of 240% using Grey component replacement (GCR) and 26% dot gain.

Magazine Printing Newsprint Heatset: Total ink coverage of 300% using Grey component replacement (GCR) and 23% dot gain.

Repeat Adverts: Please note that printed advert files are only archived for 60 days

Arena Holdings will NOT be responsible for any variance of colour or font differences if the above specifications are not strictly adhered to.



MATERIAL

IMPORTANT

Arena Holdings reserves the right to revise specifications at any time.

Technical specifications are available on a separate document on our website: www.adroom.arena.africa/rates

In order to give satisfactory replies to queries on reproduction, it is essential that they are requested within 7 days of publication when copies are still available.

Arena Holdings reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.

CONDITIONS OF AD ACCEPTANCES – ARENA HOLDINGS:

Arena Holdings will not be held responsible for any variance of colour or font differences if the above specifications are not strictly adhered to.

Colour guides or chromalins must be supplied.

Arena Holding reserves the right to colour correct any advertising material that is not supplied to the Arena colour specifications. If material is supplied with a total ink coverage above 240% Arena Holdings reserves the right to reduce the ink density to 240% and will not be held accountable for any colour shift that might occur.

If material is supplied with spot colours or RGB images Arena Holdings reserves the right to convert all spot colours to CMYK and will not be held accountable for any colour shift that might occur.

DIGITAL FILE DELIVERY

Arena Holdings accepts digital material only for all advertisement sizes. Note also that at least two differing printing processes are used in the production of the various supplements. To optimize print quality, please ensure that all digital material is properly corrected and pre-compensated for the specified print process in use. Please supply colour guides to complement all advertising. If in doubt, please contact your sales representative or Arena Holdings Validation department for advice.

Unless advised to the contrary, all advertisements should be provided as digital PDF/X-1a material. All adverts must be cropped to the correct dimensions, i.e. no extra white space around the adverts. Because of application version and font compatibility issues, Arena Holdings cannot accept native "open" documents from any DTP application (e.g. CorelDRAW, QuarkXpress, Macromedia Freehand, Adobe Illustrator, Adobe In-Design, Aldus PageMaker and similar packages).

Before creating PDF or EPS files, designers are advised to be exceptionally careful to ensure that overprinting text (especially overprinting white type) transparencies are correctly set to "knockout" of the desired background. Type (and other artwork) that is set to "transparent" will usually become invisible, thus appearing to "drop off". Should this occur, Arena Holdings does not accept responsibility for the error. For quality reasons, no complete ads supplied as JPEG or TIFF images will be accepted.

To prevent the loss of sharpness, ads including text or type should never be supplied as (or contained within) a contone image created in an imaging application such as Adobe Photoshop. Text should be incorporated into the ad as type using embedded fonts or outline curves.



INSERT GRAMMAGE SPECIFICATIONS

	A3	A4	A5
2 page (single sheet)	160 gsm	160 gsm	160 gsm
4 page	115 gsm	80 gsm	80 gsm
8 page	48 gsm	48 gsm	48 gsm
12 page	48 gsm	48 gsm	48 gsm
<p>Maximum Size: 420 x 300 mm</p> <p>Minimum Size: 210 x 148 mm (A5)</p> <p>Landscape, roll and Z folds are not able to be inserted by machine and are hand inserts.</p> <p>Magazines of 12 pages and fewer must not be stitched.</p>			

DELIVERY INFORMATION

INSERT STANDARDS

Criteria	Description
Delivery address	To be confirmed with Arena Holdings.
Information required	Packaged inserts must be clearly marked with insert size, product, insert date and the publication into which they will be inserted.
Pallet requirement	Delivery must be on pallets.
Wrapping	Weather wrapping is required.
Maximum length	420 mm
Minimum length	200 mm
Maximum width	385 mm
Minimum width	140 mm
Materials not permitted	Plastic bags, plastic sheets, odd shapes, concertina and door folds are not permitted as they cannot be inserted by the inserting machines. However certain arrangements can be negotiated.
Printed size	Four-page tabloids printed on less than 115 gsm must be folded to 8 page A4.
Minimum paper weight	For single sheets is 160 gsm.
Booklet specifications	The folded edge of booklets or inserts should measure no less than 210 mm and must not be stapled.
Deadlines	4-2 days prior to publication. (Dependent on publication)
Indemnification	Arena Holdings cannot be held responsible if these conditions are not adhered to and reserves the right to return inserts that are late or not within specification.
5% shrinkage should be factored into all quantities for value added items. 3% shrinkage for printed inserts.	



PALLET SPECIFICATIONS	
CRITERIA	DESCRIPTION
Bundle heights	The heights of the bundles should be between 80 mm and 100 mm, counter stacked once only. The heights of the bundles in a quire must be identical.
Wrapping and strapping	Do not strap or film-wrap the individual bundles as this costs both time and material. Strapping can also damage the inserts.
Pallet size and type	A wooden pallet should have the dimensions of 80 x 120 cm. It should be possible to drive into it from all four sides with a fork-lift truck, thus improving handling in the warehouse.
Protection - bottom of pallet	A robust sheet should be placed on the pallet to ensure that the bottom layer is not damaged. The sheet also protects against dirt.
Carton insert	There should be a carton insert between each bundle quire. This increases the internal strength of the pile, which is especially important for stacking the pallets.
Pallet weight	The pallet may not exceed a weight of 800 kg. A greater weight cannot be moved safely with a fork-lift truck.
Pallet height	The pallet height may not exceed 120 cm. A greater loading height causes difficulties when unloading. Higher piles are more liable to overbalance.
Protection - top of pallet	A simple carton sheet is sufficient if the pallets are not stacked. In the case of pallets that are to be stacked, a robust wooden cover is necessary.
Piling of inserts	Pile in such a way that the outer sides of the pallet pile are level and closed. Pile as tightly in a quire as possible. Wrap the outer side of the pallet pile as tightly as possible. Place only bundles of an identical height in a pile layer. The tightly-wrapped outer sides of the pallet pile protects the inserts more efficiently against external influences.
Packing slips	<p>Attach two packing slips to adjacent sides on the pallet pile.</p> <p>All packaging slips must contain the following information:</p> <ul style="list-style-type: none"> • Product name • Publication • Publication Date • Key number • Name and contact info of the printer • Total number of inserts • Number of inserts in each bundle or box • Number of inserts on this pallet • Total number of pallets • Individual pallet number • Space for two bar codes
Wrapping of the pallet	<p>The additional film-wrapping and strapping is necessary to protect the inserts, especially where longer transport distances are involved:</p> <ul style="list-style-type: none"> • Apply two tapes in each strapping direction to distribute the compression force and obtain a greater pile stability.



INSERTS: TERMS AND CONDITIONS

CRITERIA	DESCRIPTION
Delivery time	<p>Delivery must take place 3 days prior to insertion for Business Times, Careers and Review sections. This will allow the mailroom to ensure that inserts comply with specifications and allow time to take corrective action.</p> <p>LifeStyle and LifeStyle sections – Monday prior to insertion date.</p> <p>Any Arrangements made between our service providers and printers without our knowledge will fall outside our responsibilities and Arena Holdings will not be held accountable for it not going into the paper</p>
Product specifications	<p>Sizes:</p> <p>A5: minimum size of 148mm x 210mm</p> <p>A4 – A5: minimum 160gsm, for single sheet/ minimum 80gsm for 4 pages and above.</p> <p>Tabloid inserts cannot exceed size of 420mm x 300mm</p>
Types of folding	<p>Folded inserts must be processed in right-angled folding, parallel folding or centre fold only. No concertina, door or accordion fold should be processed as this causes major production delay. Subject to approval see "Unusual Products" below.</p> <p>Trimming All inserts must be given a square and same size trim. There should be no evidence of poor trimming due to blunt knives.</p>
Unusual products	<p>Any card, die cut, perforated insert or any other material of an unusual nature, dimension or fold, should be checked by Arena Holdings Sales prior to acceptance of booking.</p>
Packing and transport	<p>Inserts that are stuck together due to wet ink; electro statically charged or damp, cannot be inserted and should not be processed. Likewise inserts with dog-eared or displaced spines cannot be processed. The inserts must be stacked cleanly on stable pallets and protected against possible transport damage and moisture. Each pallet must be marked clearly with a visible packaging slip on two adjacent sides.</p>
	<p>All packaging slips must contain the following information:</p> <ul style="list-style-type: none"> • Product name • Publication • Publication Date • Key number • Name and contact info of the printer • Total number of inserts • Number of inserts in each bundle or box • Number of inserts on this pallet • Total number of pallets • Individual pallet number • Space for two bar codes



INSERTS: TERMS AND CONDITIONS (CONT.)

CRITERIA	DESCRIPTION
Delivery notes	<p>No goods will be accepted without a delivery note. The delivery note must contain the following information:</p> <ul style="list-style-type: none"> • Number of pallets or boxes • Total delivered • Publication name • Name of contact person • Key number/caption • Product description e.g. 4 page tabloid quarter folded
Left over inserts	<p>The onus is on the customer to collect or inform the mailroom of any reschedules. Should we not hear from the customer within 12 hours it will be put to waste.</p>
Subscriber/Sampling	<p>Subscriber/Sampling inserts are done by third party suppliers and we can only guarantee a 90% success rate.</p>
<ul style="list-style-type: none"> • All wraps that carry a Arena Holdings masthead must be printed by Arena Holdings and no exceptions can be made. • A sample of all inserts must be supplied to Arena Holdings for approval. • Arena Holdings reserves the right to withhold any insert from being inserted and to cancel any insert order. • Arena Holdings print orders are subject to change without prior notice. • Telephonic instructions (e.g. space bookings, cancellations, and copy changes) must in all cases be confirmed in writing. • Although every effort will be made to meet the wishes of the advertisers, the acceptance of any insert does not guarantee the insert on any specified date or dates, or at all. • The proprietors reserve the right to reject, even after acceptance of publication, any insert deemed by them to be untruthful or objectionable in subject matter or wording, or for any reason, whether space for the insert has been booked in advance under an order or not. • Space is sold to the advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making insidious comparisons with other advertisers, firms, institutions or persons. • Space sold to advertisers is for making announcements concerning their own business and the space may not be farmed out to other clients and businesses unless prior permission has been given. • All approved accounts are payable within (30) thirty days; otherwise cash with order. • Orders for inserts are not for longer periods than (12) twelve months. Omissions of any of the scheduled insertions shall not be considered a breach of the conditions of the order. • When new rates are announced, advertising practitioners and contract advertisers will be protected at their contract rates for 45 days after the new rate, or until expiry of the contracts, whichever date is earlier. The balance of the order will be subject to the new rate. The advertiser may cancel his contract on the date the new or higher rate becomes effective. • Any advertiser or advertising practitioner placing an insert indemnifies that newspaper against any liability whether in respect of damages, cost or otherwise that it may incur as a result of the publication of that advertisement. 	



INSERTS: TERMS AND CONDITIONS (CONT.)

- Compensation claims cannot be considered if first registered more than 14 working days after the publication date.
- Arena Holdings does not guarantee any given level of the circulation or readership for any insert.
- All advertising copy that might be mistaken by a reader as news, a feature or other non-advertising material must be clearly marked "advertisement".
- All positions are at the option of Arena Holdings. In no event will adjustments, reinstatements or refunds be made because of the positions and/or section in which an insert has been placed. Arena Holdings will seek to comply with position requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be followed. Payment of a premium position fee does not guarantee positioning. In the event that Arena Holdings is unable to provide the requested positioning, the premium positions fee will be refunded. Customer service representatives and sales representatives are not authorised to modify this provision or to guarantee positioning on behalf of Arena Holdings.
- Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- In the event an account is referred to a third party for collection, the advertiser agrees to pay collection and/or attorney fees, as well as count cost incurred to effect collection.
- 90% delivery rate is guaranteed on all inserts.
- 100% cancellation fee will be charged if bookings are cancelled less than 4 (four) weeks before publication date.
- Arena Holdings agree to extend marketers and advertisers packaging and inserting opportunities. The successful execution of these promotions depends on many elements in the delivery chain. While every endeavour is made to ensure requests are carried out to agreed specifications, problems do occur. Most common problems exist where outside players (such as security points in office blocks and walled residential units) intervene in the delivery of our product. As a result Arena Holdings will only guarantee 90% execution of subscriber promotions.
- Print orders are also subject to change without notice and may affect inserts.



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 th 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.