

# 2020

## RATE CARD

# Sunday Times

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
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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, Home, Fashion, Food)	Bela Stander	011 280 3154	standerb@arena.africa
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Product Manager: Special Projects	Kay Naidoo	021 488 1700	naidooka@arena.africa
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KZN Regional Manager	Verna Pillay	031 250 8563	pillayv@arena.africa
National Administration Manager	Jansher Khan	011 280 3204	khanj@arena.africa



## TECHNICAL SPECS - MAIN BODY & BUSINESS TIMES

COLUMN	BROADSHEET 10 COL	BROADSHEET 12 COL
1 Col	34 mm	30 mm
2 Col	72 mm	62 mm
3 Col	110 mm	94 mm
4 Col	148 mm	126 mm
5 Col	186 mm	158 mm
6 Col	224 mm	190 mm
7 Col	262 mm	222 mm
8 Col	300 mm	254 mm
9 Col	338 mm	286 mm
10 Col	380 mm	318 mm
11 Col		350 mm
12 Col		380 mm
Broadsheet 10 Col DPS is 54x20 (540mm in height x 790mm in width) which includes 30mm gutter		
Broadsheet 12 Col DPS is 54x24 (540mm in height x 790mm in width) which includes 30mm gutter.		

## LIFESTYLE, FASHION, TRAVEL, HOME, FOOD & MOTORING

COLUMN	TABLOID 8 COL
1 Col	30 mm
2 Col	63 mm
3 Col	96 mm
4 Col	129 mm
5 Col	162 mm
6 Col	195 mm
7 Col	228 mm
8 Col	261 mm
Tabloid DPS is 39x16 (390mm in height x 540mm in width) which includes 18mm gutter.	



### MAIN BODY & SPORTS

	RATE (psccm)
Full colour	R 1 394.00
1 Spot colour	R 1 332.00
Black & white	R 876.00
<b>MAIN BODY</b>	
Front page solus (10x10 / 25x3 / 20x10)	R 278 800.00 / R 209 100.00 / R 557 600.00
Masthead strip (2x10)	Rate + 300%
Ear space (60mm x 50mm)	Rate + 300%
Page 2 & 3 facing pages	Rate + 50%
Page 3 solus (20x10 / 54x10)	R 418 200.00 / R 1 129 140.00
Page 5, 7, 9	Rate + 25%
Guaranteed position	Rate + 25%
<b>SPORTS SECTION</b>	
Masthead strip (2x10)	Rate + 100%
Back page solus (10x10)	R 209 100.00
Guaranteed position	Rate + 25%
Newsprint wrap	Rate on request

### DEADLINES

Material Deadline	Cancellation Deadline	Contact
Thursday 16h00 prior to publication.	Any cancellations after 12h00 Thursday prior to publication, will be charged 100% cancellation fee.	Jansher Khan (011) 280 3204 khanj@arena.africa



### BUSINESS TIMES

MAIN BODY (10 COLUMNS)	RATE (psccm)
Full colour	R 1 049.00
1 Spot colour	R 928.00
Black & white	R 748.00
Ear space (6x2)	Rate + 300%
Front page solus (10x10 / 20x10 / 27x10)	R 209 800.00 / R 419 600.00 / R 566 460.00
Page 3	Rate + 50%
Page 2 & 3 facing pages	Rate + 50%
Page 5	Rate + 25%
Guaranteed position	Rate + 25%
Newsprint wrap	Rate on request
FINANCIAL NOTICES (10 COLUMNS)	R 962.00
LEGALS, TENDERS, OFFICIALS (12 COLUMNS)	
Full colour	R 992.00
1 Spot colour	R 880.00
Black & white	R 710.00
AUCTIONS (12 COLUMNS)	
Full colour	R 624.00
1 Spot colour	R 583.00
Black & white	R 539.00

### DEADLINES

	Booking Deadline	Material Deadline	Cancellation Deadline	Contact
Agency	Thursday 11h00 prior to publication.	Thursday 16h00 prior to publication.	Any cancellations after 12h00 Thursday prior to publication, will be charged 100% cancellation fee.	Jansher Khan (011) 280 3204 khanj@arena.africa
Direct	Wednesday 11h00 prior to publication.	Wednesday 16h00 prior to publication.		

All prices exclude VAT & include agency commission



### CAREERS (12 COLUMNS)

	RATE (psccm)
Full colour	R 823.00
1 Spot colour	R 789.00
Black & white	R 687.00
<b>MUNICIPALITY RATES</b>	
Full colour	R 572.00
1 Spot colour	R 546.00
Black & white	R 526.00
<b>SPECIAL POSITIONS</b>	
Ear space (5x3)	Rate + 300%
Page 1	Rate + 50%
Page 3	Rate + 25%
Page 5	Rate + 20%
Page 7	Rate + 15%
People on the Move	Rate + 10%

### DEADLINES

	Booking Deadline	Material Deadline	Cancellation Deadline	Contact
<b>Agency</b>	Thursday 11h00 prior to publication.	Thursday 16h00 prior to publication.	Any cancellations after 12h00 Thursday prior to publication, will be charged 100% cancellation fee.	Jansher Khan (011) 280 3204 khanj@arena.africa
<b>Direct</b>	Wednesday 11h00 prior to publication.	Wednesday 16h00 prior to publication.		



### CLASSIFIED

	B&W RATE (per cm)
Family Announcement	R 217.00
Classified Trade	R 311.00
Classified Legal	R 248.00

### CLASSIFIED DISPLAY

Full colour	R 373.00
Black & white	R 298.00

### DEADLINES

Booking	Payment	Material Deadline	Cancellation Deadline	Contact
Wednesday 16h00 prior to publication.	Thursday 16h00 prior to publication.	Thursday 16h00 prior to publication.	Any cancellations after 12h00 Thursday prior to publication, will be charged 100% cancellation fee.	(011) 280 3434 yedwas@arena.africa



### LIFESTYLE: FASHION, TRAVEL, HOME, FOOD, MOTORING & TV GUIDE

	RATE (psccm)
Full colour	R 459.00
1 Spot colour	R 396.00
Black & white	R 276.00
<b>SPECIAL POSITIONS</b>	
Front page solus (10x8)	Rate + 100%
Inside front page	Rate + 30%
Back page	Rate + 30%
Page 3 solus (10x8)	Rate + 25%
Page 2 & 3 facing pages	Rate + 50%
Guaranteed positions	Rate + 20%
Newsprint wrap	Rate on request
Watermark	Rate on request
<b>SPECIAL SHAPES</b>	
L shape	Rate + 30%
U shape	Rate + 30%
T shape	Rate + 40%
Diagonal boxes	Rate + 50%

### DEADLINES

Material Deadline	Cancellation Deadline	Contact
Monday 16h00, 1 working day prior to print date. (Printed Wednesday prior to weekend publication)	Any cancellations, Monday prior to print date, will be charged 100% cancellation fee.	Jansher Khan (011) 280 3204 khanj@arena.africa

All prices exclude VAT & include agency commission



### SUNDAY TIMES - OPI

Option	Product	Size	Paging				
			Up to 8	8 to 16	16 to 24	24 to 32	32+
1	Business Times Lifestyle, Travel, Food, Fashion & Home	Tabloid	R 1 035.00	R 1 069.00	R 1 104.00	R 1 138.00	Price on request
		A4	R 877.00	R 886.00	R 1 023.00	R 1 154.00	
		A5	R 1 053.00	R 1 065.00	R 1 227.00	R 1 384.00	
2	Business Times Lifestyle, Travel, Food, Fashion & Home for Nov & Dec	Tabloid 115gsm +	R 1 104.00	R 1 174.00	R 1 241.00	R 1 380.00	
		A4 115gsm +	R 965.00	R 1 035.00	R 1 104.00	R 1 174.00	
3	Glossy Wrap Lifestyle, Travel, Food, Fashion & Home	Print Cost	TBA				
		Media Cost	R 1 211.00				
4	Sampling (Subject to approval)	Per Thousand	R 1 310.00				

All wraps to be printed by Arena Holdings

Printing cost subject to change, based on international fluctuations

**Please note:**

- In November & December rates are subject to a 20% loading & we cannot guarantee inserts in requested sections.
- Cancellation for November & December: 2 months prior to publication.
- Delivery of inserts is subject to change over the November & December period.
- Contact your sales representative should you have any queries.

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

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### 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)

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## 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%



## CONTACTS

### GAUTENG

Hill on Empire, 16 Empire Road, Parktown

Main Switchboard

TEL

011 280 3000

FAX

EMAIL

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.