



**BusinessDay**

PROUD BRAND  
OF **ARENA** HOLDINGS

**2021**

**RATECARD**

**SALES CONTACTS**

Head: Advertising Sales	Eben Gewers (PA Marlene Smalberger)	011 280 5462 011 280 3186	gewerse@arena.africa marlenes@arena.africa
Deputy Head: Advertising Sales	Nadeem Joshua (PA Marlene Smalberger)	011 280 3186 011 280 3186	joshuan@arena.africa marlenes@arena.africa
National Sales Manager: Digital	Debbie Thompson	011 340 9386	thompsond@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
Manager: Education	Tiny Koaho	011 280 3163	koahot@arena.africa
Account Manager: Automotive	Collin Khanye	011 280 3118	khanyec@arena.africa
Product Manager: Special Projects	Kay Naidoo	082 469 3957	naidooka@arena.africa
Cape Town Regional Manager	Janine Bywater	079 502 5443	bywaterj@arena.africa
KZN Regional Manager	Verna Pillay	082 452 6277	pillayv@arena.africa
National Administration Manager	Jansher Khan	073 732 1604	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)**

	<b>RATE</b> (psccm)
Full colour	R 338.00
Spot colour	R 294.00
Black & white	R 251.00

<b>MAIN BODY: FIRST SECTION</b>	<b>RATE</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</b> (2 <sup>nd</sup> section)	
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 073 732 1604 khanj@arena.africa

**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

**PLEASE NOTE THAT THE FOLLOWING SERVICES ARE AVAILABLE TO YOU WHEN YOU ADVERTISE IN BUSINESS DAY:**

\* Submission to the Government Printers two weeks prior to publication

\* Business Day tearsheets

For additional information, please contact **Vasie Naidoo** on [naidoovas@arena.africa](mailto:naidoovas@arena.africa) (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**

<b>Material Deadline</b>	<b>Cancellation Deadline</b>	<b>Cancellation Fee</b>	<b>Contact</b>
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>

**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 – kinnearj@arena.africa

**PRODUCT**

<b>BD GLOSS SLEEVE</b> Subscribers Only	Printing Cost	TBA
	Media Cost	R 177 014.00
<b>BD NEWSPRINT WRAP</b> National Run Only	Media Cost	Price on request

**TERMS & CONDITIONS**

- All wraps to be printed by Arena Holdings.
- Printing costs are subject to change - based on international fluctuations.
- Delivery of inserts are subject to change - contact your sales representative for queries.
- Specs to be provided on confirmation of booking.
- Cancellation 50% 4 weeks prior, 100% 2 weeks prior to publication insertion date**

**INVESTOR RELATIONS AMPLIFICATION PACKAGE**

PACKAGE	CHANNEL	FORMAT	INSERTS	VALUE	COST
Awareness (day 1)	ROS banners on BusinessLive, FM, BD	300 pixels wide x 600 pixels high / 728 pixels wide x 90 pixels high	100 000 impressions	R 532 759.00	R 386 289.00
	BD Native Content Article - Pre-Alert	Article with webcast, boosted Facebook post, newsletter insert	1 each		
		Tweets	2		
	BDTV	Live reads creating awareness for live broadcast	4		
SENS Results Release (day 2)	ROS banners on BusinessLive, FM, BD	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		
	Companies section take over	24 hour Companies section take over	1		
	BDTV - 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		
	Business Day print	Companies & Markets front page masthead strip (full colour)	1		
Results Publication Day (day 3)	ROS banners on BusinessLive, FM, BD	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		
	Business Day print	Front page masthead strip (full colour)	1		
		Companies & Markets page 2x10 ad (full colour)	1		
		Full page results ad (full colour)	1		
FM Results Publication	Financial Mail print	Full page ad (full colour)	1		

• All print special positions are based on availability



**DIGITAL**

<b>DISPLAY RATES</b>	<b>CPM</b>
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 / Teads in-article video	R 254.00
<b>ADDITIONAL COST FOR LAYERING:</b>	
+ Geo targeting (we target ZA national by default)	R 50.00
+ Section specific	R 50.00
+ Viewability targeting	R 50.00
+ Audience targeting	R 50.00
+ Premium uplift on business sites	R 50.00
<b>NEWSLETTER</b>	Price on request
<b>PODCAST / VODCAST</b>	Price on request

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

	<b>RATE</b>
<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

Multimedia (video &amp; podcast) offerings &amp; packages are available on request.

For more info, please contact **Debbie Thompson** at [thompsond@arena.africa](mailto:thompsond@arena.africa)

Amounts quoted are excluding vat (not added) and including agency settlement discount (not deducted) to qualifying agencies.

**DIGITAL NATIVE PACKAGE**

<b>STANDARD DIGITAL NATIVE CONTENT PACKAGE:</b>	<b>RATE</b>
1x Article	
1x Facebook post	
2x Tweets	
1x Newsletter	
In-article companion banners (1000x250 or 728x90, 300x600, 300x250 - max file size 60KB)	
Social media boosting	R 36 750.00
<b>DIGITAL PRINT COMBO</b>	
Package as above + space in relevant print title	Print rate less 15%

**CONTACTS**

<b>GAUTENG</b>	<b>TEL</b>	<b>EMAIL</b>
Hill on Empire, 16 Empire Road, Parktown		
Main Switchboard	011 280 3000	
National Digital	011 340 9386	thompsond@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
<b>CAPE TOWN</b>	<b>TEL</b>	<b>EMAIL</b>
Regional Agency	079 502 5443	bywaterj@arena.africa
Regional Direct	072 783 6308	ndyokop@arena.africa
Regional Retail	083 258 9673	baileyg@arena.africa
Regional Government	072 859 2557	yanin@arena.africa
<b>KZN</b>	<b>TEL</b>	<b>EMAIL</b>
MB House, 635 Peter Mokaba Road, Overport, 4091, Durban		
Main Switchboard	031 250 8500	
Regional Agency	083 560 0639	sunderb@arena.africa
Regional Direct	082 452 6277	pillayv@arena.africa
Regional Government	076 816 4992	khawulas@arena.africa
Regional Retail	083 560 0639	sunderb@arena.africa
Regional Legal & Classified	079 954 0385	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.
24. By placing an advert, you acknowledge that you consent to the publishing of the advert, including any personal information, in a public newspaper, which is available online and in print.