



Sunday Times

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
Manager: BD, FM & Business Times	Eben Gewers	011 280 5462	gewerse@arena.africa
Manager: ST LifeStyle (Travel, Home, Fashion, Food)	Debbie Thompson	011 340 9386	thompsond@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 - 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 (pscm)
Full colour	R 1 394.00
1 Spot colour	R 1 332.00
Black & white	R 876.00
SPECIAL POSITIONS	
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%
SPORTS SECTION	
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 073 732 1604 khanj@arena.africa

BUSINESS TIMES

MAIN BODY (10 COLUMNS)	RATE (pscmm)
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 073 732 1604 khanj@arena.africa
Direct	Wednesday 11h00 prior to publication.	Wednesday 16h00 prior to publication.		

CAREERS (12 COLUMNS)

	RATE (pccm)
Full colour	R 823.00
1 Spot colour	R 789.00
Black & white	R 687.00
MUNICIPALITY RATES	
Full colour	R 572.00
1 Spot colour	R 546.00
Black & white	R 526.00
SPECIAL POSITIONS	
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
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 073 732 1604 khanj@arena.africa
Direct	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.	Sylvia Yedwa (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
SPECIAL POSITIONS	
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
SPECIAL SHAPES	
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 073 732 1604 khanj@arena.africa

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

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

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 / Teads in-article video	R 254.00
ADDITIONAL COST FOR LAYERING:	
+ 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
NEWSLETTER	Price on request
PODCAST / VODCAST	Price on request

24 HOUR SPONSORSHIP (HPTO) DESKTOP & MOBILE

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

* 100% Share of voice

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

For more info, please contact **Debbie Thompson** at thompsond@arena.africa

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

DIGITAL NATIVE PACKAGE

STANDARD DIGITAL NATIVE CONTENT PACKAGE:	RATE
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
DIGITAL PRINT COMBO	
Package as above + space in relevant print title	Print rate less 15%

CONTACTS

GAUTENG	TEL	EMAIL
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
CAPE TOWN	TEL	EMAIL
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
KZN	TEL	EMAIL
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.