



# The Herald

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
Sales Manager: Herald & Weekend Post	Shelley Le Roux	041 504 7330	leroux@theherald.co.za
Port Elizabeth Sales: General		041 504 7911	
East London Sales: General		043 702 2235	
National Sales Manager: Agencies & Retail	Debbie Thompson	011 340 9386	thompsond@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: Legals, Classifieds & Direct	Jyoti Govind	011 280 3231	govindj@arena.africa
Business Manager: International & Private Sector	Augusta Phakathi	011 280 3536	phakathia@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

## COLUMN CONFIGURATION

COLUMN	BROADSHEET 10 COL (MAIN BODY)	BROADSHEET 12 COL (CLASSIFIEDS)
1 Col	34 mm	28 mm
2 Col	72 mm	60 mm
3 Col	111 mm	92 mm
4 Col	149 mm	124 mm
5 Col	188 mm	156 mm
6 Col	226 mm	188 mm
7 Col	264 mm	220 mm
8 Col	303 mm	252 mm
9 Col	341 mm	284 mm
10 Col	380 mm	316 mm
11 Col		348 mm
12 Col		380 mm

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

**Tabloid DPS is 39x16 (390mm in height x 540mm in width) which includes 18mm gutter**

**MAIN BODY (INCLUDING LA FEMME, LEISURE & WORLD OF WHEELS)**

<b>TRADE</b> (volume discounts available on request)	<b>RATE</b> (psc/cm)
Full colour	R 192.00
1 Spot colour	R 129.00
Black & white	R 106.00
<b>SPECIAL POSITIONS</b>	
Front page positions	Rate + 100%
Page 2 & 3 facing pages	Rate on request
Newsprint wrap	Rate on request
Guaranteed positions	Rate + 30%
<b>COMPANY REPORTS &amp; FINANCIAL NOTICES</b>	
Full colour	R 262.00
1 Spot colour	R 177.00
Black & white	R 142.00
<b>AUCTIONS DISPLAY</b> (Black & white)	R 105.00
<b>EMPLOYMENT DISPLAY</b> (Black & white)	R 106.00
<b>LEGAL NOTICES &amp; TENDERS</b> (Black & white)	R 125.00

**DEADLINES**

<b>Booking Deadline</b>	<b>Material Deadline</b>	<b>Contact</b>
10h00, 2 working days prior to publication	12h00, 2 working days prior to publication	Andre Segadavan 041 504 7325 segadavana@theherald.co.za

**MONDAY CAREERS**

National combo	R 276.00
Regional combo	R 227.00

**DEADLINES**

<b>Booking Deadline</b>	<b>Material Deadline</b>	<b>Contact</b>
Thursday 12h00, prior to Monday publication	Friday 10h00, prior to Monday publication	Andre Segadavan 041 504 7325 segadavana@theherald.co.za

**OPI (OUTSIDE PRINTED INSERTS) - PER THOUSAND**

Product	Size	Paging				
		4 to 8	8 to 16	16 to 24	24 to 32	32+
Inserts	Tabloid	R 820.00	R 864.00	R 952.00	R 1 097.00	Price on request
	A4	R 966.00	R 1 024.00	R 1 083.00	R 1 074.00	
	A5	R 1 161.00	R 1 230.00	R 1 306.00	R 1 383.00	

**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

**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>PORT ELIZABETH</b>	<b>TEL</b>	<b>EMAIL</b>
The Atrium Centre, 24 Ring Road, Port Elizabeth		
Main Switchboard	041 504 7911	
Sales	041 504 7330	leroux@theherald.co.za
<b>EAST LONDON</b>	<b>TEL</b>	<b>EMAIL</b>
Corner St Helena Road & Quenera Drive, Beacon Bay, East London		
Main Switchboard	043 702 2000	
Sales	043 702 2235	surenp@dispatch.co.za
<b>GAUTENG</b>	<b>TEL</b>	<b>EMAIL</b>
Hill on Empire, 16 Empire Road, Parktown		
Main Switchboard	011 280 3000	
National Agencies & Retail	011 340 9386	thompson@arena.africa
National Direct	011 280 3231	govindj@arena.africa
National Online	011 340 9386	thompson@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
<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



## 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.