

An abstract graphic of a blue wave or ribbon flowing from the top left towards the bottom right, set against a dark blue background.

# The Herald

# 2022

RATECARD

PROUD BRAND OF **ARENA** HOLDINGS

## SALES CONTACTS

|                                                  |                                        |                              |                                               |
|--------------------------------------------------|----------------------------------------|------------------------------|-----------------------------------------------|
| Head: Advertising Sales                          | Eben Gewers<br>(PA Marlene Smalberger) | 011 280 5462<br>011 280 3186 | gewerse@arena.africa<br>marlenes@arena.africa |
| Digital & Direct                                 | Nadeem Joshua                          | 011 280 3186                 | joshuan@arena.africa                          |
| Sales Manager: Herald & Weekend Post             | Shelly Le Roux                         | 071 384 8294                 | 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: Public & Private Sector  | Tiny Koaho                             | 011 280 3163                 | koahot@arena.africa                           |
| National Sales Manager: Legals, Classifieds      | 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<br>(MAIN BODY) | BROADSHEET 12 COL<br>(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> (psscmm) |
|------------------------------------------------------|----------------------|
| 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 104.91             |
| <b>EMPLOYMENT DISPLAY</b> (Black & white)            | R 105.99             |
| <b>LEGAL NOTICES &amp; TENDERS</b> (Black & white)   | R 131.73             |

## 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     |            |            |            | 32+             |
|---------|---------|------------|------------|------------|------------|-----------------|
|         |         | 4 to 8     | 8 to 16    | 16 to 24   | 24 to 32   |                 |
| Inserts | Tabloid | R 820.00   | R 864.00   | R 952.00   | R 1 097.00 | Rate on request |
|         | A4      | R966.00    | R 1 024.00 | R 1 083.00 | R 1 074.00 |                 |
|         | A5      | R 1 161.00 | R1 230.00  | R1 306.00  | R 1 383.00 |                 |

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

|                                           | 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 **Nadeem Joshua** at [joshuan@arena.africa](mailto:joshuan@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         |
| <b>DIGITAL PRINT COMBO</b>                                                               |                     |
| Package as above + space in relevant print title                                         | Print rate less 15% |

App and other packages available upon request. Please contact **Nadeem Joshua** at [joshuan@arena.africa](mailto:joshuan@arena.africa)  
Amounts quoted are excluding vat (not added) and including agency settlement discount (not deducted) to qualifying agencies.

## CONTACTS

| PORT ELIZABETH                                                 | TEL          | EMAIL                   |
|----------------------------------------------------------------|--------------|-------------------------|
| The Atrium Centre, 24 Ring Road, Port Elizabeth                |              |                         |
| Main Switchboard                                               | 041 504 7911 |                         |
| Sales                                                          | 071 384 8294 | lerouxs@theherald.co.za |
| EAST LONDON                                                    | TEL          | EMAIL                   |
| Corner St Helena Road & Quenera Drive, Beacon Bay, East London |              |                         |
| Main Switchboard                                               | 043 702 2000 |                         |
| Sales                                                          | 043 702 2235 | surenp@dispatch.co.za   |
| GAUTENG                                                        | TEL          | EMAIL                   |
| Hill on Empire, 16 Empire Road, Parktown                       |              |                         |
| Main Switchboard                                               | 011 280 3000 |                         |
| National Agencies & Retail                                     | 011 340 9386 | thompsond@arena.africa  |
| National Direct                                                | 011 280 3231 | govindj@arena.africa    |
| National Online                                                | 011 340 9386 | thompsond@arena.africa  |
| CAPE TOWN                                                      | TEL          | EMAIL                   |
| Regional Agency                                                | 079 502 5443 | bywaterj@arena.africa   |
| Regional Direct                                                | 072 783 6308 | ndyokop@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    |

## 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.