



financialmail

2025

A PROUD BRAND OF ARENA HOLDINGS



**MAIN BODY****RATE****FULL PAGE**

Full Colour	R 75 023.00
Black & White	R 54 327.00

**HALF PAGE HORIZONTAL**

Full Colour	R 44 762.00
Black & White	R 27 442.00

**COVER PAGES** (full colour only)

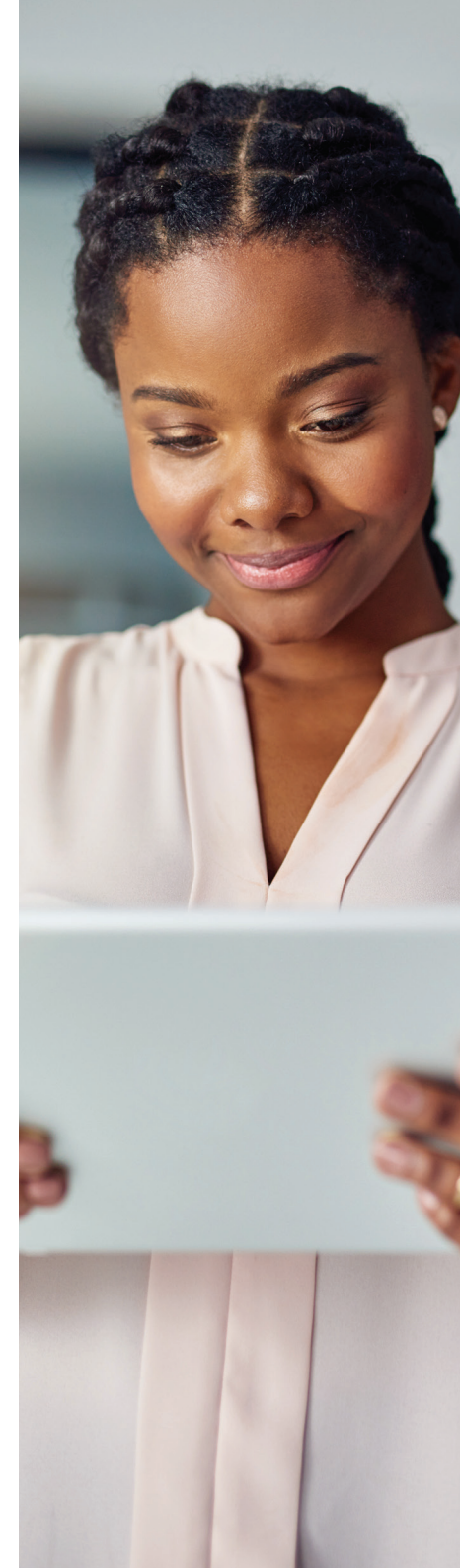
Opening DPS	R 185 357.00
IFC	R 98 301.00
IBC	R 97 178.00
OBC	R 101 908.00

**DOUBLE PAGE SPREAD**

DPS Full Colour	R 150 045.00
DPS Black & White	R 108 654.00
1/2 DPS Full Colour	R 89 523.00
1/2 DPS Black & White	R 54 884.00
1/3 DPS Full Colour	R 50 016.00
1/3 DPS Black & White	R 36 219.00

• An opening DPS takes priority over a single IFC when an 8-page cover is utilised

For additional advertising opportunities & special positions, please contact **Pierrette Spadoni** at [spadonip@arena.africa](mailto:spadonip@arena.africa)  
Amounts quoted are excluding VAT and including agency settlement discount to qualifying agencies.



**MAIN BODY CONTINUED****RATE****1/3 VERTICAL / HORIZONTAL / SQUARE**

1/3 Vertical / Horizontal / Square Full colour	R 31 941 .00
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1/3 Vertical / Horizontal / Square Black & white	R 22 496.00
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**1/3 VERTICAL / HORIZONTAL (LETTERS)**

1/3 Vertical / Horizontal Full colour	R 34 529.00
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1/3 Vertical / Horizontal Black & white	R 24 969.00
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**2/3 VERTICAL**

2/3 Vertical Full colour	R 63 326.00
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2/3 Vertical Black & white	R 44 804.00
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**1/4 PAGE VERTICAL / HORIZONTAL** (Fox pages vertical only)

1/4 Vertical Full colour (270mm x 55mm)	R 19 121 .00
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1/4 Vertical Black & white (270mm x 55mm)	R 15 299.00
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1/4 Horizontal Full colour (70mm x 205mm Strip)	R 19 121.00
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1/4 Horizontal Black & white (70mm x 205mm Strip)	R 15 299.00
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**13x1 BLOCK AD**

Full colour / Black & white (1 30mm x 65mm)	R 14 921.00
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**GUARANTEED FIRST RIGHT HAND PAGE**

Full colour	R 86 158.00
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Black & white	R 59 724.00
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**SPECIAL POSITIONS**

2x3 (20mm x 205mm) Ed's Note	R 27 300.00
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2x3 (20mm x 205mm) Letters	R 27 300.00
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2x3 (20mm x 205mm) Contents page	R 27 300.00
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2x3 (20mm x 205mm) Column pages	R 27 300.00
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**MAIN BODY CONTINUED**

	<b>RATE</b> (psccm)
<b>EXECUTIVE APPOINTMENTS / EXEC EDUCATION / BUSINESS OPPORTUNITIES &amp; MISCELLANEOUS</b>	
Full colour	R 750.00
1 Spot colour	R 647.00
Black & white	R 543.00

**FINANCIAL ADVERTISING**

Place a financial advertisement in both Business Day & Financial Mail and receive 15% discount on the FM placement

**DEADLINES**

	<b>Booking</b>	<b>Material</b>	<b>Contact</b>
<b>MAIN BODY</b>	Wednesday prior to week of publication	Friday prior to week of publication	Jamie Kinnear (011) 280 3183 kinnearj@bdfm.co.za
<b>SPECIAL PROJECTS</b>	4 weeks prior to publication	2 weeks prior to publication	

**All cancellations must be in writing**

**A 100% cancellation fee will be levied on any booking cancelled 7 days prior to publication print deadline**

For additional advertising opportunities & special positions, please contact **Pierrette Spadoni** at [spadonip@arena.africa](mailto:spadonip@arena.africa)  
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SPECIFICATIONS

	Type Area		Trim Area		Bleed Area	
	Height	Width	Height	Width	Height	Width
Full Page	255 mm	190 mm	275 mm	210 mm	283 mm	220 mm
1/2 Page Horizontal	125 mm	190 mm	135 mm	210 mm	140 mm	220 mm
1/2 Page Vertical	255 mm	90 mm	275 mm	105 mm	283 mm	115 mm
Double Page Spread (Bleed through gutter)	255 mm	400 mm	275 mm	420 mm	283 mm	440 mm
1/2 DPS (includes gutter)	125 mm	400 mm	135 mm	420 mm	140 mm	440 mm
1/3 DPS (includes gutter)	80 mm	400 mm	85 mm	420 mm	90 mm	440 mm
1/3 Page Horizontal	80 mm	190 mm	85 mm	210 mm	90 mm	220 mm
1/3 Page Vertical	255 mm	60 mm	275 mm	70 mm	283 mm	80 mm
1/3 Page Square	120 mm	120 mm	N/A	N/A	N/A	N/A
2/3 Page Vertical	255 mm	125 mm	275 mm	135 mm	283 mm	145 mm
5 X 3 Strip	50 mm	190 mm	N/A	N/A	N/A	N/A
10 x 1	100 mm	60 mm	N/A	N/A	N/A	N/A



**OPI (OUTSIDE PRINTED INSERTS)**

		Paging		
Product	Size	2 to 8	9 to 16	16+
Inserts	A4	R 40 211.00	R 42 629.00	Price on request
	A5	R 44 963.00	R 47 529.00	Price on request
	DL	R 56 209.00	R 70 943.00	Price on request
Rates calculated on a national run				

Product	Print Cost	Media Cost	
<b>4PGS STITCHED-IN</b> Centrespread only	TBA	R 178 319.00	Can be placed as a centrespread only (Additional labour charge applicable) Agency comm applicable to media cost only
<b>BELLYBAND</b> Vertical / horizontal	TBA	R 78 862.00	Vertical only can be placed around specific pages (Additional labour charge applicable) Agency comm applicable to media cost only
<b>B4 ENVELOPE</b> Subscribers only	TBA	R 101 113.00	Sample requested & subject to approval Agency comm applicable to media cost only
<b>FALSE COVER</b> 1/2 page Vertical only	TBA	R 118 246.00	Sample to be provided & is subject to approval Does not include the front cover Agency comm applicable to media cost only
<b>ROLLFOLDS &amp; GATEFOLDS</b> 4, 6 & 8 Pages available	TBA	R 309 421.00	Sample to be provided & is subject to approval Does not include the front cover Agency comm applicable to media cost only
<b>DUST COVER</b> Subscribers only	TBA	R 351 939.00	Sample to be provided & is subject to approval Does not include the front cover Agency comm applicable to media cost only
<b>FALSE COVER + FL AP</b>	TBA	R 351 939.00	Sample to be provided & is subject to approval Does not include the front cover Agency comm applicable to media cost only

**TERMS & CONDITIONS:**

1. All false covers, rollfolds & gatefolds to be printed by Arena Holdings.
2. Production costs are subject to change - based on international fluctuations.
3. Delivery of inserts are subject to change - contact your sales representative for queries.
4. Specs to be provided on confirmation of booking.
5. **Cancellation fee: 50% 4 weeks prior, 100% 2 weeks prior to publication Insertion date.**

Inserts Terms & Conditions apply and 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 and including agency settlement discount to qualifying agencies.





**INVESTOR RELATIONS AMPLIFICATION PACKAGE**

<b>PACKAGE</b>	<b>CHANNEL</b>	<b>FORMAT</b>	<b>INSERTS</b>	<b>VALUE</b>	<b>COST</b>
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		
	BD Native Content Article - Pre-Alert	Article with webcast, boosted Facebook post, newsletter insert Tweets	1 each 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 Tweets	1 each 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		
	Business Day print	Tweets Front page masthead strip (full colour)	2 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	R 532 759.00	R 386 289.00

For additional information, please contact **Pierrette Spadoni** at [spadonip@arena.africa](mailto:spadonip@arena.africa)  
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# financialmail



**DIGITAL**



**DIGITAL**

<b>DISPLAY RATES</b>	<b>CPM</b>
1. RUN OF NETWORK / All sizes (728x90, 300x250, 300x600)	R 233.00
2. RUN OF NETWORK / High impact (Billboard 1000x250, 300x600)	R 290.00
3. ARENA video display	R 500.00
<b>ADDITIONAL COST FOR LAYERING:</b>	
+ Geotargeting (we target ZA national by default)	R 56.00
+ Section specific	R 56.00
+ Viewability targeting	R 56.00
+ Audience targeting	R 56.00
+ Premium uplift on business sites	R 56.00
<b>IN-IMAGE Ad Unit</b>	R 389.00
The ad unit displays to the user between the page views as they navigate from one page to the next on the same website	
Logo in vector formats (.svg, .ai, .eps or png)	
Desktop sizes: 1200 x 600	
<b>INTERSTITIAL Ad Unit</b>	R 389.00
Appears between content pages. It captures user attention before they continue to their next page or action, providing a high-impact advertising experience	
Desktop sizes: 728x 90 / 970 x 90 / 300x250 / 300x600 / 320x50 / 160x600	
Mobile : 300x250 / 300x 600 / 320x50	
<b>NEWSLETTER In-Article Ad Unit</b>	R 330.00
In-article banner featured on a newsletter to reach targeted, opted-in audience.	
Desktop sizes: 300x250	
Mobile: 300x250	

For more information, please contact **Anastacia Martin** at [martina@arena.africa](mailto:martina@arena.africa)  
 Amounts quoted are excluding VAT and including agency settlement discount to qualifying agencies.  
 Terms & Conditions apply.



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

		RATE
<b>TIMESLIVE</b>	250 000 impressions	R 80 769.00
<b>SUNDAY TIMES</b>	17 000 impressions	R 6 730.00
<b>ST LIFESTYLE</b>	28 000 impressions	R 10 769.00
<b>BUSINESSLIVE</b>	35 000 impressions	R 27 750.00
<b>BUSINESS DAY</b>	44 000 impressions	R 33 650.00
<b>BUSINESS TIMES</b>	5 000 impressions	R 2 775.00
<b>FINANCIAL MAIL</b>	41 000 impressions	R 31 356.00
<b>SOWETANLIVE</b>	250 000 impressions	R 80 769.00
<b>TSHISALIVE</b>	25 000 impressions	R 10 256.00
<b>TIMESLIVE SPORT</b>	13 000 impressions	R 5 769.00
<b>THE HERALD</b>	20 000 impressions	R 7 404.00
<b>DAILY DISPATCH</b>	14 000 impressions	R 4 712.00





## NATIVE PACKAGES

### PREMIUM PACKAGE:

R 67 000.00

1x Article

2x Days Home Page exposure, 6 Days Section Page exposure

2x Sponsored Facebook posts

3x Sponsored tweets

1x Newsletter in-article banner

In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)

150 000 ROS / RON impressions

### STANDARD PACKAGE:

R 50 000.00

1x Article

1x Day Home page exposure, 7 Days Section Page exposure

1x Sponsored Facebook post

2x Sponsored tweets

1x Newsletter In-article

In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)

Optional social media boosting

### SPONSORED CONTENT:

R 34 000.00

1x Article

2x Sponsored Facebook posts

### LISTICAL PROFILES:

R150 000.00

A specialised page in a list format that highlights a brand's identity including its products, services and key information, to promote visibility and engagement

6-12 Profiles

HPTO

Display Banners / ROS an RON

For more information, please contact **Anastacia Martin** at **[martina@arena.africa](mailto:martina@arena.africa)**  
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Terms & Conditions apply.



## DIGITAL

### PARTNER HUB:

R 55 000.00 PM

A centralised platform for managing and sharing your content such as articles, podcasts, videos and more. Contact your account executive for more information

Hosting fee per month on news and business platforms

### PODCASTS:

Price available  
upon request

CLIENT CURATED - A bespoke podcast created for a client where their business / services are at the core of the podcast. Contact your account executive for more information

SPONSORED - An established Arena Holdings podcast is sponsored by a client via a live read by the host and opening / closing billboard. Contact your account executive for more information

PROGRAMMATIC - Contact your account executive for more information

For more information, please contact **Anastacia Martin** at [martina@arena.africa](mailto:martina@arena.africa)  
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## VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

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### PRINTING SPECIFICATIONS

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Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed & client will have to supply new material

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### GENERAL SPECIFICATIONS

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#### Images:

All images must be scanned & imported as 300dpi. Any enlargements on page will result in a decrease in resolution

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#### Text:

All black text must be set to overprint & must only reproduce on the black (K) plate  
i.e. Black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface

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#### Colour compensation:

Total ink coverage: 300%  
Grey component replacement (GCR)  
Dot gain: 23%

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### MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS

All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2)

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### DIGITAL FILE DELIVERY

Digital adverts can be supplied using one of the following methods:

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#### Digital Advert Management System Upload Link:

An advert upload link will be emailed to the person responsible for uploading material. The upload link will only be supplied once the Arena Holdings sales person has captured the booking information successfully

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#### Adstream:

All information can be obtained on: 011 805 0600 International dialling code: +27 11 805 0600

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#### Adsend:

support@adsend.co.za 011 712 5700

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### ALL FILES MUST BE SENT AS PDF X1A FILES (ISO 15930-1)

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#### Repeat adverts:

Please note that printed adverts' files are only archived for 60 days. After this time period the files are deleted

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#### Insert delivery:

Paarl Media, Johannesburg, 48 Milkyway Avenue, Linbro Park, Gauteng

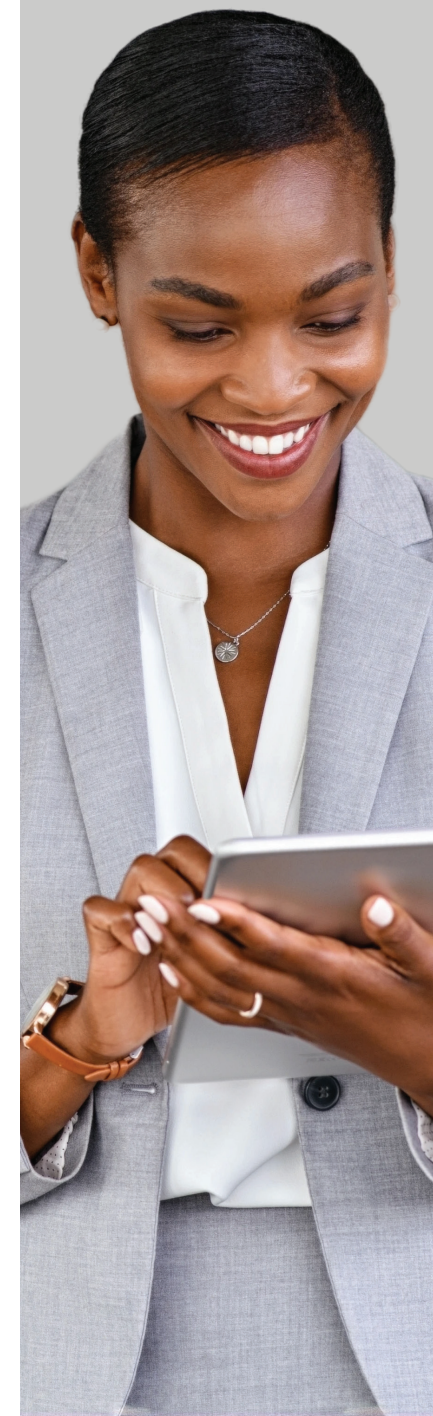
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For more information, please contact **Anastacia Martin** at **MartinA@arena.africa**  
Amounts quoted are excluding VAT and including agency settlement discount to qualifying agencies.



**SALES CONTACTS**

Deputy Chief Sales Officer	Pierrette Spadoni	083 297 6501	spadonip@arena.africa
	PA Rotshidzwa Marcia Ntsieni	011 280 3433	ntsienir@arena.africa
Gqeberha Sales: Manager	Shelly Le Roux	071 384 8294	lerouxs@theherald.co.za
East London Sales: Manager	Suren Packery	083 793 2245	surenp@dispatch.co.za
Agencies Manager	Tinyiko Thobejane	081 441 9072	tinyiko@arena.africa
Retail Manager	Pierrette Spadoni	083 297 6501	spadonip@arena.africa
Strategic Media Sales Manager: Print	Tinyiko Thobejane	081 441 9072	tinyiko@arena.africa
National Sales Manager: Legals, Classifieds	Jyoti Govind	083 641 6010	govindj@arena.africa
Integrated Media Sales Manager: Digital, Direct, Education, Surveys	Anastacia Martin	084 999 1405	martina@arena.africa
KZN	Tinyiko Thobejane	081 441 9072	tinyiko@arena.africa
Product Manager: Special Projects	Kay Naidoo	082 469 3957	naidooka@arena.africa





**CONTACTS****EASTERN CAPE****TEL****EMAIL**

The Atrium Centre, 24 Ring Road, Gqeberha

Main Switchboard

041 504 7911

Sales

071 384 8294

leroux@theherald.co.za

Corner St Helena Road &amp; Quenera Drive, Beacon Bay, East London

Main Switchboard

043 702 2000

Sales

083 793 2245

surenp@arena.africa

**GAUTENG****TEL****EMAIL**

Hill on Empire, 16 Empire Road, Parktown

Main Switchboard

011 280 3000

Agencies

081 441 9072

tinyiko@arena.africa

Retail

083 297 6501

spadonip@arena.africa

National Direct

084 999 1405

martina@arena.africa

National Online

084 999 1405

martina@arena.africa

National Classified &amp; Legals

083 641 6010

govindj@arena.africa

National Sales Manager: Investor Relations

083 252 5076

tasmani@arena.africa

**WESTERN CAPE****TEL****EMAIL**

Regional Agency

083 297 6501

spadonip@arena.africa

**KZN****TEL****EMAIL**Centenary Building, Cnr Equinox and Zenith Drive,  
Umhlanga New Town Centre, Durban

Main Switchboard

031 250 8500

Regional Agency

083 560 0639

sunderb@arena.africa

Regional Direct

083 297 6501

spadonip@arena.africa



## TERMS & 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 writeup 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 & 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.