

2018 OFFICIAL SHOW PUBLICATION ★ ADVERTISEMENT CONTRACT

FULL COLOUR ADVERTISEMENT	NORMAL RATE	EARLY BIRD RATE	SELECT (X)	TOTAL
Full page	R9,500	R8,075		
Half page	R5,700	R4,845		
Quarter page	R3,420	R2,907		
Double page spread (advertorial)	R14,500	R12,325		
Double page spread (advertisement)	R16,000	R13,600		
Back cover	R13,500	R11,475		
Inside front/back cover	R11,400	R9,690		

Book and pay before
15 Apr and receive
10% discount

CONTACT DETAILS

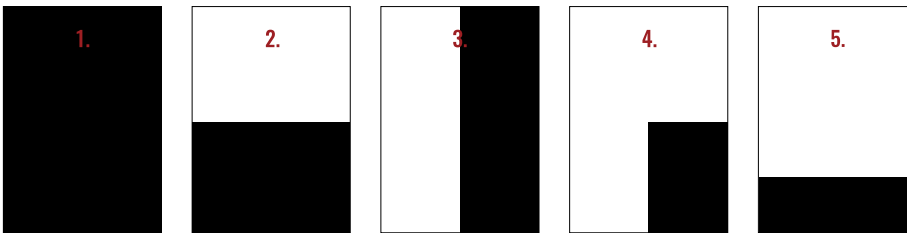
Contact person: _____ Company: _____
 Postal address: _____ Tel: _____
 Email: _____ Cell: _____

ACCOUNT DETAILS

Person responsible: _____
 CI/PO: _____ VAT no: _____
 Email: _____ Tel: _____

ARTWORK

Person responsible: _____ Tel: _____
 Email: _____
 Will provide final artwork (by 30 June): [Y] [N] Need graphic design: [Y] [N] *additional 20% of booking cost



- 1. Full page:** 297mm (h) x 210mm (w) + 5mm bleed
- 2. 1/2 page:** 148mm (h) x 210mm (w) + 5mm bleed
- 3. 1/2 page:** 297mm (h) x 105mm (w) + 5mm bleed
- 4. 1/4 page:** 148mm (h) x 105mm (w) + 5mm bleed
- 5. 1/4 page:** 74mm (h) x 210mm (w) + 5mm bleed

DEADLINES
EARLY BIRD: Book & Pay before 15 Apr
NORMAL: Book before 30 Jun
MATERIAL: 30 Jun

All material must be supplied electronically in PDF format: All fonts and images embedded, 300dpi & CMYK
Please allow 10mm exclusion zone on type and 5mm bleed

TERMS & CONDITIONS:

- Rates exclude VAT and agents commission
- Proof of payment must be submitted before 30 June 2018 to marketing@swartlandskou.co.za
- Design of adverts not included in rates.
- In the event of the client not meeting the production deadlines as per this agreement, the client permits the publishers to publish the latest version of previous material at their disposal. In such a case, the client accepts full responsibility for any errors and will pay the full outstanding amount regardless.
- The publisher do not accept responsibility for spelling/grammar mistakes, design errors or colour inaccuracies caused by material supplied directly by advertisers or their agents.
- The client undertakes to supply the publishers with advertising material according to the specifications as per this agreement.
- No responsibility will be taken for colour discrepancies without a client supplying a colour-correct colour proof or for material supplied to the publishers that is not prepared exactly according to the production specifications as per this agreement.
- If the client does not comply with the terms and conditions stipulated herein, the publisher may proceed with legal steps against the client without further notice.
- The client consents to the jurisdiction of the Magistrate's Court in terms of Section 45 of Act 32 of 1944. The client shall be held liable to pay all legal costs and expenses incurred by the publisher to recover the money from the client, as well as the collection commission in the instance where a debtcollection firm is used.

BY SIGNING THIS CONTRACT, I AGREE TO THE TERMS & CONDITIONS STIPULATED HEREIN.

Signature/Name (authorised person)

Date