



## Mini Ad Special

Book your mini ad for  
6 inserts at only  
**R850+VAT per insert.**

**You save R425 per issue!**

Call  
CADEK Media today  
Tel: 021 855 4750

Offer ends 31 December 2009

**YES,** I/we herewith book a mini-ad for 6 continuous placements in the AMG Guide.

**Ordered by: / Invoice to:**

**Starting date:**  Nov 2009  Jan 2010

Company Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Town: \_\_\_\_\_

Code: \_\_\_\_\_ VAT nr: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax number: \_\_\_\_\_

E-mail: \_\_\_\_\_

URL: \_\_\_\_\_

**In which (one) category  
you would like to place  
your mini-ad:**

- Advertising Mediums
- Marketing/Promo Material
- Service Providers
- Production Processes
- Updates (News section)
- Stats & Figures
- Industry tools
- General

I have read, understand and agree to CADEK Media's standard terms and conditions for advertising. I am authorised to enter into this contract on behalf of the client and agree to the payment terms of this contract.

\_\_\_\_\_  
Cardholder's Signature

\_\_\_\_\_  
Date

**Fax order to: 021 855 4745**

## **STANDARD TERMS & CONDITIONS FOR ADVERTISING IN CADEK MEDIA PUBLICATIONS**

The following standard terms and conditions apply to all advertising orders placed with CADEK Media (the publisher).

### **1. Terms of Payment**

1.1 The Advertiser must pay any outstanding invoices on the publishers request.

1.2 A deposit OR the full amount of the advertising order is payable before publication date at the publishers' request.

1.3 All quoted prices exclude 14% VAT.

1.4 All prices are nett and exclude agency fees /commissions or any photography or graphic design / artwork that might be needed.

1.5 The Advertiser represents and warrants that it contracts with CADEK Media as principal, and has the authority to do so, notwithstanding that the Advertiser may be acting as an advertising agency or media buyer or in some other representative capacity.

1.6 Non-payment of deposits or advertising orders is NOT regarded as cancellation and the advertiser will still be held liable for the full advertising rate as booked.

### **2. Positioning & Publication Dates**

2.1 The positioning of advertisements is at the sole discretion of the publisher unless a special position order is agreed upon at the applicable premium rate.

2.2 The publisher does not guarantee the publication / insertion dates as stated in its marketing material as many factors can influence the readiness of its publication.

2.3 The advertising order is valid for the number of insertions booked.

### **3. Territory & Licenses**

3.1 The Advertiser grant CADEK Media the express right to reproduce and display the advertisement throughout the world in printed or electronic format and grant the Publisher a world-wide, non-exclusive, fully paid license to reproduce and display its advertisement (including all contents, trademarks and brand features contained therein). This is mainly for the purpose of digital copies / distributed by means of e-books on the Internet.

### **4. Limitation of Liability**

4.1 CADEK Media can not be held liable should the said publication be altered, postponed or cancelled.

4.2 CADEK Media will not be liable in any event, for any amount higher than the value of this advertising order.

4.3 CADEK Media will not and can not be held liable for any print errors, colour variation, missing fonts, bad picture qualities or errors on advertisements signed-off as approved by the advertiser.

4.4 In no event will CADEK Media be responsible in contract, tort, negligence or otherwise, for: (a) loss of profits, business, contracts, revenues, goodwill, production and anticipated savings; or (b) any indirect, consequential, special or economic loss of any kind; arising from any failure to publish in a timely manner or at all any advertisement in accordance with the Advertising Order.

### **5. Advertisers Representations; Indemnification.**

5.1 The Advertiser warrants and represents to CADEK Media that:

5.1.1 It has the right to publish all of the contents of the advertisements and that the advertising material will not: (a) infringe any rights of any third party including, without limitation, intellectual property rights and rights of privacy; and (b) violate any applicable law or regulation.

5.1.2 The advertisements do not contain anything that is defamatory, obscene, false or misleading.

### **6. Provision of Advertising Materials**

6.1 The Advertiser will provide all materials for the advertisement in accordance with CADEK Media's requirements. CADEK Media reserves the right to amend any provided artwork to ensure its printability or size / design style of the publication.

### **7. Cancellations and Construction**

7.1 The Advertiser can request non-placement of his/her advertisement but can not cancel the Advertising Order and will be held liable for the full advertising order amount. These instructions must be in writing and reach the publisher at least 14 days before print.