

AMG

ADBIZ

Advertising and Marketing Guide of SA

Front Page Header

45mm x 60mm

Front Page Announcement

R2,800+VAT

Rate Card 2010

Visit us on-line at: www.adbiz.co.za

Front Page Ad

210mm x 210mm

Front Page Ad

R12,000+VAT



Brandon Barnard

PHOTOGRAPHER

WWW.PROFESSIONALPHOTOGRAPHER.CO.ZA / 082 343-2308



Advertising and Marketing Guide of SA

We cover...

- **Advertising Mediums & Media**
Ambient, Cinema & Film Production, Digital, Magazines, Mobile, Newspapers, Outdoor, Radio, TV
- **Marketing & Promotional Material**
Point of Sale, Clothing, Branding
- **Service Providers**
Advertising & Brand Agencies, Graphic Designers, Photography, Media Buyers / Specialists, Events, Conferences & Exhibitions, PR, Promotions & Marketing
- **Production Processes**
Printers, Finishing, Brochures, Labels, Packaging
- **Updates • Industry News**

About AMG

The AMG (Advertising and Marketing Guide) is a bi-monthly (6 issues per year) buyers guide for advertisers and marketers in South Africa. It includes

a comprehensive list of media and advertising platforms, marketing tools and promotional products for today's advertiser and marketer. It is the perfect

vehicle to advertise your products and services to advertisers and marketers. Book your advertising space today and be top-of-mind.

Our Audience:

Copies Printed: 5,000
Cover Price: R29.95

Copies currently distributed free of charge* by mail to our mailing list of:

Account Executives
Advertising & Brand Agencies
Brand & Product Owners
Brand Specialists & Managers
Buyers & Purchase Managers
Communication Directors
Corporate Advertisers
Directors, CEOs & Managers
Event & Conference Co-ordinators
Marketers
Marketing decision makers
Media Planners & Buyers
Media Strategists
SA's Top 200 advertisers
Public Relations Officers
PR Consultants
and other decision makers in the marketing and advertising trade

* Subscriptions available from launch issue September 2009

Ad Size

Ad Size	Height x Width	1 Insert	3 Inserts	6 inserts
Mini Ad	90 x 60 mm	R 1,500	R 1,350	R 1,275
Mini-Max Ad	90 x 125 mm	R 2,300	R 2,070	R 1,955
Cover Announcement	45 x 60 mm	R 2,800	R 2,520	R 2,380
Third Page Horizontal	90 x 190 mm	R 3,500	R 3,150	R 2,975
Third Page Vertical	277 x 60 mm	R 3,500	R 3,150	R 2,975
Maxi Ad (A4 scaled down)	180 x 125 mm	R 4,250	R 3,825	R 3,610
Half Page Horizontal	135 x 190 mm	R 4,500	R 4,050	R 3,825
Super Ad Vertical	277 x 125 mm	R 6,000	R 5,400	R 5,100
Full Page Ad	297 x 210 mm	R 7,500	R 6,750	R 6,375
Back Page Ad	297 x 210 mm	R 9,500	R 8,550	R 8,075
Front Cover Ad	210 x 210 mm	R12,000	-	-
Double Page Spread	297 x 420 mm	R14,000	R12,600	R11,900
Loose Inserts	< A4 page	R 3,500	-	-

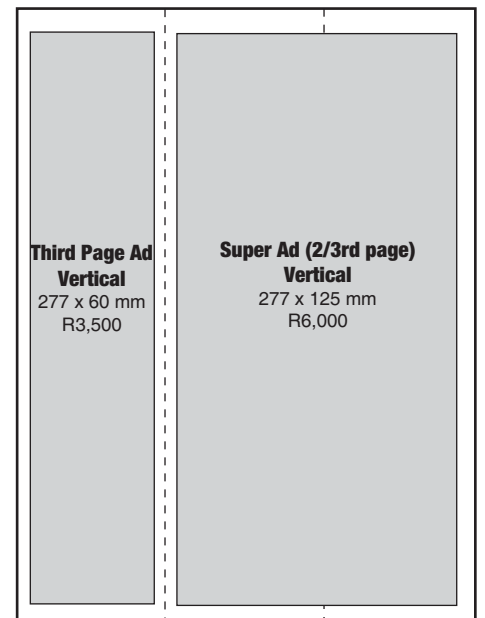
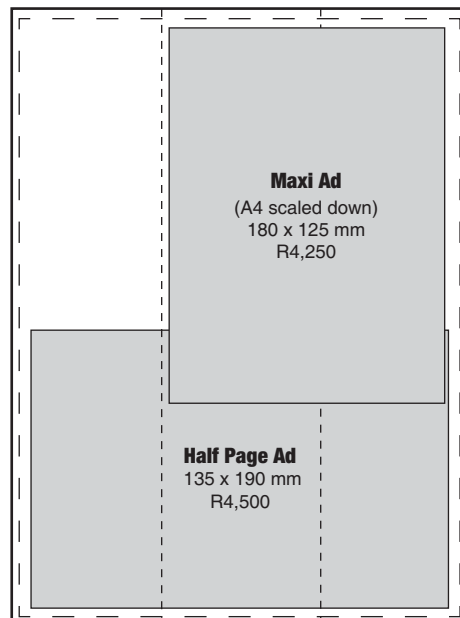
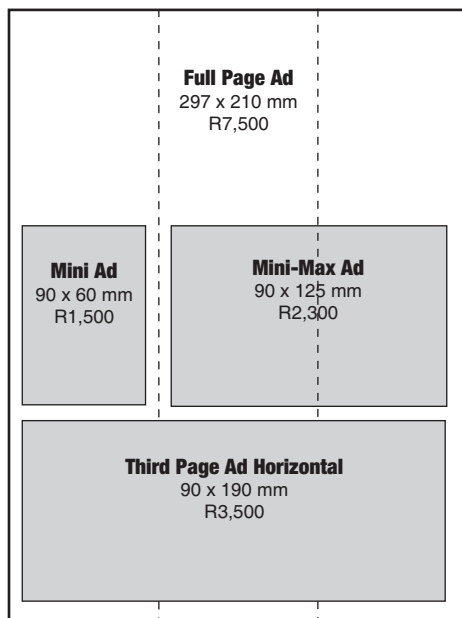
All prices exclude 14% VAT. No agency commissions

Artwork measurements for full pages +

Full Pages: Trim 297 x 210 mm Type: 277 x 190 mm Bleed: 5mm all round
DPS: Trim: 297 x 420 mm, Type: 277 x 190 mm, Bleed: 5mm all round

Deadlines Feature Booking Deadline Artwork Deadline

Deadlines	Feature	Booking Deadline	Artwork Deadline
Feb 2010	Digital & Internet Advertising	22 January 2010	25 January 2010
April 2010	Print & Ad Expo Issue	12 March 2010	15 March 2010
June 2010	Out of Home Advertising	21 May 2010	24 May 2010
Aug 2010	PR Marketing	16 July 2010	19 July 2010
Oct 2010	Gifting & Point of Sale	17 September 2010	20 September 2010
Dec 2010	Mobile & Marketing Strategies	12 November 2010	15 November 2010



Booking Instructions

(1) Kindly complete all sections of this booking form and fax back to 021 855 4745 (2) **PAYMENT TERMS:** Strictly 7 days from presentation of our invoice. (3) **Final artwork must be supplied in the required size and format (high-res .pdf)** and e-mailed to artwork@cadek.co.za (4) Design costs is not included. If you cannot supply your own artwork, we can design your advertisement at the following rates: Half page or smaller R500 Larger than half-page R650,00. (5) All prices **exclude** 14% VAT and are nett prices free of agency commissions.

This advertising order and booking form serves as legal contract between CADEK Media (the publisher) and...

SECTION A: Advertiser Details

Company Name:			
Product Advertised:			
Postal Address:			
Town / City:		Postal Code:	
Tel Number:		Cell Number:	
Fax Number:		Web Address:	
Your Email address:		VAT number:	
Your Name:		First-time advertiser? <input type="checkbox"/> YES <input type="checkbox"/> NO	

SECTION B: Place my ad in the following section (one section per ad)

<input type="checkbox"/>	Advertising Mediums & Media	<input type="checkbox"/>	Update (News section)
<input type="checkbox"/>	Marketing & Promotional Material	<input type="checkbox"/>	Stats & Figures
<input type="checkbox"/>	Service Providers	<input type="checkbox"/>	Industry Tools
<input type="checkbox"/>	Production Processes	<input type="checkbox"/>	General

SECTION C: Insertion issues

<input type="checkbox"/>	Feb 2010	<input type="checkbox"/>	August 2010
<input type="checkbox"/>	April 2010 – to be distributed at AdExpo	<input type="checkbox"/>	October 2010
<input type="checkbox"/>	June 2010	<input type="checkbox"/>	December 2010

SECTION D: I/We wish to book the following advertisement in this publication

Advertisement Size	Cost /Insertion	Insertions	Total Ex Vat
	R	x _____	R
		issues	
<i>Please note: Advertising rates does not include scans, design work or photography that might be required by the client. Artwork must be supplied in full and in the requested format.</i>	Sub Total		R
	+ 14% VAT		R
	TOTAL DUE		R

YES, please design my ad as per rates in point 4 above.

SECTION E: Acknowledgement

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.

Thus done and signed at _____ on this the _____ day of _____ 200__

Client (Print Name)

Signature

Capacity

PLEASE FAX TO: 021 855 4745



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 2010

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

Ordered by: / Invoice to: _____ **Starting:** June 2010 Aug 2010 Oct 2010 Dec 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.

Fax order to: 021 855 4745

Cardholder's Signature

Date



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.