



Sample cover



**GOODGUIDES WESTERN CAPE RESTAURANT GUIDE**

**Publication Date:** August 2010  
**Publication Duration:** August 2010 – June 2011  
**Booking Deadline:** **26 July 2010**  
**Material Deadline:** 26 July 2010  
**Circulation:** 60 000 copies  
**Target Audience:** Tourists visiting region and local residents

**Distribution**

60,000 copies distributed to...

Wine Farms, Cape Town Tourism, Waterfront, Kirstenbosch, Cape Point, Tourism offices, Airport, Travel Agents, participating Restaurants, Hotels and B&Bs in the Cape Peninsula, Boland, West Coast and Overberg. Embassies, Publicity offices, etc. An on-going "top up" of brochures is maintained throughout the year or while stocks last.

**About the Publication**

The guide is a showcase of all types of restaurants and eateries in the Western Cape. The guide will cover the full spectrum of restaurants from fine dining to informal family restaurants and will inform and guide the reader to your establishment. The guide will be kept by the reader and will act as a handy reference in many households. Travellers often pass their copies on to friends who will visit our region.

Apart from the restaurant listings, we will also include editorial on each area. The brochure will be a benchmark publication in its field and a true asset for the Western Cape's Culinary and Hospitality industries.

Other publications in the GoodGuides® range includes the Helderberg and Paarl Town Maps, 500 Must Visit Attractions of the Cape and Top Holiday Destinations in Southern Africa. The publication will also boast a full on-line version with links to all advertisers on the website [www.goodguides.co.za](http://www.goodguides.co.za).

The brochure offers an excellent advertising opportunity for restaurants. Book your listing or ad space today.

**About the Publisher**

CADEK Media was established in 2000 and specialise in publishing, design, print and exhibitions. We produce the annual Stellenbosch Wine Routes brochure (since 2001), the Paarl Guide (since 2007) and the Helderberg & Paarl Business Maps (since 2006). We organise and manage events such as the Stellenbosch Wine Festival, Destinations Expo and others. Our offices are situated in Helderberg, Somerset West.

**60,000 Printed copies**

**On-line virtual copy for extra reach**

**Distributed Free of Charge**

**Distributed throughout the year to info offices, hotels and B&Bs**

**Reach both tourists and locals**

**Low cost, focussed, large volume, effective advertising**

**Include free internet listing on [goodguides.co.za](http://goodguides.co.za) with your URL link**

**A safe investment**

GoodGuides® are published by:



A division of CADEK International cc  
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 5 Cynaroides Street, Helderberg, Somerset West, 7130  
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 Reg: 2000/063336/23 Vat Reg: 423 019 1928  
 Member: C.A. de Klerk



## STANDARD LISTINGS R 1,750 + VAT

The standard restaurant listing is equal to a third-page and has a **standard** layout. It includes your restaurant name, a picture or two of your choice, contact details and a 70-80 word write-up supplied by yourself.

**Simon's at Groot Constantia** Constantia

CON | INT

Welcome to Wine Country and Simon's restaurant, just 20 minutes from Cape Town. With its stunning vineyard setting and the perfect balance of outdoor and indoor dining, Simon's is the ideal place for a leisurely lunch or dinner. Simon's food is unpretentious and delicious, ranging from their legendary sirloin steak, to seafood, salads and gourmet burgers! Live folk rock band on Friday evenings and most often a light Jazz band on Sunday afternoons. Picnics available in summer! Welcome to Wine Country and Simon's restaurant.

Tel: +27 (0)21 794 7724 / +27 (0)21 794 1143  
E-mail: simons@kristensen.co.za  
Web: www.simons.co.za  
Groot Constantia Wine Estate, Constantia

Example of Standard Restaurant listing

## COLOUR SCHEME & AREAS



## DESIGN YOUR OWN AD

### Full Page Ad R 7,500 + VAT

Size: 210mm t2b x 105mm l2r  
(plus 5mm bleed all round)

### Half Page Ad R 3,500 + VAT

Size: 95mm t2b x 88mm l2r  
(No bleed. Black hairline border)



Tel: 0861 2 CADEK (22335)  
 Tel: 021 855 4750  
 Fax: 021 855 4745

# Booking Form: GoodGuides® Restaurant Guide Western Cape | 2010 Edition

## Booking Instructions

1. Kindly complete all sections of this booking form. **The Booking deadline is 26 July 2010**
2. **PAYMENT TERMS:** Payment in full on sign-off of final proof.
3. **Bank Details:** Standard Bank, Stellenbosch 050610 **Account Name:** CADEK International **Account nr:** 072282487
4. You will receive a confirmation letter with artwork requirements, VAT Invoice and Statement upon booking.
5. Design Cost for standard listings are included in the price. Design costs for all other ads are R350+VAT per ad.
6. All prices exclude 14% VAT.

## SECTION A: Client Details

Company Name:			
Postal Address:			
Town / City:		Postal Code:	
Tel Number:		Fax Number:	
Web Address:		Email address:	
Your Name:		Your Cell number:	
VAT number:		Your Email address:	

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

<input type="checkbox"/>	Cape Town-Central	<input type="checkbox"/>	Cape Town-South	<input type="checkbox"/>	False Bay	<input type="checkbox"/>	Winelands
<input type="checkbox"/>	Cape Town-North	<input type="checkbox"/>	Atlantic Seaboard	<input type="checkbox"/>	West Coast	<input type="checkbox"/>	Overberg
<input type="checkbox"/>	Not area specific						

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

Advertisement Size	Cost Ex Vat	QTY	Total Ex Vat
Standard Restaurant Listing (Third-Page)	R 1,750.00		
Half Page Ad (95mm t2b x 88mm l2r)	R 3,500.00		
Full Page Ad (210mm t2b x 105mm l2r + 5mm bleed)	R 7,500.00		
DPS – Double page (210mm x 210mm + 5mm bleed)	R 12,000.00		
Other:	R		

*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.*

Sub Total	R
+ 14% VAT	R
<b>TOTAL DUE</b>	<b>R</b>

## SECTION D: Acknowledgement

I have read, understand and agree to the 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 \_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
 Client (Print Name)

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Capacity

**PLEASE FAX TO: 021 855 4745**



## STANDARD TERMS & CONDITIONS FOR ADVERTISING WITH CADEK MEDIA

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 will be payable before publication 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 only valid for ONE publication and must be renewed for future placements.

### 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 the advertisement (including all contents, trademarks and brand features contained therein).

### 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.