

## RateCard

Published by:



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Dear Sir or Madam:

### **GoodGuides® TOP Holiday Destinations of Southern Africa & Indian Ocean Islands**

It is with great pleasure that we invite you to become part of our **GoodGuides® Top Holiday Destinations of Southern Africa and Indian Ocean Islands** that will be launched at the Destinations Expo in Cape Town on 19-22 August 2010.

The guide will be a showcase of destinations for both business traveller and holidaymaker and will include places and establishments in South Africa, Namibia, Botswana, Zimbabwe, Mozambique and the Indian Ocean Islands.

**Who should advertise?** Accommodation, Hotels, Resorts, B&B's, Destination Marketing Organisations, National Tourism Boards, Lodges, Game Reserves, Nature reserves, Spa's, tourist attractions, airlines, travel agents and tour operators and all other holiday destinations, products, services and experiences.

Each participant (advertiser) in the guide will be represented by means of a full-page standard listing with pictures and editorial to ensure a uniform and stylish look and feel for the guide (similar to the Relais & Chateaux catalogues).

The guide will be divided into countries, then into regions and towns and will offer the reader a wide choice of destinations for his/her next holiday.

#### **Costs:**

Your **full-page** standard listing costs is just **R 3,500+VAT** and includes:

- Your full-page listing in 20,000 copies
- Final artwork of your standard listing
- Index entries per alphabet and per category with quick references to your listing.
- Free listing with same images and text on our on-line site [GoodGuides.co.za](http://GoodGuides.co.za) for 12 months
- Five free copies of the printed guide for self-promotion

Below please find some technical information on the guide.

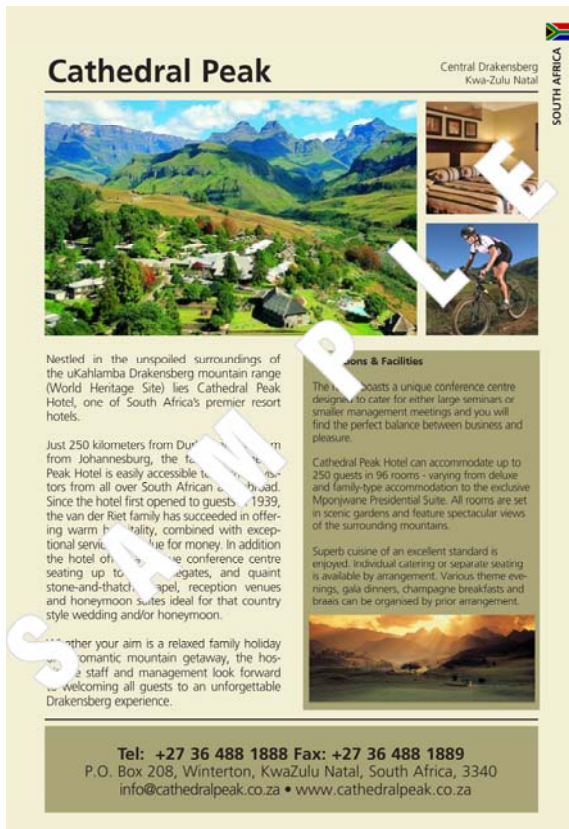
**Circulation:** 20 000+ copies (partly distributed FOC, partly sold in bookstores and on internet)

**Publication Date:** August 2010

**Publication Duration:** August 2010 – July 2011

**Booking & Artwork Deadline: Fri 23 July 2010**

## Standard Listing Layout Sample:



**Cathedral Peak** Central Drakensberg Kwa-Zulu Natal SOUTH AFRICA

Nestled in the unspoiled surroundings of the uKhahlamba Drakensberg mountain range (World Heritage Site) lies Cathedral Peak Hotel, one of South Africa's premier resort hotels.

Just 250 kilometers from Durban, 400 km from Johannesburg, the famous Cathedral Peak Hotel is easily accessible to international visitors from all over South Africa and abroad. Since the hotel first opened to guests in 1939, the van der Riet family has succeeded in offering warm hospitality, combined with exceptional service, for money. In addition the hotel offers a unique conference centre seating up to 250 delegates, and quaint stone-and-thatch chapel, reception venues and honeymoon suites ideal for that country style wedding and/or honeymoon.

Whether your aim is a relaxed family holiday or a romantic mountain getaway, the hospitable staff and management look forward to welcoming all guests to an unforgettable Drakensberg experience.

**Rooms & Facilities**

The hotel boasts a unique conference centre designed to cater for either large seminars or smaller management meetings and you will find the perfect balance between business and pleasure.

Cathedral Peak Hotel can accommodate up to 250 guests in 96 rooms - varying from deluxe and family-type accommodation to the exclusive Moonstone Presidential Suite. All rooms are set in scenic gardens and feature spectacular views of the surrounding mountains.

Superb cuisine of an excellent standard is enjoyed. Individual catering or separate seating is available by arrangement. Various theme evenings, gala dinners, champagne breakfasts and braais can be organised by prior arrangement.

**Tel: +27 36 488 1888 Fax: +27 36 488 1889**  
P.O. Box 208, Winterton, KwaZulu Natal, South Africa, 3340  
info@cathedralpeak.co.za • www.cathedralpeak.co.za

### Your full-page standard listing will include:

- Up to 3 pictures of your establishment (or more if you have less text)
- Your supplied text (120 words general description)
- Interesting facts about your establishment, facilities, products on offer, size and more (50 words for facilities)
- Contact Details
- Listings in various indexes in the guide.

### Participation fee: R3,500+VAT per listing

(Normal full-page advertising rate in this publication is R7,500+VAT)

Your participation fee cover the production of your listing and allow us to print and distribute 20,000 copies to travel agents, information centres, trade shows and bookstores.

## Distribution

A total of 20,000 copies will be distributed to...

- Travel agents in South Africa.
- Electronic copies to be distributed to +/-2000 international travel agencies.
- Tourism Information Centres
- Visitors to the Destinations Expo in Cape Town
- At least 5000 copies will be made available to sell through book stores in South Africa.
- A downloadable internet version will be available for internet users throughout the world.
- Each advertiser also receives a free 12-month listing on the GoodGuides® internet portal.

The publisher reserves the right to print additional copies that can be made available for sale through concierges and book stores such as Exclusive Books.

## About the Publisher

CADEK Media has been publishing for the last 10 years and publish custom titles such as:

- GoodGuides® Maps
- GoodGuides® Restaurant Guide
- Stellenbosch and its Wine Routes Brochure (under contract)
- Paarl Tourism Brochure (under contract)

Our offices are in Somerset West and our warehouse is in Strand.

We look forward to welcome you onboard!

**Need more information? Call Chris on 021 855 4750**



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

# Booking Form TOP Holiday Destinations 2011

## Booking Instructions

1. Kindly complete all sections of this booking form. **The Booking deadline is 23 July 2010**
2. **PAYMENT TERMS:** A 50% deposit is payable upon booking and the balance on presentation of our invoice and final proof.
3. **Bank Details:** Standard Bank, Stellenbosch 050610 **Account Name:** CADEK International **Account nr:** 072282487
4. Design Cost for standard listings is included. CADEK Media can design your half or full-page ad for you the following cost: Half page R350, Full page R450,00.
5. All prices exclude 14% VAT.

## SECTION A: Advertiser / Customer Details

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

## SECTION B: I/We herewith book the following listing/advertisement in the publication

	Cost Ex Vat	QTY	Total Ex Vat
<b>Standard listing (Standard format)</b>	R 3,500.00	1	<b>R 3,500.00</b>
Full-Page Ad (design & supply your own design)	R 7,500.00		
Special Position Full Page (back/inner front or back)	R 14,000.00		
Double Page Spread	R 14,000.00		
Other:	R		
<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>	<b>Sub Total</b>	R	
	<b>+ 14% VAT</b>	R	
	<b>TOTAL DUE</b>	R	

## 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)**

\_\_\_\_\_  
**Capacity**

\_\_\_\_\_  
**Signature**

**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 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.