

Invitation to participate

Published by:



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Reg: 2000/063336/23 Vat Reg: 423 019 1928

Dear Sir or Madam:

GoodGuides® 500 Must Visit Attractions of the Cape, Winelands & Overberg

It is with great pleasure to announce that we have selected your establishment to be included in our GoodGuides® **500 Must Visit Attractions of the Cape** publication. The publication is designed to attract visitors to your door by telling them more about your unique offering/s and why they should visit your establishment.

The guide will be a showcase of top tourist attractions including shopping, wineries, museums, art galleries, pubs and night life, markets, beaches, eateries, festivals & events, cultural destinations, eco & nature, health treats, game farms, jewelers, theatre & entertainment, resorts and more.

The guide will be divided into regions, towns and activities and will offer the reader a wide choice of places and attractions to visit in the Cape, Winelands and Overberg.

Costs:

Your **full-page** standard listing only costs **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 reference to your listing page.
- Web listing with same images and text on GoodGuides.co.za for 12 months (launching July 2010)
- Ten free copies of the printed guide for self-promotion


The production of the guide is funded by the selected attractions.
Below please find some technical information on the guide.

Circulation:	<i>20 000+ copies (partly distributed FOC, partly sold)</i>
Publication Date:	<i>August 2010</i>
Publication Duration:	<i>August 2010 – July 2011</i>
Printed on:	<i>60gsm Envirotech with 225gsm Cover</i>

Booking & Artwork Deadline: Fri 23 July 2010

Standard Listing Layout Sample:

Fairview Estate Paarl



With an award winning range of wines under its Fairview, Goats do Roam and Spice Route labels, as well as the country's leading selection of gourmet cheeses, this Paarl wine farm is a firm favourite amongst local and international visitors.

As the resident goats laze on the iconic Fairview Goat Tower, guests can enjoy a relaxed wine & cheese tasting, browse at the deli and cheese shop for the latest innovation from our cheese-makers, or simply enjoy the gardens and views.

Take a break and enjoy fine farm fare at The Goatshed eatery, with cheeseboards, light lunches and fantastic fresh breads on offer, or slowly sip one of their delicious cappuccinos.

The Fairview experience is a perfect way to spend a day in the Cape; a welcoming and relaxed escape, only 40 minutes from Cape Town.

Attractions: Restaurant, Deli, Goats Milk Cheese, Accommodation, Cellar Tours

Total Production: 120,000 c/s

White Wines:
Sauvignon Blanc, Viognier, Chenin Blanc, Semillon, Chardonnay

Red Wines:
Shiraz, Pinotage, Mourvèdre, Cabernet, Barbera, Merlot, Sweet Red (Fortified)

Trading Hours & Tasting Cost
Mon-Sun 9am-4pm

Owner/s: Charles Beck

Winemaker/s: Charles Beck & Anthony de Jager

MAP

Tel: +27 21 863 2450 Fax: +27 21 863 2591
PO Box 583, Suider Paarl, 7624
GPS: 534° 1'36.2" E018° 48'32.3"
info@fairview.co.za • www.fairview.co.za

Your full-page standard listing will include:

- Up to 3 pictures of your establishment
- Your 120 Word supplied text description
- Interesting facts about your establishment, facilities, products on offer, size and more
- A small map
- 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 information centres and hotels in the Western Cape.

You will also receive 10 free copies for own distribution and self promotion.

Distribution

At least 20,000 copies will be distributed to...

- Tourism Information Centres
- Hotels and guest houses in the in Cape Town and Winelands
- Local Tour Operators
- A downloadable internet version will be available for internet users throughout the world.

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

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

FORM A: Booking Form 500 Must Visit Attractions of the Cape

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, Helderberg 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: Advertisers Details

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

SECTION B: I/We confirm our participation as one of the 500 must visit attractions in this publication and agree to settle the participation fee as below:

	Cost Ex Vat	QTY	Total Ex Vat
Standard Full-Page Editorial listing (Invited establishments only)	R 3,500.00	1	R 3,500.00
Additional Advertising: (available to any establishments)			
Quarter Page Ad – Design your own ad	R 3,500.00		
Half-Page Ad – Design your own ad	R 5,000.00		
Full-Page Ad – Design your own ad	R 7,500.00		
DPS – Double page spread – Design your own	R 14,000.00		
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
TOTAL DUE	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



FORM B: Information Form 500 Must Visit Attractions Of the Cape

Instructions

1. Kindly complete all sections of this form and fax it to our office **soonest but not later than 30 June 2010**.
2. Please fax the completed form to **021 855 4745**
3. Kindly email the following artwork to artwork@cadek.co.za or deliver it to our office before in Somerset West. Please note that you should supply this in digital format on disk or by email. We accept .jpg, .tif, .pdf file formats at 300dpi. No pictures will be downloaded from the Internet.
 - a. **A landscape picture + 2 additional postcard pictures of your choice to be published in the allocated space.**
 - b. **Your 120 word description of your establishment, refer to achievements, history and other information that will attract visitors to your establishment. Please email your description in MS Word or text format.**
4. You will receive a final proof of your listing before printing and as final confirmation of your participation.

Details to be published

Establishment Name:	
Postal Address:	
Town / City:	Postal Code:
Tel Number:	
Fax Number:	
Email address:	
Web Address:	
Owner/s:	
Products produced/on offer:	
Trading Hours:	Mon – Fri: ____ - ____ Sat: ____ - ____ Sun: ____ - ____
Cost to visit / for tour / tasting:	R_____ per person [__] No Charge to visit / tour / taste /
Facilities offered (<input checked="" type="checkbox"/> tick):	General: <input type="checkbox"/> Open on Sundays <input type="checkbox"/> Accessible for the disabled <input type="checkbox"/> Cellar Tours <input type="checkbox"/> Accommodation offered farm <input type="checkbox"/> Function facilities for up to ____ people <input type="checkbox"/> Child Friendly <input type="checkbox"/> Restaurant <input type="checkbox"/> Picnics (buy at farm) <input type="checkbox"/> Picnics (Bring your own) <input type="checkbox"/> Snacks available <input type="checkbox"/> Other (please list):
---For Wineries Only---	
Winemaker/s:	
Viticulturist/s:	
Total cases produced (by 6)	

PLEASE FAX YOUR FORM TO: 021-8554745

Please complete the booking form for additional advertising space.



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.