



STELLENBOSCH AND ITS WINE ROUTES BROCHURE

Publication Date: October 2009
Publication Duration: October 2009 – September 2010
Booking Deadline: 31 August 2009
Material Deadline: 31 August 2009
Circulation: 300 000 printed copies + electronic distribution
Target Audience: Tourists visiting region and local residents

Publication Background

The history of the Stellenbosch Wine Routes Brochure dates back more than 30 years. Today, this benchmark publication promotes **Stellenbosch** and its wine producers as a premium and major tourist destination. The brochure is the official travel guide to Stellenbosch and is a joint effort between Stellenbosch American Express® Wine Routes and Stellenbosch Tourism Information Bureau.

The brochure offers an excellent advertising opportunity for local businesses; especially those who wish to tap into the wine tourism market and the 2010 FIFA world cup market.

We offer competitive advertising rates and you can advertise in categories such as Attractions, Sport & Adventure, Shopping, Restaurants, Accommodation, Services and General Information. This year we would like to further develop the Conference and Functions section.

Our agreement with Stellenbosch Tourism Information (STI) is to offer its members a 3% discount on our published advertising rates.

Call Stellenbosch Tourism Information on 021-883 3584 to become a STI member and make use of this and many other benefits.

Advertisers can now also pay for their advertisements with **American Express® Credit Cards**.

Distribution

Stellenbosch American Express® Wine Routes and Stellenbosch Tourism Information Bureau distribute the brochure to...

Wine Farms, Tourism offices, tourist attractions such as Waterfront, Kirstenbosch, Cape Point, Airports, AA offices, Travel Agents, Hotels, B&B's and Restaurants in the Peninsula. An on-going "top up" of brochures is maintained throughout the year. The brochure is also handed out at both local and international wine and tourism shows. A downloadable .pdf is available from MrBrochure.net

We look forward to welcome you onboard!

Large Print Run

Official Stellenbosch Brochure

Lists 120+ Stellenbosch Wineries

Distributed F.O.C. throughout year

Reach both tourists and locals

Low cost, large volume, effective

Listing on town & area maps*
**not for text listings*

A safe investment

We except AMEX® Card payments

Earn miles on your advertising

Publisher:



CADEK International cc T/A CADEK Media
Tel: 021 855 4750 Fax: 021 855 4745
P.O. Box 5111, Helderberg, 7135
5 Cynaroides Street, Heldervue, Somerset West, 7129
E-mail: info@cadek.co.za Web: www.cadek.co.za
Reg: 2000/063336/23 Vat Reg: 423 019 1928
Member: C.A. de Klerk

Ad Sizes & Artwork Requirements

Ad Size	Trim Size T-B x L-R	Type Size T-B x L-R	Bleed Size T-B x L-R	Artwork Requirements
Double Page Spread (DPS)	210 x 200mm	200 x 190mm	220 x 220 mm	We except all high resolution formats of 300dpi or more. E-mail us a .pdf, .jpg or .tiff file in CMYK. Mail to: artwork@cadek.co.za
Full Page (supply own design)	210 x 105mm	200 x 95mm	220 x 120 mm	
Half Page (supply own design)	90 x 88mm	N/A	N/A	
Third Page (supply own design)	60 x 88mm	N/A	N/A	
All other sizes	E-mail text and pictures to artwork@cadek.co.za			

Standard Listing Layouts

Our listings are standardised to ensure a neat look and feel and easy flow of information. The colour scheme of the listing will depend on the colour of the specific section/category in which you advertise (see below).

96 WINERY ROAD RESTAURANT



96 Winery Road Restaurant is an award winning, immensely popular, bright and bustling restaurant set in the heart of the winelands. Our focus is creative country cooking, with fresh, mainly organic produce and hearty portions. Our wine list includes a selection of the regions finest wines coupled with some 200 wines from the rest of the country as well as benchmarks from around the world. Find us on Winery Road, off the R44 between Stellenbosch and Somerset West.

Tel: 021 842 2020 Fax: 021 842 2050
Winery Road, off R44, Somerset West
E-mail: wineryd@mweb.co.za
Web: www.wineryrd.co.za

Quarter Page Standard Listing

Available across all sections. Your listing will be made up in the colour scheme of the particular section/category

Size: 45mm x 88mm
Cost: R5,250.00 + VAT

96 WINERY ROAD



96 Winery Road Restaurant is an award winning, immensely popular, bright and bustling restaurant set in the heart of the winelands.

Tel: 021 842 2020 Fax: 021 842 2050
Winery Road, off R44, Somerset West
E-mail: wineryd@mweb.co.za
Web: www.wineryrd.co.za

ONS GENOT COUNTRY LODGE



Situated in the heart of the Winelands between golf courses and wine estates, Luxury in-site rooms with private terraces.

★★★★★
Tel: 021 865 2233 Fax: 021 865 2250
Bottelary Road, Stellenbosch
E-mail: info@onsgenot.com
Web: www.onsgenot.com

Eight-Page Standard Listing

Available across all sections. Your listing will be made up in the colour scheme of the particular section/category.

Size: 45mm x 42mm
Cost: R3,000.00 + VAT

VILLIERA WINES



P.O. Box 66, Koelenhof, 7605, South Africa
Tel: +27 21 865 2002
Fax: +27 21 865 2314
www.villiera.com
wine@villiera.com

TASTING & WINE SALES
Mon - Fri, Pub Holidays 08:30 - 17:00,
Sat 08:30 - 13:00
Tasting: Daily during trading hours.

MAP REF: A2



Winery Listing

Only in the Stellenbosch Wine Routes Members sections. Includes 50-70 words of text, contact details and opening times.

Size: 90mm x 62mm
Cost: R3,500.00 + VAT

Category colour scheme

 ACCOMMODATION	 HEALTH & BEAUTY
 RESTAURANTS	 CONFERENCES & EVENTS
 SHOPPING	 ADVENTURE & SPORT
 TOUR OPERATORS	 ATTRACTIONS
 WINE FARMS	

PLEASE NOTE:

Accommodation Section: Advertisers must be a member of /or become a member of STI
Winery Listings: Advertisers must be a member of/or become a member of SWR



Booking Form & Advertising Order

2010 STELLENBOSCH & Its Wine Routes

Tel: 021 855 4750 Fax: 0027 21 855 4745

Booking Instructions

1. Kindly complete all sections of this booking form. **The Booking and artwork deadline is 31 August 2009**
2. **PAYMENT TERMS:** 50% Deposit with booking. Balance is due on presentation of final proof.
3. **Design costs** for standard listings are included in the price. For own design advertisements we can design your advertisement for you at the following rates: Half page R300, Full page R600,00. Other charges: Recreating logos R 250,00, Photo Scans R25,00.
4. **Changes:** We allow up to three sets of changes per advertiser at no charge. Additional changes will be billed at R150 per change.
5. All prices **exclude** 14% VAT and are nett prices free of agency commissions.

SECTION A: Client Details

Company Name:			
Postal Address:			
Town / City:		Postal Code:	
Tel Number:		Cell Number:	
Fax Number:		Web Address:	
Your Email address:		VAT number:	
Your Name:		STI Member?:	<input type="checkbox"/> YES <input type="checkbox"/> NO

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

<input type="checkbox"/> Accommodation. STI members only	<input type="checkbox"/> Health/Beauty	<input type="checkbox"/> Wineries A-Z. SWR members only
<input type="checkbox"/> Adventure/Sport	<input type="checkbox"/> General	<input type="checkbox"/> Shopping
<input type="checkbox"/> Attractions	<input type="checkbox"/> Restaurants	<input type="checkbox"/> Touring the region
<input type="checkbox"/> Conference/Events		<input type="checkbox"/> Other, please specify: _____

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

Advertisement Size	Cost Ex Vat	QTY	Total Ex Vat
Double Page Spread of your own design	R 31,500.00		
Full Page of your own design	R 17,000.00		
Half Page of your own design	R 9,500.00		
Third Page Ad of your own design	R 6,500.00		
Quarter Page STANDARD LISTING (Standard design)	R 5,250.00		
Winery Listings** - SWR Members Only (read notes below)	R 3,500.00		
Small (1/8 th -Page) STANDARD LISTING (Standard design)	R 3,000.00		
Text Listing (Services only e.g. Tour Operators)*	R 750.00		
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	

YES, I wish to pay with my **American Express®** Credit Card. Please fax me the authorisation form for completion.

YES, please design my ad as per rates in point 3 above. (No design cost/charges for standard listings)

* Not listed / indicated on maps **Winery listings to be invoiced by Stellenbosch Wine Routes. Do not make any payment for your winery listing to CADEK Media please.

SECTION D: 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



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.