

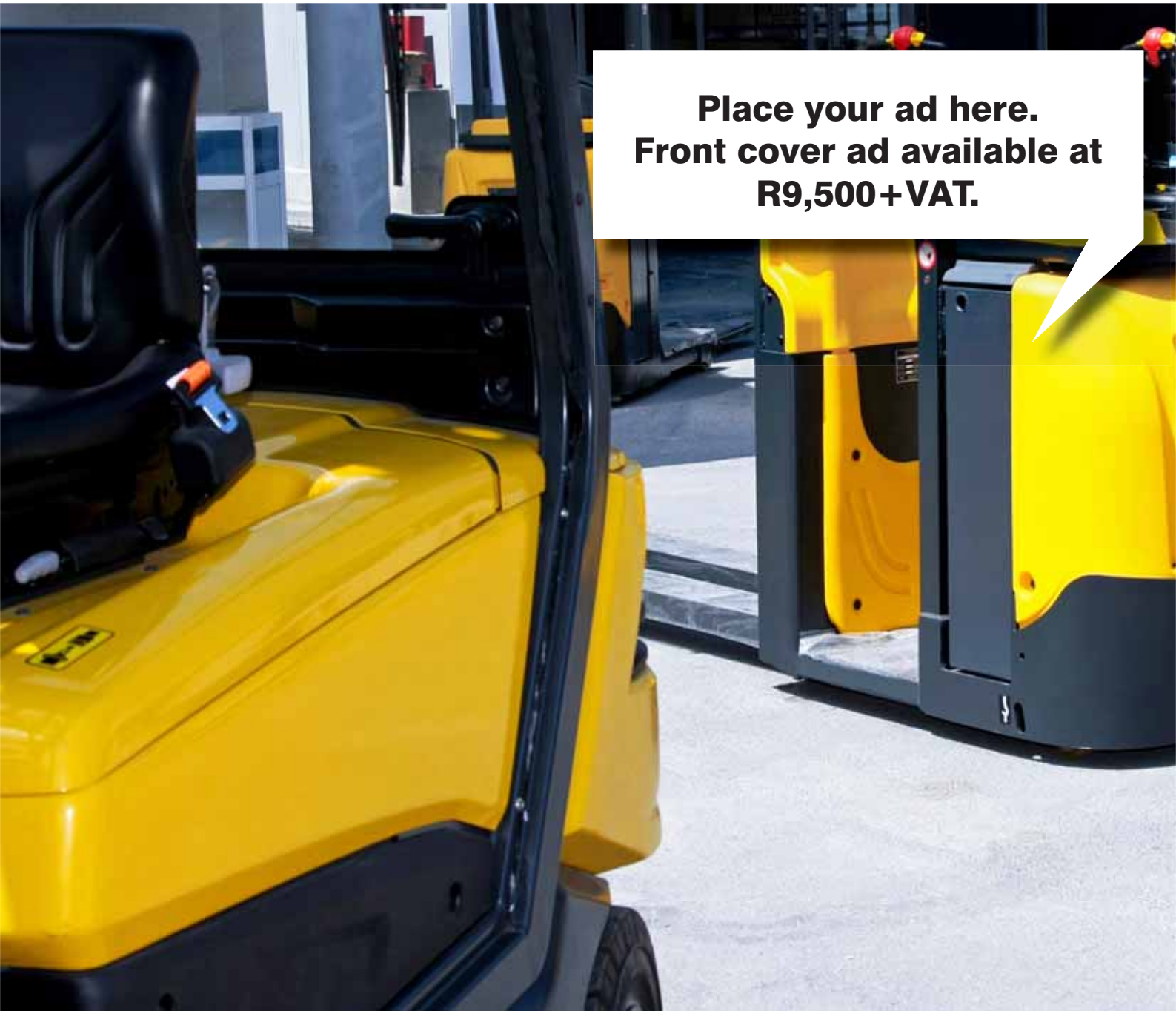
# Industry Suppliers Guide

**Suppliers for all your...**

- Agriculture & Farming
  - Automation & Manufacturing
  - Business Services
  - Commercial Vehicles
  - Equipment & Tools
  - Fishing & Marine
  - Hiring Services
  - Logistics & Distribution
  - Materials Handling
  - Office Equipment
  - Packaging & Finishing
  - Winemaking
- needs**

**RATE CARD 2010**

[www.suppliersguide.co.za](http://www.suppliersguide.co.za)



**Place your ad here.  
Front cover ad available at  
R9,500+VAT.**

# Industry Suppliers Guide

CADEK  
MEDIA

A CADEK Media Publication

Tel: 021 855 4750  
Fax: 021 855 4745  
PO Box 5111,  
Helderberg, 7135

## About the Industry Suppliers Guide

CADEK Media's **Industry Suppliers Guide** offers you a cost effective monthly advertising medium to reach decisionmakers and buyers from various industries in the Western Cape. It is a handy business guide and allow readers to quickly find suppliers for their business needs. Apart from the printed publication you will also receive a web listing and link on our supportive website: [www.suppliersguide.co.za](http://www.suppliersguide.co.za) for the period that you advertise.

## Distribution & Audience:

**Copies Printed:** 30,000      **Cover Price:** FREE  
**Printing:** Web printed on 52gsm paper (or higher gsm).

The **Industry Suppliers Guide** is distributed free of charge to industrial/business areas and parks in the Western Cape. Delivery is made by means of a door to door delivery service and by distribution in post boxes in major business areas and farming communities. A monthly e-mail reminder is also distributed to a database of +/- 20,000 email users with a link to read the magazine on-line. Readers are encouraged to sign-up for our monthly email newsletter which also promote the on-line edition each month. Readers will be able to find your details and a URL link to your website from [www.suppliersguide.co.za](http://www.suppliersguide.co.za) (live on 1 July).

Readers include top executives, small business owners, farmers, engineers, accountants, purchase managers, head buyers, office managers, distribution and logistic managers, manufacturers, directors, CEOs, sales people, project managers, product designers, winemakers, retailers, maintenance specialists, plant managers, factory managers, exporters, landscapers, builders, mariners, lab specialists and many other professionals.

## Issue dates      Booking Deadline      Artwork Deadline

July 2010	28 May 2010	4 June 2010
August 2010	25 June 2010	2 July 2010
September 2010	30 July 2010	6 August 2010
October 2010	27 August 2010	3 September 2010
November 2010	24 September 2010	1 October 2010
December 2010	29 October 2010	5 November 2010
January 2011	26 November 2010	3 December 2010

**Artwork:** All advertisements must be supplied in PDF format at 300dpi or higher. Please email artwork to: [artwork@cadek.co.za](mailto:artwork@cadek.co.za)  
\* Please add 5mm bleed all round on these ads.

**NOTE:** The publisher will place a hairline border around all ads placed in the guide.

## Ad Size - full colour      Height x Width      Price

All prices exclude 14% VAT. No agency commissions

Mini Ad (Eight-Page)	57 x 90 mm	R 950
Quarter-Page Ad	120 x 90 mm	R 1,800
Category Sponsor	15 x 30 mm	R 2,500
Halfpage Horizontal	120 x 286 mm	R 3,500
Halfpage Vertical	245 x 90 mm	R 3,500
Full-page (no bleed)	245 x 186 mm	R 6,500
Full-page (with bleed)	275 x 210 mm*	R 7,500
Front Page Ad	180 x 210 mm*	R 9,500
Back Page Ad	275 x 210 mm*	R 8,500
Double Page Spread	275 x 420 mm*	R14,000

Guaranteed Right-hand pages, add 15% to above rates.

\* Please add 5mm bleed all round on these ads.

Cat sponsor 15 x 30 R 2,500	<b>Category Heading</b>
<div style="border: 1px dashed black; padding: 10px; margin: 0 auto; width: 80%;"> <p style="text-align: center;">Half Page 120 x 186 R 3,500</p> </div>	
<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Mini Ad - Eight Page 57 x 90 R 950</p> </div>	<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Quarter Page 120 x 90 R 1,800</p> </div>
<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Full Page <i>No Bleed, with category heading</i> 245 x 186   R 6,500</p> <p><i>With Bleed, without category heading</i> 275 x 210 + 5mm bleed   R 7,500</p> </div>	
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## 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](mailto: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 R450 Larger than half-page R650,00. (5) All prices **exclude** 14% VAT and are nett prices free of agency commissions.

### 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"/>	Agriculture & Farming	<input type="checkbox"/>	Fishing & Marine	<input type="checkbox"/>	Packaging & Finishing
<input type="checkbox"/>	Automation & Manufacturing	<input type="checkbox"/>	Hiring Services	<input type="checkbox"/>	Waste Management
<input type="checkbox"/>	Business Services	<input type="checkbox"/>	Logistics & Distribution	<input type="checkbox"/>	Water Treatment
<input type="checkbox"/>	Commercial Vehicles & Trucking	<input type="checkbox"/>	Materials Handling	<input type="checkbox"/>	Winemaking
<input type="checkbox"/>	Equipment & Tools	<input type="checkbox"/>	Office Equipment	<input type="checkbox"/>	General

### SECTION C: Insertion issues – book the same size ad for 3 months and get 20% off

<input type="checkbox"/>	July 2010	<input type="checkbox"/>	October 2010	<input type="checkbox"/>	January 2011
<input type="checkbox"/>	August 2010	<input type="checkbox"/>	November 2010	<input type="checkbox"/>	February 2011
<input type="checkbox"/>	September 2010	<input type="checkbox"/>	December 2010	<input type="checkbox"/>	March 2011

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

Advertisement Size	Cost per Issue	Total Ex Vat
	R _____,____	R _____
- Frequency discount of 20% if same size ad is booked for 3 consecutive issues		R _____
<b>Sub Total</b>		R _____
<b>+ 14% VAT</b>		R _____
The amount you will be billed for per issue booked (see section C)	<b>ISSUE TOTAL</b>	R _____

### 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 \_\_\_\_\_ 20\_\_\_\_

_____	_____
Client (Print Name)	Signature
_____	_____
Capacity	

PLEASE FAX TO: 021 855 4745

## 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.