



Example of 2009 cover



PAARL TOURISM BROCHURE

60,000 Copies

Official Paarl Brochure

Paarl Accommodation & Wineries

Distributed Free of Charge

Distributed throughout the year

Reach both tourists and residents

Low cost, large volume, effective

Get listing on town & area maps

A safe investment

**15% Discount on advertising rates
to all paid-up Paarl Tourism &
Paarl Vintners members**

Publication Date: May 2010
Publication Duration: May 2010 – April 2011
Booking Deadline: **16 April 2010**
Material Deadline: 16 April 2010
Circulation: 60 000 copies
Target Audience: Tourists visiting region and local residents

Distribution

60,000 copies distributed by Paarl Tourism and Paarl Vintners to...

Wine Farms, Cape Town Tourism, Waterfront, Kirstenbosch, Cape Point, Satour offices, Airports, AA offices, Travel Agents, Restaurants, Hotels and B&B's in the Boland and Peninsula. Embassies, Publicity offices etc. An on-going "top up" of brochures is maintained throughout the year.

About the Publication

The Paarl Tourism Brochure is a showcase of what Paarl has to offer to both it's residents and visitors. The brochure will include local attractions, accommodation establishments, restaurants, businesses and the areas wineries. The brochure will be a benchmark publication in destination marketing and a true asset for the town.

The brochure will be the new official information guide to Paarl and is being produced by CADEK Media under the mandate of Paarl Vintners and Paarl Tourism.

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

The brochures are distributed throughout the year.

About the Publisher

CADEK Media was formed in 2000 and specialise in publishing, graphic design, print management and exhibitions. We produce the Stellenbosch Wine Routes brochure (since 2001), WineBiz Suppliers Guide for the Wine Industry (since 2000) and all GoodGuides® Publications. We organise and manage events such as the Stellenbosch Wine Festival, Cape Town Destinations Expo and Mega Media Ad Expo. Our offices are situated in Heldervue, Somerset West.

We look forward to welcome you onboard!

Publisher:



CADEK International cc T/A CADEK Media
 Tel: 0861 222 335 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



PAGE LAYOUT & STANDARD LISTINGS

Headings

Accommodation, Adventure/Sport, Attractions, Beauty & Health, General, Restaurants, Shopping, Touring the region and other special headings.

Full- & Half-Page Ads (your own design)

Book a full or half page ad to design and supply your own ad. We can also assist with your design.

Winery Listings (standard layout)

Winery listings take the form of a compulsory half-page listing with a standard layout. It include your logo in greyscale, 150-160 word text description, a picture of your choice, contact details, tasting hours and wines produced.

Members Quarter Page Listings

These listings are available in all sections. The listing is equal to a quarter-page and has a standard layout. It includes your company name, ratings, 70-80 word text description, a picture/s of your choice and contact details.

Members Small Listing

The listing is equal to a 1/8th-page and has a standard layout. It includes your company name, ratings, a picture/s of your choice and contact details. Please note that this listing does not include a text description.

WINERIES A-Z



Landskroon Estate
Tel: +27 (0)21 863 1039
Fax: +27 (0)21 863 2810
PO Box 519, Suider Paarl, 7624
E-mail: landskroon@mweb.co.za
Web: www.landskroonwines.com

White Wines: Sauvignon blanc, Chardonnay, Chenin blanc **Red Wines:** Cabernet Sauvignon, Landskroon Cab/Merlot blend, Shiraz **Other:** Cap Classique, Grape Juice **Attractions:** Picnics, Venues, Organic Garden

Tasting daily during trading hours
Mon-Fri 9am-5pm, Sat 9am-2pm



Landskroon is situated along the southwestern slopes of Paarl Mountain, a mere 40 minutes from Cape Town and right in the heart of the Cape Winelands. The winemaking tradition at Landskroon dates back to the 17th century when the French Huguenot settlers came to the Cape.

Among the newcomers was Jacques de Villiers, a wine maker from Nioirt in France. In 1874 his great-grandson, Paul, bought a portion of the original Landskroon farm that had been granted to a free burger by Governor Simon van der Stel in 1692.

Today Landskroon comprises more than 300 hectares and is managed as a private, family operation and owned by the families of brothers Paul and Hugo de Villiers. Five members of the family are involved in the running of the farm on a full-time basis.

The current wine maker, Paul de Villiers, is the fifth generation to carry on this proud tradition at Landskroon.



Grande Roche Hotel
50 ★★★★★
Grande Roche is situated on the site of the old De Nieuwe Plantatie in the Drakenstein valley of Paarl, South Africa. Its heritage dates back to 1717. It was restored to its original Cape Dutch splendour in 1991 and transformed into a luxury hotel. In 1993 the Estate was declared a national monument. Today Grande Roche is a celebrated international hotel, famous for its exquisite location, luxurious accommodation, award-winning cuisine and matchless service and hospitality.

Tel: +27 21 863 2220 • Fax: +27 21 863 5100
E-mail: gsd@granderoche.co.za • Web: www.granderoche.co.za
Plantatie Street, Paarl, 7646



Mooi Bly Cottages
50 ★★★★★
Tel/Fax: +27 (0)21 868 2808
Cell: +27 (0)82 371 2299
E-mail: info@mooibly.com
Web: www.mooibly.com
50 Main Road, Paarl

Booking Instructions

1. Kindly complete all sections of this booking form. **The Booking deadline is 16 April 2010**
2. **PAYMENT TERMS:** Payment in full on signing off of 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: Client Details

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

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

<input type="checkbox"/>	Accommodation	<input type="checkbox"/>	Business	<input type="checkbox"/>	General	<input type="checkbox"/>	Touring the region
<input type="checkbox"/>	Adventure/Sport	<input type="checkbox"/>	Conferences/Functions	<input type="checkbox"/>	Restaurants	<input type="checkbox"/>	Wineries A-Z
<input type="checkbox"/>	Attractions	<input type="checkbox"/>	Health	<input type="checkbox"/>	Shopping	<input type="checkbox"/>	

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

Advertisement Size	Cost Ex Vat	QTY	Total Ex Vat
Members Small Listing – 1/8th Page	R 1,800.00		
Members Quarter Page Listing	R 2,800.00		
Winery Listing – Standard Layout	R 5,000.00		
Half Page Ad – Supply your own design	R 6,000.00		
Full Page Ad – Supply your own design	R 11,500.00		
Other:	R		
Paarl Tourism / Vintners Members Discount	- 15% on rates		-
Add Design Charges if applicable (see point 4 above)			
<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>	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 _____ 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 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.