

2010  
RateCard

Saturday  
Dispatch  
Daily Dispatch

# Dispatch: in touch with its community

Chief Sales Officer:  
Print, Direct and Online  
Liesl Elias  
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Business Manager:  
Outside Printed Inserts  
James Wardhaugh  
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## Bookings:

Workwise Booking and Material  
Kamy Gokul  
tel: +27 (0)43 702 2000 / 2243  
fax: +27 (0)43 743 5159  
e-mail: kamyg@dispatch.co.za

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

## Main Body Rates

Basic Rate  
(p.s.c.c)

### Trade

Black & white	52,00
One spot colour	64,00
Two spot colours	91,00
Full colour	99,00

### Front Page Positions

Black & white	83,00
One spot colour	112,00
Two spot colours	134,00
Full colour	150,00

### Guaranteed Positions

Black & white	69,00
One spot colour	94,00
Two spot colours	111,00
Full colour	127,00

### Company Reports & Financial Notices

Black & white	80,00
One spot colour	100,00
Full colour	121,00

### Legal Notices & Tenders

56,00

### Loose Inserts OPI (fully printed inserts to be provided)

Rate per 1000 based on print order

Up to 8 tabloid pages	463,00
Over 8 up to 16 tabloid pages	488,00
Over 16 up to 24 tabloid pages	538,00
Over 24 up to 32 tabloid pages	619,00
Over 32 tabloid pages	653,00

(Minimum charge – R5 000 excluding VAT)

All prices exclude VAT

## Classified Rates

Basic Rate  
(p.s.c.c)

Householders (PER LINE) Minimum 3 lines (Series rate on application)	10,00
Domestic (PER LINE) Minimum 3 lines (including Social)	10,00
Trade (PER LINE) Minimum 4 lines (Series rate on application)	10,00
Semi – Display (STYLE 6)	40,00
Classified Display: Free use of any available type and illustrations. (Minimum size 3cm x 1 column)	44,00
Funeral Notices: Free use of any available type and illustrations. (Minimum size 3cm x 1 column)	44,00
Church / Charity Notices:	
– (Per line) (Minimum 3 lines)	9,00
– Display	37,00
Legal Notices & Tenders	56,00
Estate Notices:	
– Per insertion	287,00
– with logo per insertion	349,00
Auctions	48,00
– Saturday Auction Plus 1 Spot	55,00
Employment Notices	49,00
Workwise Recruitment Section	
– National combo	160,00
– Regional combo	136,00

## Insert Grammage Specifications

	A3	A4	A5
2 page (single sheet)	160 gsm	160 gsm	160 gsm
4 page	115 gsm	80 gsm	80 gsm
8 page	48 gsm	48 gsm	48 gsm
12 page	48 gsm	48 gsm	48 gsm

Maximum Size: 420 x 300 mm | Minimum Size: 200 x 140 mm

Landscape, roll and Z folds are not able to be inserted by machine and are hand inserts.

Magazines of 12 pages and less must not be stitched.

## Delivery Information

### Insert Standards

Criteria	Description
Delivery address	To be confirmed with Avusa Media.
Information required	Packaged inserts must be clearly marked with insert size, product, insert date and the publication into which it will be inserted.
Pallet requirement	Delivery must be on pallets.
Wrapping	Weather wrapping is required.
Maximum length	420 mm
Minimum length	200 mm
Maximum width	300 mm
Minimum width	140 mm
Materials not permitted	Plastic bags, plastic sheets, odd shapes, concertina and door folds are not permitted as they cannot be inserted.
Printed size	Four page tabloids printed on less than 115 gsm must be folded to 8 page A4.
Minimum paper weight	For single sheets is 160 gsm.
Booklet specifications	The folded edge of booklets or inserts should measure no less than 200 mm and must not be stapled.
Deadlines	4 - 2 days prior to publication.
Indemnification	Avusa Media therefore cannot be held responsible if these conditions are not adhered to and reserves the right to return inserts that are late or not within specification.

5% shrinkage should be factored into all quantities for value-added items. 3% shrinkage for printed inserts.

All prices exclude VAT

## Workwise Deadlines

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**Bookings:** Thursday prior to Monday publication at 12h00

**Material:** Friday prior to Monday publication at 10h00

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## Pallet Specifications

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Criteria	Description
Bundle heights	The heights of the bundles should be between 80 mm and 100 mm, counter stacked once only. The heights of the bundles in a quire must be identical.
Wrapping & strapping	Do not strap or film-wrap the individual bundles as this costs both time and material. Strapping can also damage the inserts.
Pallet size and type	A wooden pallet should have the dimensions of 80 x 120 cm. It should be possible to drive into it from all four sides with a fork-lift truck, thus improving handling in the warehouse.
Protection - bottom of pallet	A robust sheet should be placed on the pallet to ensure that the bottom layer is not damaged. The sheet also protects against dirt.
Carton insert	There should be a carton insert between each bundle quire. This increases the internal strength of the pile, which is especially important for stacking the pallets.
Pallet weight	The pallet may not exceed a weight of 800 kg. A greater weight cannot be moved safely with a fork-lift truck.
Pallet height	The pallet height may not exceed 120 cm. A greater loading height causes difficulties when unloading. Higher piles are more liable to overbalance.
Protection - top of pallet	A simple carton sheet is sufficient if the pallets are not stacked. In the case of pallets that are to be stacked, a robust wooden cover is necessary
Piling of inserts	Pile in such a way that the outer sides of the pallet pile are even and closed. Pile as tightly in a quire as possible. Wrap the outer side of the pallet pile as tightly as possible. Place only bundles of an identical height in a pile layer. The tightly-wrapped outer sides of the pallet pile protects the inserts more efficiently against external influences.
Packing slips	Attach two packing slips to adjacent sides on the pallet pile. These packing slips should include: <ul style="list-style-type: none"><li>• Name of the newspaper</li><li>• Name of the inserts</li><li>• Number of inserts on the pallet</li><li>• Date of inserting</li><li>• Number of inserts in the bundle</li><li>• Individual pallet number</li><li>• Total weight in the pallet</li><li>• Name, address and telephone number of the printer</li><li>• Space for two barcodes</li></ul>
Wrapping of the pallet	The additional film-wrapping and strapping is necessary to protect the inserts, especially where longer transport distances are involved: <ul style="list-style-type: none"><li>• Apply two tapes in each strapping direction to distribute the compression force and obtain a greater pile stability</li></ul>

## Inserts: Terms & Conditions

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- A sample of all inserts must be supplied to Avusa Media for approval.
- Avusa Media reserves the right to withhold any insert from being inserted and to cancel any insert order.
- Telephonic instructions (e.g. space bookings, cancellations, and copy changes) must in all cases be confirmed in writing.
- Although every effort will be made to meet the wishes of the advertisers, the acceptance of any insert does not guarantee the insert on any specified date or dates, or at all.
- The proprietors reserve the right to reject, even after acceptance of publication, any insert deemed by them to be untruthful or objectionable in subject matter or wording, or for any reason, whether space for the insert has been booked in advance under an order or not.
- Space is sold to the advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making insidious comparisons with other advertisers, firms, institutions or persons.
- Space sold to advertisers is for making announcements concerning their own business and the space may not be farmed out to other clients and businesses unless prior permission has been given.
- All approved accounts are payable within (30) thirty days; otherwise cash with order.
- Orders for inserts are not for longer periods than (12) twelve months. Omissions of any of the scheduled insertions shall not be considered a breach of the conditions of the order.
- When new rates are announced, advertising practitioners and contract advertisers will be protected at their contract rates for 45 days after the new rate, or until expiry of the contracts, whichever date is earlier. The balance of the order will be subject to the new rate. The advertiser may cancel his contract on the date the new or higher rate becomes effective.
- Any advertiser or advertising practitioner placing an insert indemnifies that newspaper against any liability whether in respect of damages, cost or otherwise that it may incur as a result of the publication of that advertisement.
- Compensation claims cannot be considered if first registered more than 14 working days after the publication date.
- Avusa Media does not guarantee any given level of the circulation or readership for any insert.
- All advertising copy that might be mistaken by a reader as news, a feature or other non-advertising material must be clearly marked "advertisement".
- All positions are at the option of Avusa Media. In no event will adjustments, reinstatements or refunds be made because of the positions and/or section in which an insert has been placed. Avusa Media will seek to comply with position requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be followed. Payment of a premium position fee does not guarantee positioning. In the event that Avusa Media is unable to provide the requested positioning, the premium positions fee will be refunded. Customer service representatives and sales representatives are not authorised to modify this provision or to guarantee positioning on behalf of Avusa Media.
- Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- In the event an account is referred to a third party for collection, the advertiser agrees to pay collection and/or attorney fees, as well as count cost incurred to effect collection.
- 90% delivery rate is guaranteed on all inserts.
- 100% cancellation fee will be charged if bookings are cancelled less than 1 (one) week before publication date.
- Avusa Media agree to extend marketers and advertisers packaging and inserting opportunities. The successful execution of these promotions depends on many elements in the delivery chain. While every endeavour is made to ensure requests are carried out to agreed specifications, problems do occur. Most common problems exist where outside players (such as security points in office blocks and walled residential units) intervene in the delivery of our product. As a result Avusa Media will only guarantee 90% execution of subscriber promotions.
- Avusa Media print orders are also subject to change without notice and may affect inserts.

## General Terms & Conditions

1. The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by Avusa Media Limited ("AML") and further agrees that it shall be bound by the provisions of AML's Rate Card ("the Rate Card") for the publication in question as it pertains to all matters set out therein including, but not limited to, the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines and cancellation conditions.
2. All copy for advertisements/advertorials is subject to the approval of AML, who also reserve the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.
3. No responsibility will be accepted by AML for loss arising from typographical or other errors. AML's responsibility is limited to industry standard scanning and printing quality. AML are not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.
4. It is an advertiser's responsibility to supply material suitable for space bookings by AML's copy deadlines as set out in the Rate Card for the publication in question. If copy is not forthcoming, AML have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertiser.
5. AML accept no responsibility for incorrect material supplied.
6. AML shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
7. AML will use their best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. AML shall be exempt from any liability arising from *force majeure* or where performance of their obligations is prevented by circumstances outside their control.
8. While an enquiry service number may be supplied, this in no way forms part of the contract. AML are not responsible for an omission of an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
9. Whilst every effort will be made to place advertisements/advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question otherwise no guarantees will be given.
10. Verbal cancellation will not be valid, only a written cancellation confirmed by AML will serve as notice.
11. Series rates quoted apply only to firm orders and insertions must be taken up within a 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate, a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
12. Should AML agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all AML's production costs will be for the account of the advertiser as per AML's advertiser service rates. This includes all photography and layout expenses.
13. All amounts payable are due simultaneously with the confirmation of order, save where AML has approved, in writing, an account for the advertiser, in which event:
  - 13.1 Payment is required within 30 (thirty) days from of date of statement, unless otherwise agreed in writing;
  - 13.2 AML reserve the right to suspend services if payment is not received on due date;
  - 13.3 Nothing herein contained shall be interpreted as obliging AML to afford the advertiser any indulgence to effect payment after due date;
  - 13.4 All overdue accounts will bear interest, at an interest rate being, if the National Credit Act, 2005 ("NCA") applies to this agreement, the maximum permitted interest rate as determined by the NCA or any Regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
  - 13.5 In the event of AML instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations, if the National Credit Act, 2005 ("NCA") applies to this agreement, or otherwise, a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
14. Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest, and finally to capital.
15. A certificate under the hand of any director, manager or accountant of AML whose valid appointment need not be proved by AML, in respect of any indebtedness of the advertiser to AML or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be *prima facie* evidence of the advertiser's indebtedness to AML and *prima facie* evidence of such other fact and *prima facie* evidence of the services rendered, for *inter alia* the purpose of summary judgement.
16. In all cases where the advertiser uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the advertiser.
17. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, *in solidum*, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these Terms of Acceptance, *mutatis mutandis*.
18. The advertiser agrees that these Terms of Acceptance constitute a valid contract with AML and certifies that all information given herein by him/her/it to the representative of AML is true and correct.
19. This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. AML is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude AML at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
20. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by AML and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
21. No concession, latitude or indulgence allowed by AML to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
22. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.

## Contacts

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### Gauteng

4 Biermann Avenue, Rosebank, Johannesburg, 2196

Main Switchboard	+27 (0)11 280 3000	
National Sales	+27 (0)11 280 3107	
National Sales Fax	+27 (0)11 280 3181	
Direct Sales	+27 (0)11 280 3213	
Direct Sales Fax	+27 (0)11 328 2173	
It's My Business	+27 (0)11 280 3213	
Careers	+27 (0)11 280 3160	
Careers Fax	+27 (0)11 328 2916 / 2172	
Sunday Times Extra	+27 (0)31 256 8613	
Financials & Auctions	+27 (0)11 280 5954	
Financials & Auctions Fax	+27 (0)11 328 2580	
Magazine	+27 (0)11 280 3705	
Travel & Food	+27 (0)21 488 1924	+27 (0)82 718 8714
Inserts	+27 (0)11 280 3483	+27 (0)83 266 2021
Lifestyle	+27 (0)11 280 3603	
Online	+27 (0)11 280 5928	
Sponsorships & Integrated Solutions	+27 (0)11 280 3180	

### Sowetan & Sunday World

4 Biermann Avenue, Rosebank, Johannesburg, 2196

Main Switchboard	+27 (0)11 280 3000	
National Sales	+27 (0)11 280 3429	
National Sales Fax	+27 (0)11 340 9585	
Direct Sales	+27 (0)11 280 3739	
Direct Sales Fax	+27 (0)11 328 2835	
Careers	+27 (0)11 280 3424	
Careers Fax	+27 (0)11 328 2916 / 2172	
Inserts	+27 (0)11 280 3325	
Online	+27 (0)11 280 5928	

### Cape Town

2nd Floor, Wembley Square, McKenzie Street, Cape Town, 8000

National Sales	+27 (0)21 488 1700	
National Sales Fax	+27 (0)21 488 1702	

### Durban

MB House, 635 Ridge Road, Overport, Durban, 4001

National Sales	+27 (0)31 250 8500	
National Sales Fax	+27 (0)31 250 8536	

### Port Elizabeth

19 Baakens Street, Port Elizabeth, 6001

Main Switchboard	+27 (0)41 504 7911	
National Sales	+27 (0)41 504 7911	
National Sales Fax	+27 (0)41 586 3315	

### East London

35 Caxton Street, East London, 5200

Main Switchboard	+27 (0)43 702 2000	
National Sales	+27 (0)43 702 2139	
National Sales Fax	+27 (0)43 743 8708	

Standard Avusa Media terms and conditions apply.  
Available online at [www.pushprint.co.za](http://www.pushprint.co.za)

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