

Ratecard 2015



TODAY'S CHILD

MAGAZINE

Rates

JHB North 5 000 Print Copies	
SIZE	PER ISSUE
Back Cover 210mm X 297mm + 5mm bleed	R11 200
Full Page 210mm X 297mm + 5mm bleed	R7 460
Inside Covers 210mm X 297mm + 5mm bleed	R9 300
Half Page 195mm X 136mm	R4 480
Cover Strip 68mm X 195mm	R4 300
Quarter Page 97mm X 136mm	R2 350
Business Card 57.5mm X 97mm	R980
*Listing (20 words) Logo can be included 30mm X 60mm	R300
Service Please Page Listing	R250

*Subject to signing a 12 month contract Applicable to all Magazines



PTA Tel: (012) 348 2001
JHB Tel: (011) 327 4062

*All prices exclusive of VAT.



TODAY'S CHILD

MAGAZINE

Ratecard 2015

Rates

Pretoria 15 000 Electronic Copies 5 000 Print Copies	
SIZE	PER ISSUE
Back Cover 210mm X 297mm + 5mm bleed	R16 700
Full Page 210mm X 297mm + 5mm bleed	R10 600
Inside Covers 210mm X 297mm + 5mm bleed	R14 700
Half Page 195mm X 136mm	R6 400
Cover Strip 68mm X 195mm	R5 775
Quarter Page 97mm X 136mm	R3 400
Business Card 57.5mm X 97mm	R1 840
*Listing (20 words) Logo can be included 30mm X 60mm	R400

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TODAY'S CHILD

MAGAZINE

Ratecard 2015

Rates

	Pretoria 15 000 Electronic Copies 5 000 Print Copies	JHB North 5 000 Print Copies	TOTAL Area 15 000 Electronic Copies 10 000 Print Copies
SIZE	PER ISSUE	PER ISSUE	PER ISSUE
Back Cover 210mm X 297mm + 5mm bleed	R16 700	R11 200	R22 320
Full Page 210mm X 297mm + 5mm bleed	R10 600	R7 460	R14 448
Inside Covers 210mm X 297mm + 5mm bleed	R14 700	R9 300	R19 200
Half Page 195mm X 136mm	R6 400	R4 480	R8 704
Cover Strip 68mm X 195mm	R5 775	R4 300	R8 060
Quarter Page 97mm X 136mm	R3 400	R2 350	R4 600
Business Card 57.5mm X 97mm	R1 840	R980	R2 256
*Listing (20 words) Logo can be included 50mm X 90mm	R400	R300	R560
Service Please Page Listing		R250	

*Subject to signing a 12 month contract Applicable to all Magazines



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Please complete



EIA Publishing Policies 2015:

ADVERTISEMENTS:

New Ads

R450.00 flat fee for design of advertisement

(this includes design + 2x changes, thereafter a rate of R250.00 per hour is applicable).

All info related to new adverts to be supplied by booking deadline.

Final Ads

A maximum of three changes will be allowed on original advertisements per issue, ie:

Original artwork sent - First round of changes.

Client to revise and make second changes if necessary.

Final approval

Thereafter a rate of R250.00 (excluding VAT) per hour will be charged for any further adjustments.

CHANGES TO ADVERTISEMENTS - PAYMENT TERMS:

Accounts are payable before artwork is forwarded or adapted.

ADVERTISEMENT PURCHASE RATES:

It has come to our attention that a large number of our clients wish to use their advertisements designed by EIA (Pty) Ltd for other publications.

The following rates will apply should you wish us to supply your advertisement to other parties ("open file" for editing):

- R1 000.00 (regardless of size) for the advertisement as it was placed.
- R1 700.00 (regardless of size) should changes be requested to the original advertisement.

ADVERTISEMENT PURCHASE RATES - PAYMENT TERMS:

Option 1: 50% deposit payable on booking, balance to be paid

Option 2: Monthly instalments via debit order.

SMALLER ADVERTISEMENT SALES POLICY:

- Quarter page and business card size advertisements will be subject to a signed contract of a minimum of 6 issues.
- All advertisement material and correspondence for the above mentioned sizes will be conducted electronically (e-mail).
- STANDARD EIA (PTY) LTD TERMS & CONDITIONS:
- The right is reserved to withhold publication of any advertisement and to cancel any advertisement order. No liability is accepted for losses arising from omissions, failure to publish, publication of 'wrong' material, typographical errors or any mistake or error of whatever kind.
- The onus is solely on the advertiser to ensure that material is supplied in the correct format. Should a contact proof not be supplied on or before the stipulated material deadline, EIA (Pty) Ltd cannot be held responsible for colour matching or any content errors that may occur.
- Insertions in particular issues cannot always be guaranteed.
- Insertions may appear consecutively, alternately or otherwise.
- No cancellation of advertisements will be accepted after booking. If an advertisement is cancelled after booking, the advertiser will be liable for a 50% cancellation fee.
- Advertisements orders are not accepted subject to editorial space being given.
- All material is subject to approval by the publishers.
- The client is held liable for all damages and costs that flow from any action that may be instituted against EIA (Pty) Ltd by any entity for reason of his or her advertisement. The signatory signing on behalf of the advertiser/client hereby guarantees payment of the full amount due and payable to EIA (Pty) Ltd in his/her personal capacity in the event of non payment by the advertiser/client.
- Advertiser/client agrees that it shall pay all EIA (Pty) Ltd's expenses in recovering any amounts the advertiser/client owes EIA (Pty) Ltd, including legal costs on the attorney and client scale, collection charges and tracing fees, and VAT thereon.
- Interest of 2% per month is applicable on amounts as per statement outstanding for 30 days and longer.
- The parties choose domicilium citandi et executandi ("domicilium") for the purposes of the giving of any legal notice or the serving of any process, at the physical address reflected on the Information and Booking Sheet.
- All prices are exclusive of VAT and agency commission.
- EIA (Pty) Ltd has the right to do a credit check on any person or company signing a contract.
- All invoices and statements will be seen as properly delivered if sent by EIA (Pty) Ltd via e-mail to the supplied e-mail address.

I acknowledge having read the above terms and conditions and agree to be bound by all such terms and conditions.

Signed on: _____

Authorised
Signature:

Please complete



Information & Booking Sheet 2015:

Company Name:

Representative:

Estate	Issue	Year	Size	Cost

Discount	
14% VAT	
Total Cost	

Notes

Payment Details

METHOD OF PAYMENT: Electronic Transfer

Banking Details: Estates In Africa, ABSA Cheque Account: 405 727 1880, Branch: 335 645

Please fax deposit slip to 086 619 0763 - Indicate company name as reference on all deposits & transfers.

Bookings are payable in accordance with option 1 + 2 as stated in the terms & conditions.

All rates indicated are exclusive of VAT and agency commission.

Name:

Authorised Signature: