

The Definitive City Guide

BUFFALO CITY



MAIN EDITORIAL ADVERTISING BOOKING FORM

Company Name:		Address:	
Contact Person:			
Tel:	Cell:		
Fax:	VAT No:	Postal:	
Email:			
Website:			
Artwork contact person:		Tel:	
Payment contact person:		Tel:	
What is the focus of your business:			

MAIN EDITORIAL		RATE per edition (excl. VAT)	✓	4 Editions	✓
ADVERT	SIZE				
Eighth page	62 mm (h) x 84 mm (w)	R 468.00		less 8%	
Horizontal strap	62 mm (h) x 174 mm (w)	R 846.00		less 8%	
Quarter page	128 mm (h) x 84 mm (w)	R 1 375.00		less 8%	
Vertical anchor	260 mm (h) x 84 mm (w)	R 2 200.00		less 8%	
Half page	128 mm (h) x 174 mm (w)	R 2 750.00		less 8%	
Full page	Page size: 297 mm (h) x 210 mm (w); Artwork size incl. 3 mm bleed: 303 mm (h) x 216 mm (w); Safe type area: 260 mm (h) x 174 mm (w)	R 5 500.00		less 8%	
DPS (2 x Full pages)	Page size: 297 mm (h) x 420 mm (w); Artwork size incl. 3 mm bleed: 303 mm (h) x 426 mm (w); Safe type area: 174 mm (h) x 384 mm (w) with 36 mm gap in center for gutter	R 9 900.00		less 8%	

PRIME POSITIONS	RATE per edition (excl. VAT)	✓	4 Editions	✓	DIRECTORY	RATE per edition (excl. VAT)	✓	4 Editions	✓
ADVERTS					ADVERTS				
Inside front cover (Full page)	R 6 600.00		less 8%		Logo/photo + contact details (Max 8 lines)	R 378.00		less 8%	
Inside back cover (Full page)	R 6 600.00		less 8%		Logo/photo + contact details	R 567.00		less 8%	
Outside back cover (Full page)	R 7 800.00		less 8%		+ description (Max 12 lines)				

ARTWORK	✓	SPECIAL INSTRUCTIONS:
Complete print ready advert supplied		
Intengu to design advert		

Terms and Conditions: The advertiser hereby agrees to the following terms and conditions: 1) This order constitutes a binding contract. 2) Payments are due on publication. All accounts unpaid after 14 days from publication are subject to 2% interest per month thereafter. 3) If material is not received by deadline the publisher reserves the right to print company and contact details only. 4) Intengu Publishing will not be liable for any errors regarding complete material supplied to us. 5) Fee for ad make-up: 20% of advert price. 6) Advertisers have no claim on editorial space. Editorial content will be at the sole discretion of the Editor. 7) The Buffalo City 360 reserves the right to decline any advertising material that the publisher deems not suitable.

I accept the terms and conditions above.

AUTHORISED SIGNATURE

DATE

Once you have completed the booking form above, kindly return to:

ZETHA BOTHA Cell: 084 798 6393 | zetha@intengu.co.za
MEGAN KIRKHOFF Cell: 082 575 1056 | megan@intengu.co.za

PAYMENT DETAILS (FOR OFFICE USE ONLY)

Price of advert	
Design and layout (+20%)	
Subtotal:	
VAT @ 14%	
GRAND TOTAL:	
Please note: Payment due on publication. Above rates do not include VAT or agency commission	

Editorial Deadline:	
Material Deadline:	

Who warrants that he/she is authorised to sign on behalf of the Advertiser; who also hereby binds himself/herself as surety and co-principal debtor for the due performance of the payment conditions by the Advertiser; and who also acknowledges that he/she has read and agrees to the further conditions to which this agreement is subject.

TERMS AND CONDITIONS

For the purpose of this agreement, Intengu Publishing refers to BUFFALO CITY 360 Magazine. Any references to one could imply a reference to another.

1. The amount labeled as TOTAL DUE includes the printing and distribution of the magazine.
2. Payment will be made by THE ADVERTISER, strictly on the due dates as stipulated under Payment Details in the booking form.
3. In the event of payment not being made on the due date;
 - (a) All accounts unpaid after 14 days from publication are subject to 2% interest per month thereafter.
 - (b) Intengu Publishing will have the right to instruct their Attorneys to collect the outstanding amounts and THE ADVERTISER will be obliged for payment of all Attorney and legal costs as from date of handing over for collection to date of finalisation; calculated on a scale as between Attorney and Own Client.
 - (c) The parties agree to the jurisdiction of the Magistrates Court East London.
 - (d) Intengu Publishing will be entitled, but not obliged, to suspend all services to THE ADVERTISER and this action will not constitute breach of contract on the part of Intengu Publishing.
4. In the event of an Advertiser booking advertising space for a period of two months or longer, the onus is on the Advertiser to supply Intengu Publishing with any change in advertising material before the deadline. If such material is not received by Intengu Publishing before deadline, the existing material will be used for all further publications.
5. This contract is binding and may only be cancelled with mutual consent between THE ADVERTISER and Intengu Publishing;
 - (a) 28 working days notice of cancellation is required.
 - (b) A cancellation fee of 30% of the total value will be charged.
 - (c) Cancellations are not acceptable after the first of the month of publication.
6. THE ADVERTISER agrees to supply Intengu Publishing with all the wording, photographs, logos etc. that must appear in their advertisement at least THREE weeks prior to the distribution date(s) specified on the rate card, unless otherwise arranged.
7. The distribution date(s) may vary from those specified on the rate card.
8. Advertising material must be supplied in a closed PDF format with a colour accurate proof. The file must be print optimised at a high resolution (300dpi) and the bleed must be set to 3 mm. All fonts must be converted to curves.
9. If a hardcopy is not supplied with the artwork, Intengu Publishing will take no responsibility for colour matching in the final product.
10. Intengu Publishing will not take responsibility for mistakes overlooked by THE ADVERTISER when print ready artwork is supplied.
11. Any changes to this order are to be confirmed in writing.

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SIGNATURE OF ADVERTISER

.....
DATE

Kindly ensure that BOTH pages are returned to Intengu Publishing

BANKING DETAILS:	
Account Holder	Intengu Publishing
Bank	ABSA
Account Number	4087568033
Branch Code	632005

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 **intengu**
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