

Mail & Guardian RATE CARD 2014



South Africa's No.1 Investigative newspaper

www.mg.co.za

M&G CONTACT INFORMATION

GAUTENG:

Grosvenor Corner
195 Jan Smuts Avenue
Corner 7th Avenue
Rosebank 2193

PO Box 91667
Auckland Park
Johannesburg 2006

adverts@mg.co.za
Tel: +27 11 250 7300
Fax: +27 11 250 7502

CAPE TOWN:

6 Pepper street
Studio 8, Sixth Floor
Cape Town
8001

Tel: +27 21 426 0802
Fax: +27 21 426 1274

M&G PRINT ADVERTISING BOOKINGS CONTACT DETAILS

Elsie Mashanzhe
Print

+27 11 250 7680

elsiem@mg.co.za

Tshiamo Legoabe
Print/supplements

+27 11 250 7356

tshiamol@mg.co.za

M&G EDUCATION CONTACT DETAILS

Diane Willis
Teacher

+27 11 250 7423

dianew@mg.co.za

Carla Finlay
KZN, Western Cape, Northern Cape

+27 21 426 0802

carlaf@mg.co.za

Roslyn Olifant
Gauteng, Tshwane, Vaal Triangle, Eastern Cape

+27 11 250 7429

roslyno@mg.co.za

Innocentia Rakosa
Free State, Gauteng, Limpopo, North West, Mpumalanga

+27 11 250 7430

innocentiar@mg.co.za

INTRODUCTION

NEW WAY, NEW APPROACH

In this fast paced and ever changing business environment success or failure is defined less by how powerful a company or organization's message is, but more about the effectiveness and cutting-edge innovation to cut through the clutter for maximum impact on the highly mobile, results driven consumer.

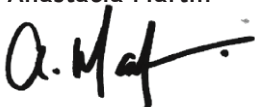
With the world's population increasingly becoming youthful, more engaging about their environment and in demand for tangible, instant results and instant solutions to a more upbeat lifestyle, business is seeking out innovative, multifaceted communications solutions that accurately unpack and package their journey and objectives.

At the Mail and Guardian we do not only provide a platform that appeals and caters to the information solutions needs of this highly sophisticated consumer through our multimedia offering, but continuously seek to partner with the businesses we associate with to tap into each other's strengths and opportunities to deliver a powerful message.

Whilst for 27 years we have been leaders as dependable peddlers of quality, incisive information, recording historical events and bringing reliable forecasts into the future, the Mail and Guardian understands that success lies in continuously aligning ourselves with cutting edge technology and the proverbial 'new approach'.

We invite you to partner with us as we, together navigate the 'new approach to business communication' through our print and digital platforms that include web, iPad, mobi, events, virtual dialogues and social media such as Facebook and Twitter.

Anastacia Martin



Publisher
Print & Online

REASONS TO ADVERTISE

MAIN BODY

The definitive news source and investigative news journalism content provider in South Africa

WHY ADVERTISE WITH US:

- + When advertising with us you are communicating to the thinkers and doers in the country, readers who are affluent and in control of their finances
- + Research shows placement is particularly beneficial for brands related to finance, business to business, governmental departments and the travel and transport industries

EDUCATION

M&G education supplements address and inform primary and tertiary educators and government about what's happening in the sector

WHY ADVERTISE WITH US:

- + A market of teachers, lecturers and government – a captive audience for any brands or messaging relevant to the sector

M&G FLAGSHIPS

We are actively involved in a number of projects that are specifically aimed at improving South Africa and celebrating the best people in the country

EMPOWERDEX: Is a research project on black economic empowerment in South Africa's listed companies.

GREENING THE FUTURE: Celebrating the people and companies who are combating the environmental crisis

200 YOUNG SOUTH AFRICANS: The 200 South Africans to watch in the coming year

BOOK OF SA WOMEN: An annual celebration of South African women who are changing the face of the country

M&G LITERARY FESTIVAL: A supplement that accompanies the annual M&G Literary Festival, discussing and showcasing the top authors in South Africa and Africa

POWER: The most influential people in South Africa in 2014 in local and global markets, civil society, government, media, arts etc.

INVESTING IN THE FUTURE: A round-up and celebration of the NGOs, section 21 companies and CSI projects committed to improving the lives of South Africans

WHY ADVERTISE WITH US:

Each of these supplements is targeted to a direct audience related to that particular industry

BUSINESS

Behind-the-scenes reporting from the most reliable business journalists, covering the real economy and state of affairs in the country

Media Tenor named M&G Business the most quoted South African based business section behind Bloomberg News, Financial Times and Reuters for the first six months of 2013.

Over 390 000 quality business readers flocking to follow the advanced business discourse of our weekly. This made M&G Business the second most read title in both the daily and weekly English market.

WHY ADVERTISE WITH US:

- + Speak directly to your business peers
- + Advertise alongside your business superiors

FRIDAY

The go-to for lifestyle and travel news, arts and culture information and in-depth reviews and interviews

WHY ADVERTISE WITH US:

- + For brands that want to appeal to the arts intellectual elite, the thought – leaders and the creative leaders in South Africa
- + Specifically beneficial for blue-chip lifestyle brands, as well as brands and offerings related to beverages, fine foods and travel

WHO ARE OUR READERS

We focus on a niche market of people interested in an objective and truthful approach to politics, current affairs, business and the arts. A large number of readers are professionals, captains of industry, public-sector officials, academics, diplomats and lobbyists.

- + **Individuals of high net worth**
- + **Well-educated individuals**
- + **Ambitious, up-and-coming young professionals**
- + **Corporates and SMMEs**
- + **Academia**
- + **Government and parastatals**
- + **Civil society**

M&G PRINT DEMOGRAPHIC DATA 2013

Gender	Male	66%	Female	34%
Race	Black	74%	Coloured	5%
	White	17%	Indian	4%
Age	15 – 24	17%	35 – 50	40%
	25 – 34	26%	50+	17%
Language	Any SA black languages	66%	Afrikaans	5%
	English	28%	Foreign languages	1%
Household income	Up to R10 999	37%	R20 000+	45%
	R11 000 – R19 999	18%		
Education	Primary / Sec. schools	48%	Matric / Further Education (Incl. Diploma / Univ. Degree)	52%
Towns	Metro/Cities	85%	Small Towns/Villages	15%
Regions	Gauteng	51%	Western Cape	9%
	KZN	20%	Others	20%

Source: AMPS June 2013

—
Mail & Guardian



NEWSPAPER
—

MAIN BODY

Full Colour	R365 col/cm
Black & White	R352 col/cm
Business	R365 col/cm
Friday (7 columns)	R242 col/cm
Travel (7 columns)	R176 col/cm
Courses	R383 col/cm

M&G JOBS AND NOTICES

Jobs (8 columns) & <i>Jobs.co.za</i> (online)	R442 col/cm
Tenders & Notices Print & Online	R342 col/cm
Municipalities	R330.00 col/cm

SPECIAL POSITION FRONT

page 3 Solus	(20X7) 50% Loading
page 5 Solus	(39X7; 20X7) 25% Loading
page 7 Solus	(39X7; 20X7) 25% Loading
Guaranteed position	25% Loading

Rates excludes VAT and includes agency commission

MATERIAL SPECIFICATION

7-COLUMN / MAIN BODY / BUSINESS / FRIDAY / TRAVEL

1 Column	34mm
2 Column	71mm
3 Column	108mm
4 Column	145mm
5 Column	184mm
6 Column	220mm
7 Column	260mm

8-COLUMN / RECRUITMENT / GOVERNMENT / TENDERS /COURSES

1 Column	31mm
2 Column	63mm
3 Column	95mm
4 Column	128mm
5 Column	160mm
6 Column	193mm
7 Column	225mm
8 Column	258mm

LOOSE INSERTS

PAGES	
4 - 8	R 1 093 per thousand
16 - 32	R 1 370 per thousand
32 +	R1 711 per thousand

CLASSIFIEDS PRINT AND ONLINE

15 words	R153
16+	R8,00
Block display	R184

Classifieds are **ONLY** one column adverts/border and logo.
Colour – free. See advertising bookings for details.

M&G PLUS

M&G PLUS SURVEYS, SPECIAL PROJECTS AND CUSTOM PUBLISHING	
Full-Colour print & online	R443
Black & White	R395

Rates exclude VAT and include agency commission

SPECIAL REPORTS

SIZE	NEWSPAPER	ENVA	GLOSS
4 Page	R225 530	POA	R354 404
8 Page	R300 707	POA	R495 360

Mail & Guardian



EDUCATION

THE TEACHER

The *Teacher* has stamped its authority and credibility on the South African school fraternity for more than a decade by providing support, current news and expert analysis to the teaching profession.

The Teacher is both a facilitator for and a forum in crucial educational debates.

It provides curriculum-aligned information that enlightens and entertains learners and guides teachers. It also tackles vital issues about health and the scourge of poverty.

A stand-alone title, it reaches 168 000 teachers monthly at all 28 000 schools across the nation, including deep-rural institutions.

The publication provides a mirror to reflect and inform the profession of its standing in the eyes of the public.

The Teacher provides a platform for officials and experts to share research and information and receive input from teachers, parent and learners.

Let's face it, teachers in our country need all the help they can get. This is where *the Teacher* comes in, filling the gap left by inadequate training and support or just supplementing their existing material. It becomes a resource for all our teachers and lives both on paper and online.

The production team has relationships with educators, curriculum developers and experts in different fields.

THE TEACHER CLUB

+ *the Teacher* acts as a facilitator through *the Teacher* club.

We want to:

- + Empower our teachers with relevant and useful information.
- + Become a teacher's tool, providing advice, guidance and examples of how to get through to each and every child.
- + Support our nations teachers in any way we can and
- + Become their trusted resource!

WHY THE CLUB:

BECAUSE IT WILL:

- + ORGANISE teachers outside of the political/labour frame
- + Create an EMPOWERMENT SPACE through which concrete, tangible and measurable tools are provided
- + Act as a BRIDGE in facilitating access to resources
- + Create a triangular ENGAGEMENT parents, teachers, learners in programmes/projects to achieve good results
- + Achieve COGNITIVE BEHAVIOURAL CHANGE in teachers first, then learners and ultimately parents, thereby achieving positive and successful results
- + The aim of the club is to empower teachers through a series of events, workshops and knowledge-sharing gatherings.

WORKSHOPS:

The workshops are sit-down events where measurable cognitive behavioral change will be achieved through concrete training.

THE SUITCASE

- + Marketing paraphernalia - partners and *the Teacher's*
- + Science kits where applicable
- + Maths kits where applicable
- + Educational charts and posters, etc.
- + Maps
- + Copy of *the Teacher*
- + Knowledge-sharing events:

Knowledge-sharing events aim to connect teachers, the publication and our partners where evidence-based results of workshops and/or any product they may have used as a result of interacting with the club will be shared.

THE TEACHER DEMOGRAPHIC DATA 2013

Gender	Male	52%	Female	48%
Race	Black	83%	Coloured	6%
	White	9%	Indian	2%
Age	15 – 24	15%	35 – 49	42%
	25 – 34	16%	50+	27%
Language	Any SA black languages	77%	Afrikaans	7%
	English	14%	Other	2%
Household income	Up to R4 999	14%	R11 000 – R19 000	19%
	R5 000 – R10 999	21%	R20 000 +	46%
Education	Primary / Sec. schools	34%	Matric / Further Education (Incl. Diploma / Univ. Degree)	66%
Towns	Metro/Cities	66%	Small Towns/Villages	34%
Region	Gauteng	20%	Western Cape	12%
	KZN	33%	Others	35%

Source: AMPS June 2013

THE TEACHER ADVERTISING RATES

SIZE	RATE
Full Page	R110 838
Half Page	R56 840
30x6	R73 080
20x4	R32 480
10x7	R28 420
15x4	R24 360

MATERIAL SPECIFICATIONS

7 - COLUMN PAGE	
1 Column	34mm
2 Column	71mm
3 Column	108mm
4 Column	145mm
5 Column	184mm
6 Column	220mm
7 Column	260mm

Full colour / black & white: R406
Rates exclude VAT and include agency commission

DEADLINES

JANUARY Booking: 08 01 14 Pagination: 10 01 14 Material: 15 01 14 Print: 17 01 14 Distribution: 22 01 14 15 JAN SCHOOLS OPEN	MAY Booking: 30 04 14 Pagination: 02 05 14 Material: 07 05 14 Print: 09 05 14 Distribution: 14 05 14	SEPTEMBER Booking: 03 09 1 Pagination: 05 09 14 Material: 10 09 14 Print: 12 09 14 Distribution: 17 09 14
FEBRUARY Booking: 29 01 14 Pagination: 31 01 14 Material: 05 02 14 Print: 07 02 14 Distribution: 12 02 14	JUNE Booking: 28 05 14 Pagination: 30 05 14 Material: 04 06 14 Print: 06 06 14 Distribution: 11 06 14 27 JUNE SCHOOLS CLOSE / 21 JULY OPEN	OCTOBER Booking: 01 10 14 Pagination: 03 10 14 Material: 08 10 14 Print: 10 10 14 Distribution: 15 10 14 3 OCTOBER SCHOOLS CLOSE 13 OCTOBER OPEN
MARCH Booking: 26 02 14 Pagination: 28 02 14 Material: 05 03 14 Print: 07 03 14 Dist: 12 03 14	JULY Booking: 25 06 14 Pagination: 27 06 14 Material: 02 07 14 Print: 04 07 14 Distribution: 09 07 14	YEAR END Booking: 05 11 14 Pagination: 07 11 14 Material: 12 11 14 Print: 14 11 14 Distribution: 19 11 14 10 DECEMBER SCHOOLS CLOSE
APRIL Booking: 26 03 14 Pagination: 28 03 14 Material: 02 04 14 Print: 04 04 14 Distribution: 09 04 14	AUGUST Booking: 30 07 14 Pagination: 01 08 14 Material: 06 08 14 Print: 08 08 14 Distribution: 13 08 14	

RESOURCE POSTERS

A1 – Broadsheet four pages	R290 773 + VAT
A2 – Broadsheet four pages	R243 778 + VAT

Rates exclude VAT and includes agency commission

EDUCATION SPECIAL REPORTS/SUPPLEMENTS

1. GETTING AHEAD:

- + Published the first week of every month
- + Tertiary debate - postgraduate programmes
- + Debates tertiary education
- + Discusses options for post graduate study
- + Addresses issues in the post grad environment
- + Focuses on the latest and the best in postgraduate programmes around the country
- + Focuses on campus developments, debates and talking points

2. THE TEACHER:

- + Published end of every month
- + *The Teacher* has stamped its authority and credibility on the South African school fraternity for more than a decade by providing support, current news and expert analysis to the teaching profession.
- + *The Teacher* is both a facilitator for and a forum in crucial educational debates.
- + It provides curriculum-aligned information that enlightens and entertains learners and guides teachers. It also tackles vital issues about health and the scourge of poverty.
- + A stand-alone title, it reaches 168 000 teachers monthly at all 28 000 schools across the nation, including deep-rural institutions.
- + The publication provides a mirror to reflect and inform the profession of its standing in the eyes of the public.
- + *The Teacher* provides a platform for officials and experts to share research and information and receive input from teachers, parent and learners.

3. MBA FOCUS:

- + Published twice a year in April and August
- + This supplement covers matters such as the development of managerial, leadership and entrepreneurial skills
- + It monitors MBA faculties and developments
- + It provides insight into which business schools to attend, local versus international schooling, distance or full-time learning and the most beneficial electives

4. CAREERS MATTER:

- + Published bi-annually.
- + This is a comprehensive, tabloid sized guide to careers, bursaries and institutions of learning.
- + The objective is to provide learners countrywide with vital information regarding areas of study and choices of institutions.
- + What a specific career is all about, who you would be working for and new careers in a field;
- + Careers Matter Guide will be packed with up-to-date information.
- + The guide will serve as a valuable tool for learners from grade 8 to 12 and beyond, their parents and teachers.

5. MATRIC REVISION 2014:

Published mid-September

September each year is when matriculants celebrate their last days in school uniform and start seriously notching up their study efforts.

For many, particularly those in under-resourced schools, this is a frustrating time. They may not have access to revision material, are not sure how to approach answering different questions and need assistance in understanding how their answers will be marked.

To assist in helping South Africa's Class of 2014 pass Matric, the Mail & Guardian will again be partnering with key role players to bring suitable revision materials to learners, in both printed and digital form.

The contents of this supplement, to be published mid-September, will include:

- + Advice on how to approach different subjects
- + Basic guidance on study methods and setting up study programmes over this last month before the final exams start
- + Old papers and test questions in each of the following subjects
- + English First Additional Language
- + Mathematics Core
- + Mathematical Literacy
- + Accounting
- + Physical Sciences
- + Life Sciences
- + History
- + Geography

EDUCATION SUPPLEMENTS RATES

COLUMNS	2	4	6	8	
DEPTH	63MM	128MM	193MM	258MM	RATES
5cm	R4 520	R9 040	R13 560	R18 080	FC: 452
	R4 360	R8 720	R 13 080	R17 440	B&W: 436
10cm	R9 040	R18 080	R27 120	R36 160	FC: 452
	R8 720	R17 440	R26 160	R43 880	B&W: 436
15cm	R13 560	R18 080	R40 680	R54 240	FC: 452
	R 13 080	R26 160	R39 240	R52 320	B&W: 436
20cm	R18 080	R36 160	R54 240	R72 320	FC: 452
	R17 440	R34 880	R52 320	R69 760	B&W: 436
25cm	R22 600	R45 200	R67 800	R90 400	FC: 452
	R21 800	R43 600	R65 400	R87 200	B&W: 436
30cm	R27 120	R54 240	R81 360	R108 480	FC: 452
	R26 160	R52 320	R78 480	R104 640	B&W: 436
35cm	R31 640	R63 280	R94 920	R126 560	FC: 452
	R30 520	R61 040	R91 560	R122 080	B&W: 436
39cm (full page)				R141 024	FC: 452
				R136 032	B&W: 436

Rates exclude VAT and include agency commission

Mail & Guardian



EVENTS

M&G EVENTS

M&G InterActive concentrates on the *M&G's* Critical Thinking Forums, Business Breakfasts and a carefully selected calendar of annual events. Our events are the hallmarks of development in South Africa and annually note, promote and award social, developmental and environmental growth and innovation.

Our flagships commend the youth of our country, top women, social investment, investing in the future as well as greening and literary events. These are supported by special reports that focus on delivery and measurement of our leadership and society.

The *M&G's* communities meet face to face at our monthly Critical Thinking Forums and Business Breakfasts where top thinkers engage with top brands to converse on the issues of the day. You are invited to partner with us in dialogues and events that are of special interest to your specific market.

M&G EVENTS

INTERACTIVE EVENTS	EVENT BREAKDOWN	EVENT SCHEDULE	SPONSORSHIP
Critical Thinking Forums	Corporate	Monthly	R283 140
Business Breakfasts	Corporate	Quarterly	R283 140
Public Lectures	Academic	Monthly	R141 570
NGO	NGO	Monthly	R141 570

SPONSORSHIP BREAKDOWN

MODEL 1 - CRITICAL THINKING FORUMS & BUSINESS BREAKFASTS: R283 140

- + Corporates charged at R283 140
- + Complete event management handled by the *Mail & Guardian* in consultation with client
- + Included all advertising prior and post event
- + 2 x 15 x 7 and 2 x 20 x 7 (half-page feedback)
- + Should a four-page supplement be required, it will be charged at a discounted rate of R203 280

MODEL 2 - NGO: R141 570

Complete event management handled by the *M&G*, excluding:

- + Travel and accommodation costs
- + Venue hire
- + Catering costs
- + Including all advertising prior and post event
- + Two of 10 x 7 and 20 x 7 (half-page feedback)
- + Should a two-page supplement be required, it will be charged at R121 000

MODEL 3 - ACADEMIA: R141 570

The *Mail & Guardian* is purely a media partner.
Event management to be handled by academic partner, including:

- +RSVPs
- +Venue hire and catering
- +Travel arrangements for panel
- +Handle all costs incurred
- +*Mail & Guardian* logo instead of Critical Thinking Forum (CTF) logo to be used
- +Design of invitation to be done by partner
- +The *M&G* to send out email invitation to our CTF database by email
- +Database of attendees to be supplied to the *M&G* for subscription promotions
- +10 x 7 strip advert to be placed in the *M&G* two weeks prior the event at a cost of R22 550.00 (excl VAT)
- +Online advertising (250 x 300) a week prior to the event
- +*M&G* newspapers and branded *M&G* bags to be supplied to project co-ordinators
- +Should a two-page supplement be required it will be charged at R121 000

Rates exclude VAT and include agency commission

TERMS AND 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 *M&G Media Ltd* (the *M&G*) and further agrees that it shall be bound by the provisions of the *M&G'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 the *M&G*, which also reserves the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.

3. No responsibility will be accepted by the *M&G* for loss arising from typographical or other errors. The *M&G's* responsibility is limited to industry-standard scanning and printing quality. The *M&G* is 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 the *M&G's* copy deadlines as set out in the rate card for the publication in question. If copy is not forthcoming, the *M&G* has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertisers.

5. The *M&G* accepts no responsibility for incorrect material supplied.

6. the *M&G* will use its 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 its 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. The *M&G* shall be exempt from any liability arising from force majeure or where performance of its obligations is prevented by circumstances outside its control.

7. Although an enquiry service number may be supplied, this in no way forms part of the contract. The *M&G* are not responsible for an omission or 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.

8. Although 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.

Cancellation

9.1 Verbal cancellations will not be valid; only a written cancellation confirmed by the *M&G* will serve as notice. In the event of termination of this agreement for any reason whatsoever, the *M&G* shall forthwith remove all advertisements that may appear in/on *M&G* print and online.

9.2 No cancellations will be allowed in the week of publishing. If the advertiser insists in cancelling the advert/s on a Monday or Tuesday in the week of publishing for whatever reason a hundred (100%) percent cancellation fee will be charged. If the advertiser insists in cancelling the advert/s on a Wednesday or Thursday in the week of publishing for whatever reason a hundred (100%) percent cancellation fee will be charged.

9.3 Cancellation - Contracts

Cancellation by the advertiser will only be effected through the submission of a written cancellation notice, which must reach *M&G* within a thirty (30) business day period before the effective cancellation date, with all placements booked to run beyond the cancellation date subject to hundred (100%) percent of all future / remaining rates that would have been paid by the advertisers to *M&G* in respect of a specific advertising campaign.

The claim shall remain liable for all rates due for the period to such cancellation. Should the advertiser insist on a waiver of the cancellation notice period, i.e. immediate cancellation of the campaign, *M&G* will be entitled to hundred (100%) percent of the originally booked campaign.

10. Series rates quoted apply only to confirm 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 that may be announced from time to time.

11. Should the *M&G* agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all the *M&G* production costs will be for the account of the advertiser as per the *M&G's* advertiser service rates. This includes all photography and layout expenses.

12. All amounts payable are due simultaneously with the confirmation or order, save where the *M&G* has approved, in writing, an account for the advertiser, in which event.

13.1 Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;

13.2 the *M&G* reserves the right to suspend services if payment is not received on due date.

13.3 Nothing herein contained shall be interpreted as obliging the *M&G* 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 the *M&G* 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 NCA, 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 collective/tracing fees and charges, thereafter to interest and finally to capital.

15. A certificate under the hand of any director, manager or account of the *M&G* whose valid appointment need not be proved by the *M&G*, in respect of any indebtedness of the advertiser to the *M&G* 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 the *M&G* and prima-facie evidence of such other fact and prima-facie evidence of the service rendered, for inter alia the purpose of summary judgement.

16. In all cases where the advertiser uses the postal service or any other services 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 into 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 that 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 the *M&G* and certifies that all information given herein by him/her/it to the representative of the *M&G* is true and correct.

19. This agreement is governed by South African law and is subject to the jurisdiction of the South African courts. The *M&G* is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the magistrate's court of any district that by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude the *M&G* at its own discretion from instituting legal proceedings in the Supreme Court of South Africa that 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 the *M&G* 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 the *M&G* 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.

Technical Specifications:

Production Specifications

Ad material should be supplied by ISDN through the following systems: Websend, Pagestore or FTP. PDFs supplied should be PDF/X-1a newspaper compliant. High-resolution PDFs and JPGs to be supplied.

No open files please.

Proofs

Proofs that accurately represent the tone values of the final material must be supplied.

They should be printed on standard newsprint and must conform to these standards and specifications. Supplied proofs can only be considered as such if they are produced in a manner that truly represents the coldset printing process. Prints that have not been correctly adjusted cannot be considered as contract colour proofs. All proofs must include a recognised colour control strip to allow the proofing operator to be assessed for colour balance, dot gain, slur and trapping. By agreement with your printer, electronically generated proofs, that conform to colour management techniques, may be acceptable.

Booking deadlines:

Main body, Friday, Business –
Thursday a week prior to publication

Material deadlines:

Main body, Friday, Business –
Tuesday in the week of publication

Supplements:

Booking deadlines:

4 pages – Tuesday a week prior to publication
8 pages – Two weeks prior to publication
12 pages and more – one month prior to publication

Material deadline: Friday prior to publication date

South Africa's No.1 Investigative newspaper

www.mg.co.za

Mail & Guardian

M&G AVAILABLE EVERYWHERE



.....
PRINT CALL: 011 250 7300 OR SMS "SUBS" TO 34917 AND WE WILL DELIVER A NEWSPAPER TO YOUR DOOR EVERY FRIDAY.
DIGITAL EDITION: SUBSCRIPTION AVAILABLE ON SUBSCRIPTIONS.MG.CO.ZA/OFFERS/DIGITALEDITION.
M&G ONLINE: WWW.MG.CO.ZA **MOBI:** M.MG.CO.ZA **IPAD:** MG.CO.ZA/IPAD **KINDLE:** MG.CO.ZA/KINDLE
.....