



Tel: 021 855 4750
Fax: 021 855 4745

Booking Form

Destinations e-Magazine

This serves as Advertising Contract between CADEK Media (the publisher) and...

SECTION A: The Client (Advertiser)			
Company Name:			
Postal Address:		Town:	
Postal Code:		VAT Number:	
Tel Number:		Fax Number:	
Contact Person:		Cell Number:	
E-mail address:		Web Address:	

SECTION B: Advertising Booking – Please tick the issue in which you want to advertise

Winter 2011
 Spring 2011
 Summer 2011
 Autumn 2012

MAIN BODY Section				
Double Page Editorial	Advertorial special – we design layout	R 1,500	X ____	R
Double Page Ad	275mm (h) x 420mm (w)	R 2,000	X ____	R
Full Page Ad	275mm (h) x 210mm (w)	R 1,500	X ____	R
Half Page Ad	110mm (h) x 180mm (w)	R 850	X ____	R
Top 100 listings	Supply a picture + 50 word text	R 500	X ____	R
TRAVEL GUIDE Section				
Half-Page	110mm (h) x 180mm (w)	R 700	X ____	R
Quarter-Page	110mm (h) x 88mm (w)	R 500	X ____	R
EXTRAS				
Design & Artwork. Please design my ad for me.		R 450	X ____	R

Bank details: *Please include a cheque / proof of full payment.*

CADEK International cc
 STANDARD BANK, Helderberg, Branch Code: 050610
 Acc no. 072 282 487

Sub Total
+ 14% Vat
Total

R
R
R

SECTION C: Declaration

I herewith declare that I have read the **terms and conditions of advertising** and agree to adhere to them. I am authorised to make this booking on behalf of my company and understand that we are liable for payment of this order as per the terms. I further understand that this order is for a digital magazine that is available on the Internet and not in printed format.

Signed at _____ On this _____ day of _____ 20____

Client Name

Signature

PLEASE FAX YOUR BOOKING TO: 021 855 4745



Artwork Requirements

Please read and follow the instructions

1. Supplied advertisements

Applicable to all double page spreads, full and half page ads. Please find the sizes for artwork below and email your CMYK .pdf file at 300dpi to info@cadek.co.za. CADEK Media can also design your ad at R450+VAT if required.

Ad Size	Trim Size	Type Size	Bleed Size
Double Page Spread (DPS)	275mm (h) x 420mm (w)	255mm (h) x 400mm (w)	285mm (h) x 430mm (w)
Full Page Ad	275mm (h) x 210mm (w)	255mm (h) x 200mm (w)	285mm (h) x 220mm (w)
Half Page Ad	110mm (h) x 180mm (w)	n/a	n/a
Quarter Page Ad	110mm (h) x 88mm (w)	n/a	n/a

Dimensions are given as top to bottom (h) x left to right (w). This is a portrait publication.

2. Top 100 Listings

2.1 Please supply all artwork **soonest**.

2.2 Kindly email the following artwork to info@cadek.co.za. We accept .jpg, .tif, .pdf file formats at 300dpi. No pictures will be downloaded from the Internet. All pictures should be high resolution 300dpi print quality.

- a. **One picture of your choice to be published in the allocated space of the listing.**
- b. **A text description of the special you are running with info that will attract visitors to your establishment. Please email your description in MS Word or text format to info@cadek.co.za**

2.3 You will receive a final proof of your listing for approval before going on-line / to print. Once signed off, this will be seen as final confirmation of your participation.



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 publisher's 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.