



# 2019

RATECARD

**S**owetan

tiso blackstar  
group.

## SALES CONTACTS

Head: Advertising Sales	Eben Gewers	011 280 5462	gewerse@tisoblackstar.co.za
	(PA Marlene Smalberger)	011 280 3186	marlenes@tisoblackstar.co.za
National Sales Manager: Digital	Susie White	011 280 5059	whitesj@tisoblackstar.co.za
National Sales Manager: Public and Private Sector	Tiny Koaho	011 280 3163	koahot@tisoblackstar.co.za
Business Manager: Internationals and Private Sector	Augusta Phakathi	011 280 3536	phakathia@tisoblackstar.co.za
Business Manager: Education	Spiwe Masarira	011 280 3230	masariras@tisoblackstar.co.za
National Sales Manager: Legal, Classified & Direct	Jyoti Govind	011 280 3231	govindj@tisoblackstar.co.za
National Sales Manager: Agencies and Retail	Debbie Thompson	011 340 9386	thompsond@tisoblackstar.co.za
Business Manager: Automotive	Nina Minne	011 280 3154	minnen@tisoblackstar.co.za
National Sales Manager: Business Titles	Ian Tasman	011 280 3077	tasmani@tisoblackstar.co.za
Product Manager: BDFM & Special Projects	Kay Naidoo	011 280 3710	naidooka@tisoblackstar.co.za
Business Manager: BDFM and Active Magazine	Wendy Wright	011 280 3151	wrightw@tisoblackstar.co.za
Business Manager: ST Lifestyle (Travel, Fashion, Home & Food)	Maryna Parsons	011 280 5981	parsonsm@tisoblackstar.co.za
Business Manager: Money	Peter Roos	021 488 1723	roosp@tisoblackstar.co.za
Cape Town Regional Manager	Janine Bywater	021 488 1722	bywaterj@tisoblackstar.co.za
KZN Regional Manager	Verna Pillay	031 250 8563	pillayv@tisoblackstar.co.za
National Administration Manager	Melanie Kotze	011 280 3213	kotzem@tisoblackstar.co.za
Systems Manager	Jansher Khan	011 280 3204	khanj@tisoblackstar.co.za



## COLUMN CONFIGURATION (8 COLUMN TABLOID)

COLUMN	WIDTH
1 Col	30 mm
2 Col	63 mm
3 Col	96 mm
4 Col	129 mm
5 Col	162 mm
6 Col	195 mm
7 Col	228 mm
8 Col	261 mm

Tabloid DPS is 39x16 (390mm in height x 540mm in width) which includes 18mm gutter.

## MAIN BODY RATES (INCLUDING TIMEOUT AND EDUCATION)

	RATE (psscmm)		
Full colour			R 427.00
1 Spot colour			R 332.00
Black & white			R 258.00
REGIONAL RATES	FC	1 SPOT	B&W
KZN	R 180.00	R 159.00	R 135.00
Gauteng, Limpopo, North West, Mpumalanga	R 369.00	R 277.00	R 208.00
Free State & Northern Cape	R 180.00	R 159.00	R 135.00
Eastern & Western Cape	R 162.00	R 145.00	R 122.00
SPECIAL POSITIONS			
Ear Space (5x2)			Rate + 200%
Front page solus (7x8)/(10x8)			Rate + 200%
Page 2 & 3 facing pages			Rate + 50%
Page 3 solus (max 20x8)			Rate + 50%
Back page solus (10x8)- Sport			Rate + 50%
	FC	1 SPOT	B&W
Auctions	R 401.00	R 300.00	R 234.00
Tenders	R 347.00	R 271.00	R 218.00
legals/Classifieds Display	R 347.00	R 271.00	R 218.00
Guaranteed Positions			Rate + 25%
Newsprint Wrap			Rate on Request
Job Market/World of Jobs Combo	R 504.00	R 484.00	R 404.00
<b>Booking deadline:</b> 3 working days prior to publication			
<b>Material deadline:</b> 2 working days prior to publication			
<b>Cancellation deadline:</b> 3 working days prior to publication			
<b>Cancellation Fee:</b> 50% 2 days prior to publication and 100% 1 day prior to publication			

All prices exclude VAT

## SOWETAN MOTORING MAIN BODY RATES

	RATE (pscm)
Full colour	R 223.00

## SOWETAN MAIN BODY (OUTSIDE PRINTED INSERTS) - PER THOUSAND

Product	Size	PAGING				32+ Price on Request
		4 to 8	8 to 16	16 to 24	24 to 32	
Inserts	Tabloid	R 824.00	R 885.00	R 947.00	R 1 005.00	
	A4	R 754.00	R 798.00	R 840.00	R 891.00	
	A5	R 1 032.00	R 1 016.00	R 1 077.00		

PRODUCT			
<b>Gloss Wrap</b>		Printing Cost	TBA
		Media Cost	<b>R 690.00 / 1000</b>

All wraps to be printed by Tiso Blackstar Group. Inserts terms and conditions can be viewed in the specifications, terms and conditions document available at [www.blackstaradroom.co.za](http://www.blackstaradroom.co.za)

**All prices exclude VAT**



## CLASSIFIED RATES

### CLASSIFIED LINAGE (5.5 POINT) TRADE & PRIVATE

	RATE (pscm)
1 - 3 insertions (psccm)	R 198.00
4 or more insertions (psccm)	R 160.00
Vacancies (psccm)	R 184.00
Sales in execution (psccm)	R147.00
Creditors & debtors (per advertisement)	R 635.00
Liquidation & distribution (per advertisement)	R 635.00
Insolvencies(per advertisement)	R 635.00
Town planning (per advertisement)	R 652.00
Liquor act (per advertisement)	R 565.00
Divorce Notices (per advertisement)	R 1 261.00
Petroleum Licenses (per advertisement)	R 1 391.00
Funeral Notices	
-- Trade (per advertisement)	R 368.00
-- Private (Per advertisement)	R 337.00

All prices exclude VAT

## SPECIAL POSITIONS

	RATE (psc/cm)
U-Shape	Rate + 30%
Inverted T-Shape	Rate + 40%
H- Shape (only in Sports section)	Rate + 30%
L- Shape	Rate + 30%
Island, Checkerboard, Earspace	Rate + 50%
<b>Booking deadline:</b> 12h00, 2 days prior to publication	
<b>Material deadline:</b> 12h00, 2 days prior to publication	
<b>Payment deadline:</b> 10h00, 2 days prior to publication	
<b>Tel:</b> 011 280 3431	

## SOWETAN MOTORING OPI (OUTSIDE PRINTED INSERTS)

Product	Size	PAGING				32+ Price on Request
		4 to 8	8 to 16	16 to 24	24 to 32	
Inserts	Tabloid	R 776.00	R 834.00	R 894.00	R 947.00	
	A4	R 711.00	R 753.00	R 794.00	R 840.00	
	A5	R 904.00	R 956.00	R 1 015.00		

A) For spend exceeding R 300,000 per annum, rates will be linked to RoP contractual spend discount.

B) For spend less than R 300,000 per annum, rates will be negotiated separately based on client OPI spend.

Inserts terms and conditions can be viewed in the specifications, terms and conditions document available at [www.blackstaradroom.co.za](http://www.blackstaradroom.co.za)

**All prices exclude VAT**



## TISO BLACKSTAR DIGITAL - SOWETANLIVE

### DISPLAY RATES

	CPM
1. RUN OF SITE / All sizes (728x90, 300x250, 300x600)	R 100.00
2. RUN OF SITE / High Impact (Billboard 1000x250, 300x600)	R 130.00
3. RUN OF SITE / Video Pre-Roll	R 180.00

### ADDITIONAL COST FOR LAYERING:

+ Geo targeting (we target ZA national by default)

+ Vertical targeting# (eg. Lifestyle sections)

+ Section specific

+ Viewability targeting

+ Audience targeting

#Business

Lifestyle

Entertainment

Sport

News

Motoring

### 24 HOUR SPONSORSHIP RATE (HPTO) DESKTOP & MOBILE:

#### SOWETANLIVE

	RATE
35 000.00 impressions	R60 000.00
Other sites & section takeovers: Price on request	

Other sites & section takeovers: Price on request

FOR MORE INFO PLEASE EMAIL [whitesj@tisoblackstar.co.za](mailto:whitesj@tisoblackstar.co.za)



## CONTACTS

### GAUTENG

	TEL	FAX	EMAIL
Hill on Empire, 16 Empire Road, Parktown			
Main Switchboard	011 280 3000		
National Digital	011 280 5059		whitesj@tisoblackstar.co.za
National Business Titles	011 280 3077		tasmani@tisoblackstar.co.za
National Agencies and Retail	011 340 9386		thompsond@tisoblackstar.co.za
National Direct	011 280 3231		govindj@tisoblackstar.co.za
National Recruitment	011 280 3187		badimol@tisoblackstar.co.za
National Government	011 280 9587		mabelanem@tisoblackstar.co.za
National Retail	011 280 3241		valerien@tisoblackstar.co.za
National Legal and Classified	011 280 5553		naidoovas@tisoblackstar.co.za
ST Lifestyle Magazine (Fashion, Home & Food)	011 280 5981		parsonsm@tisoblackstar.co.za

### CAPE TOWN

12 <sup>th</sup> Floor, Number 2 Long Street, Cape Town			
Main Switchboard	021 488 1700		
National Agency	021 488 1722		bywaterj@tisoblackstar.co.za
National Direct	021 488 1873		ndyokop@tisoblackstar.co.za
National Retail	021 488 1710		abdurahmana@tisoblackstar.co.za
National Recruitment	011 280 3536		phakathia@tisoblackstar.co.za
National Government	021 488 1788		yanin@tisoblackstar.co.za
Business Manager (Money)	021 488 1723		roosp@tisoblackstar.co.za

### KZN

MB House, 635 Peter Mokaba Road, Overport, 4091, Durban			
Main Switchboard	031 250 8500	086 644 0303	
National Agency	031 250 8563	086 644 0303	pillayv@tisoblackstar.co.za
National Direct	031 250 8501	086 644 0303	landmane@tisoblackstar.co.za
National Recruitment	031 250 8501	086 644 0303	landmane@tisoblackstar.co.za
National Government	031 250 8573	086 644 0303	khawulas@tisoblackstar.co.za
National Retail	031 250 8563	086 644 0303	pillayv@tisoblackstar.co.za
National Legal and Classified	031 250 8502	086 206 8387	chellanc@tisoblackstar.co.za

## TERMS AND CONDITIONS

1. Advertisements are accepted for publication in publications owned or published by Tiso Blackstar Group (Pty) Ltd subject to the following conditions:
  - a. Tiso Blackstar Group (Pty) Ltd reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
  - b. Tiso Blackstar Group (Pty) Ltd will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of Tiso Blackstar Group (Pty) Ltd failure to publish, or publication on dates other than those specified by the advertiser, or any other error of any kind.
  - c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.
2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but Tiso Blackstar Group (Pty) Ltd will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. Tiso Blackstar Group (Pty) Ltd reserves the right to edit, revise or to reject — even after acceptance for publication — any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
  - a. Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements to accommodate press constraints.
  - b. Tiso Blackstar Group (Pty) Ltd reserves the right to resize any advertisements that are not supplied according to the the booked space.
4. Tiso Blackstar Group (Pty) Ltd reserves the right to suspend an issue on any day and increase or decrease the usual number of copies without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making comparisons with other advertisers, firms, institutions or persons.
6. The advertiser indemnifies Tiso Blackstar Group (Pty) Ltd against any claim by any third party arising out of the design, form, content, copyright infringement or other attributions of the advertisement.
7. No advertising order entitles the client to a write-up or editorial coverage.
8. All orders are subject to the availability of space. Bookings will lapse if the first insertion under order is not made within three months of the order, or if more than three months elapses between insertions.
9. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.
10. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for nonaccount holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.
11. Material deadline is two days prior to print date for all Tiso Blackstar Group (Pty) Ltd publications, with the exception of surveys and special reports.
12. Any advertising order is subject to the conditions stated herein unless specifically varied by Tiso Blackstar Group (Pty) Ltd in writing with specific reference to the advertiser's contrary documentation.
13. ACCEPTANCE AND COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of print advertisements. The general typography of advertisements is subject to the approval of Tiso Blackstar Group (Pty) Ltd. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.
14. No changes to advertisements appearing in Tiso Blackstar Group (Pty) Ltd publications will be accepted once publication production has commenced.
15. When new advertising rates are announced, clients who have contracts with Tiso Blackstar Group (Pty) Ltd will be entitled continue to advertise at their contract rates for 45 days after new rate is announced. The balance of their orders will be subject to the new rates. Such contracts may be cancelled on the date the new or higher rate becomes effective.
16. All cancellations must be in writing.
17. Advertisement orders are not accepted for periods longer than 12 months.
18. A 50% cancellation fee will be incurred for all special position bookings cancelled within 30 days of scheduled publication.
19. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and Tiso Blackstar Group (Pty) Ltd.
20. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser will be liable for interest at the maximum rate permitted by law. Such interest will be calculated and paid monthly in advance. If the interest is not paid as aforesaid, the interest will be added to the principal sum, and the whole amount will form the principal debt, which will bear interest as described.
21. In the event of Tiso Blackstar Group (Pty) Ltd instructing attorneys to collect from the advertiser an amount owing to Tiso Blackstar Group (Pty) Ltd, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
22. No relaxation or indulgence granted to the advertiser by Tiso Blackstar Group (Pty) Ltd, at any time, will be deemed to be a waiver of any of Tiso Blackstar Group (Pty) Ltd rights interms hereof. Such relaxation or indulgence will not be deemed a novation of any of the terms and conditions.
23. Any insertion that carries "formed advertising" or representing any form of "sponsorship advertising" or company profile will be subject to approval by Tiso Blackstar Group.