

Introduction

Township Talk Sedibeng, Published monthly, is aimed at leveraging the exponentially increasing spending power of the middle to upper income Township resident. With a wide readership appeal and distribution, Township Talk will reach an estimated 200 000 people each month.

Township Talk is distributed free to the public throughout the Sedibeng Region. You, as an advertiser, will receive copies of the magazine for distribution as a value-ad to your existing and new clients.

Why advertise ?

With over 6000 businesses in the Sedibeng region (estimated figures) and 241000 households (municipal demarcation board) getting your business noticed and your products and/or services sold, presents a real challenge. Township Talk is a vehicle which will out-perform all other media options in achieving this objective as it is :-

Distributed directly to the target market.

Contains articles of interest thus increasing both readership and retention.

Affordable advertising space costs less than an equivalent pamphlet drop.

Township Talk is the ONLY publication distributed free of charge in the townships.

This edition, Township Talk Sedibeng is distributed from Ratanda (Heidelberg) to Beverley Hills (Vanderbijlpark)

What else do you get for your money ?

Your business details are placed directly in the hands of your target market

All advertisers are automatically included in our website, www.townshiptalk.co.za which includes a link to your existing website, if you have one. This web-presence will remain "live" for a period of 6 months from the date of your last advert placed in the magazine.

Our contact details.

Tel.No. 016-932-4924

Fax ; 086-614-4938

P.O.Box 1553

Vanderbijlpark 1900

email: sales@townshiptalk.co.za

web : www.townshiptalk.co.za

Rate Card

The Format:

Township Talk Sedibeng, Published Monthly
American A4 Full Colour Glossy (275 X 210mm)

Demographics

Middle to upper income households in all townships within the Sedibeng region.

Advertising Rates per Issue



	<u>Single Issue</u>	<u>Four Issues</u>
Inside Front Cover:	R10125.00	R9112.00 / issue
Inside Back Cover:	R10125.00	R9112.00 / issue
Back Page:	R10530.00	R9477.00 / issue
Full Page:	R8100.00	R7290.00 / issue
1/2 Page:	R4455.00	R4009.00 / issue
1/4 Page:	R2450.00	R2200.00 / issue
1/8 Page:	R1348.00	R1212.00 / issue

Advert / Artwork Specifications

All adverts and/or artwork supplied must be in one of the following formats:

.jpg .tiff or .bmp RGB or CMYK

not less than 300 DPI

Please note that no MS Word, Excel, Power Point or Publisher files can be accepted.

1/8 page = 99mm wide X 65mm high (L)

1/4 page = 99mm wide X 130mm high (P)

1/2 page = 198mm wide X 130mm high (L)

Full page = 198mm wide X 260mm high (P)

The above sizes to be designed to size; no bleed.

DEADLINES for Booking : Artwork

September Issue = 1 August	= 10 August
October Issue = 1 September	= 10 September
November Issue = 1 October	= 10 October
December Issue = 1 November	= 10 November
January Issue = 1 December	= 5 December
February Issue = 1 January	= 10 January
March Issue = 1 February	= 5 February
April Issue = 1 March	= 10 March
May Issue = 1 April	= 10 April
June Issue = 1 May	= 10 May
July Issue = 1 June	= 10 June
August Issue = 1 July	= 10 July

Payment deadlines

On Presentation of Invoice

Advertisement in Township Talk Sedibeng

Business Name: _____

Contact person: _____ ID Number _____

Tel: _____ Fax: _____ Cell: _____

Website _____ email _____

Billing address: _____

Business category: _____

Registration No. _____ VAT No. _____

Single Entry Booking details: (Mark X)

Full Page	Half Page	Quarter Page	Eighth Page	Inside Front	Inside Back	Back Page
R8100.00	R4455.00	R2450.00	R1348.00	R10125.00	R10125.00	R10530.00

Four Issue Booking Contract: (Mark X)

Full Page	Half Page	Quarter Page	Eighth Page	Inside Front	Inside Back	Back Page
R7290.00	R4009.00	R2200.00	R1212.00	R9112.00	R9112.00	R9477.00

- ☐ Place 1 (One) _____ pg advert @ R _____ in the _____ Issue of Township Talk
- ☐ Place 4 (Four) consecutive ads @ R _____ Starting in the _____ Issue of Township Talk

NOTE:- Adverts on 4-Issue contract will be billed per issue one month in advance of print date

Website options:

- ☒ Free website directory listing with all adverts placed
- ☐ Free full "mini-web" for all full page adverts on 4-issue contract (Save R900.00 pa)

I, the undersigned, confirm herewith that I am duly authorized to enter into this agreement for and on behalf of _____ (company Name) and that I deem this contract to be binding upon myself and the company named above for the period as specified.

Name _____ designation _____ Date _____

Order number _____ Signature _____

Please make direct or EFT payments to :

Account Name = Essential Records
Bank = Standard Bank Vanderbijlpark
Account Number = 420495479
Branch code = (0)14737

OFFICIAL ONLY

Sales Consultant _____
Payment date _____
Receipt No. _____

Please fax this order form to 086-614-4938 or email to : sales@townshiptalk.co.za

Debit order
in favour of
Essential Records
P.O.Box 1553
Vanderbijlpark 1900
Tel. 016-932-4924
Fax. 086-614-4938



Debit Order Facilitated by:
Tele Internet (Pty) Ltd
T/A TELENET
Company Reg: 2001/027664/07
P.O. Box 3931
Vanderbijlpark, 1900
TEL: 016 982 1999
FAX: 086 654 7765

My Services Subscription Form

	Monthly Commitment	
Banner-Ad on www.townshiptalk.co.za index page (150 X 90 px) including 3 page "Mini-Web" www.townshiptalk.co.za/yourname	R175.00	
Three page "Mini-Web" : www.townshiptalk.co.za/yourname	R75.00	
Banner-Ad on www.townshiptalk.co.za index page (150 X 90 px)	R100.00	
Total Monthly Commitment		

I/We, the undersigned hereby instruct and authorise your agent Tele Internet (Pty) Ltd (TELENET) who will be handling the Debit Order facility on behalf of the ESSENTIAL RECORDS to debit above mentioned Bank Account for the initial amount as chosen above as well as for future debits instructed by me on a monthly or yearly basis on the 1st working day of each month. I/we also understand that details of each withdrawal processed by BANKSERV will be printed on my/our statement and displayed as TELE INT ESSENTIAL with the amount I chose above on my Bank Statement. All such withdrawals from my/our account by you shall be treated as though they had been signed by me/us personally. I/we agree to pay any banking charges relating to this debit order instruction. Herewith I also agree to give ONE MONTH's written notice (email, fax or post) in ADVANCE for CANCELLATION of my Debit Order instruction!

Association to Township Talk and inclusion in the website www.townshiptalk.co.za is conditional upon this debit order being honoured. Should this debit order be returned, unpaid, by your bank for whatever reason, association will be revoked and your website deleted.

Name of Business		Contact Person (1st Name & Surname)		ID Number
Business Postal Address				
Business Physical Address				
Business Tel.	After-hours Tel.	Cell 'phone No.	Fax Number	
Bank	Branch	Branch Code	Account Number	Type of Account
Name in Print		Designation	Date	Signature