

# The South African ART TIMES

SA's Most read Art Magazine

## TERMS AND CONDITIONS

### Deadlines and technical details

1. Print ready advertisements must be forwarded to sales@arttimes.co.za by material deadline date.
  2. Advertisements must be supplied according to size booked as print ready (300 dpi, CMYK) PDF Files, or Jpg
  3. Advertisements that require design must be forwarded to sales@arttimes.co.za no less than 2 days before material deadline date as advised via email received.
  4. A design rate of R400 (VAT inclusive) will be charged. DPS will attract a design fee of R500.
- Contracts:**
5. When booking 3 advertisements/inserts or more, the discount is received on the final invoice. All other adverts will be charged at the regular rate. The discount will only apply to the last advertisement appearing as part of that advertising package unless paid for upfront.
  6. Contracts must be utilised within the stipulated time period and each advertisement must be the same size as agreed on booking form.
- General**
7. GAI makes every effort to publish SAAT within the first week of the month.
  08. GAI is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of SAAT beyond the control of GAI.
  09. Advertisers are required to pay in full for advertisements/inserts before or by date stipulated on invoice. Advertisers would be liable to cover any debt collection charges in addition to amount stipulated on invoice.
  10. If payment has not been received for an advertisement by the invoice date for the specified edition of SAAT, GAI reserves the right not to publish the advertisement.
  11. Cancellation of an advertisement or insert after the booking deadline will incur a 50% cancellation fee.
  12. Payments can be made by EFT and direct bank deposits.
  13. When an advertisement is not published through no fault of the advertiser, a full refund to the value received from the advertiser, will be applicable.

Cheques made out to: Global Art Information CC

### ADVERTISING ENQUIRIES AND ADDRESS FOR CHEQUES:

PO Box 15881, Vlaeberg, 8018. Tel 021 424 7733 |  
Fax 021 424 7732 | www.arttimes.co.za

**BANK DETAILS:** | Account: Global Art Information |  
First National Bank, Long Street, Cape Town | Branch code: 20 17 09  
Account number: 6202 5269 409 (Cheque account)

Member of Global Art Information | CK 200403075023 |

## Material Deadlines 2012

Friday 20 January	(February Edition)
Friday 17 February	(March Edition)
Friday 23 March	(April Edition)
Friday 20 April	(May Edition)
Friday 18 May	(June Edition)
Friday 22 June	(July Edition)
Friday 22 July	(August Edition)
Friday 24 August	(September Edition)
Friday 21 September	(October Edition)
Friday 19 October	(November Edition)
Friday 30 November	(December Edition)

## ADVERTISING RATES

Please tick the appropriate advertising box below

### SA ART TIMES MONTHLY MAGAZINE

Back Page	210w x 297h	R 17 600	<input type="checkbox"/>
DPS Front	420w x 297h	R 18 800	<input type="checkbox"/>
DPS Back	420w x 297h	R 18 800	<input type="checkbox"/>
Full Page	210w x 297h	R 8 000	<input type="checkbox"/>
Half Page	210w x 145h	R 5 700	<input type="checkbox"/>
Third of Page H	210w x 70h	R 4 400	<input type="checkbox"/>
Third of Page V	70w x 297h	R 4 900	<input type="checkbox"/>
Quarter Page	93w x 136h	R 2 400	<input type="checkbox"/>
Listings Block	93w x 68h	R 1 400	<input type="checkbox"/>
<i>Special Placements</i>			
Page 4 and 5 Full pages	210w x 297h	R 8 500	<input type="checkbox"/>

### SA ART TIMES DAILY WEBSITE

Banner location	Sizes in Pixels	Weekly Prices	
Top Banner	750 x 90	R 1 250	<input type="checkbox"/>
Top News Banner	750 x 150	R 990	<input type="checkbox"/>
Top Gallery openings	750 x 150	R 625	<input type="checkbox"/>
Below Banner	750 x 150	R 375	<input type="checkbox"/>

### NEWSLETTER E-MAIL

Banner location	Sizes in Pixels	Daily Prices	
Top Banner	750 x 90	R 800	<input type="checkbox"/>
Top News Banner	750 x 150	R 650	<input type="checkbox"/>
Top Gallery openings	750 x 150	R 500	<input type="checkbox"/>
Below Banner	750 x 150	R 400	<input type="checkbox"/>

### Advertising Discounts

- 10% Discount for three consecutive bookings
- 15% Discount for more than three

## Advertising Booking

- I have read and agree to the SA Art Times' advertising terms and conditions.
- Below prices exclude VAT and Agency commission
- On selecting your advertising format and signing below we will send you an invoice.

Business .....

Name .....

Tel ..... Cell .....

Type of Advert .....

Date to run advert .....

Signature .....

Name .....