

**Original Council Resolution: A-COM (1a-2004) dated 29 April 2004**

**EKURHULENI METROPOLITAN MUNICIPALITY**

**TARIFFS: CORPORATE ADVERTISING IN THE EKURHULENI EXTERNAL NEWSLETTER**

In terms of the relevant legislation the Ekurhuleni Metropolitan Municipality at a meeting held on 29 April 2004, resolved to determine Tariffs for Corporate Advertising in the Ekurhuleni External Newsletter **with effect from 1 June 2004**, as follows:

Interested parties can advertise on the Newsletters and Accounts sent out by Ekurhuleni Metropolitan Municipality in terms of this tariff.

**1. Booking of Advertisements**

The Communication and Marketing Department will book adverts according to a first come first serve basis in the following manner:

- a. Advertising space will be promoted in the newsletter and on our website;
- b. Prospective advertisers will be emailed or faxed a rate card (similar to the advertising rates list above) and a booking form.
- c. Booking will only be confirmed on receipt of the signed confirmation form as well as confirmation of payment.

**2. Control and Approval of advertisements**

- a. All external advertisements will be approved by the Communication and Marketing Department prior to publication.
- b. The approval process can be done via fax, email or printed copy signoff.
- c. Advertising will be restricted to businesses operating in the Ekurhuleni area.
- d. Adverts that are contrary to the organisation's values and the overall news content of the corporate newsletter will be refused placement. For example: Adverts promoting services and products of a sexual or pornographic nature, listening or surveillance devices, liquor, nightclubs etc, will not be placed.
- e. Preference will be given to advertisers who already have a partnership agreement with the organisation, are our preferred suppliers, top businesses in the region, professional enterprises.

**3. Size of adverts**

The bottom strip on each page of the newsletter will be used for advertising purposes. The strip can be booked in its entirety or can be split into business card size adverts (see attached example.)

**4. Design and Layout of Advertisements**

Advertisers can present their adverts to the Communications and Marketing Department in the following ways:

<b>Final Material</b>	<b>Request Design and Material makeup</b>
Final material designed and made up to specifications can be presented to the Communications and Marketing Department; <ul style="list-style-type: none"> <li>▪ On CD, or</li> <li>▪ Via electronic mail.</li> </ul>	Should advertisers need design and make up services, they will be provided with a list of graphic designers within the Ekurhuleni area. Ensuring timeous delivery of work and arrangements for payment will remain the responsibility of the advertiser.

## 5. Advertisement material deadlines

The deadline for all final material to be submitted to the Department of Communications and Marketing, is the 15<sup>th</sup> of each month.

## 6. Payment and channelling of income

All Advertisements must be paid for in advance in the following ways.

<b>Cash</b>	<b>Cheque</b>	<b>Electronic Transfer</b>
Advertiser will receive a valid Ekurhuleni receipt	Advertiser will receive a receipt (if requested) Cheque has to be cleared by the advertisers financial institution prior to advert being placed.	Advertiser needs to fax proof of payment to the Communications and Marketing Department.

## 7. Cost and Size of Advertisements

The cost of advertising is determined as follows:

### 7.1. Size one: 50mm x 90mm

- Business card size

### 7.2. Size two: 50mm x 180mm

- The size of two business card placed side by side horizontally.
- Uses the gutter (space between the columns)

### **ALL TARIFFS ARE EXCLUDING VAT**

#### **SIZE ONE [A]**

#### **Casual rate – 1 to 2 adverts**

<b>50mm x 90mm</b>	<b>Rate</b>	<b>Loading</b>	<b>Total</b>	<b>Total Cost</b>
Page 1: Front page	3,500	50%	1,750	5,250
Page 2 (LHP)	3,500	0%	0	3,500
Page 3 (RHP)	3,500	30%	1,050	4,550
Page 4 (LHP)	3,500	0%	0	3,500
Page 5 (RHP)	3,500	30%	1,050	4,550
Page 6 (LHP)	3,500	0%	0	3,500
Page 7 (RHP)	3,500	30%	1,050	4,550
Page 8: Back page	3,500	50%	1,750	5,250

**SIZE ONE [B]****3 consecutive months**

<b>50mm x 90mm</b>	<b>Total</b>	<b>3 inserts</b>	<b>Minus 10%</b>	<b>Total Cost</b>
Page 1: Front page	5,250	15,750	1,575	14,175
Page 2 (LHP)	3,500	10,500	1,050	9,450
Page 3 (RHP)	4,550	13,650	1,365	12,285
Page 4 (LHP)	3,500	10,500	1,050	9,450
Page 5 (RHP)	4,550	13,650	1,365	12,285
Page 6 (LHP)	3,500	10,500	1,050	9,450
Page 7 (RHP)	4,550	13,650	1,365	12,285
Page 8: Back page	5,250	15,750	1,575	14,175

**SIZE ONE [C]****6 consecutive months**

<b>50mm x 90mm</b>	<b>Total</b>	<b>6 inserts</b>	<b>Minus 15%</b>	<b>Total Cost</b>
Page 1: Front page	5,250	31,500	4,725	26,775
Page 2 (LHP)	3,500	21,000	3,150	17,850
Page 3 (RHP)	4,550	27,300	4,095	23,205
Page 4 (LHP)	3,500	21,000	3,150	17,850
Page 5 (RHP)	4,550	27,300	4,095	23,205
Page 6 (LHP)	3,500	21,000	3,150	17,850
Page 7 (RHP)	4,550	27,300	4,095	23,205
Page 8: Back page	5,250	31,500	4,725	26,775

**SIZE ONE [D]****12 consecutive months**

<b>50mm x 180mm</b>	<b>Total</b>	<b>12 inserts</b>	<b>Minus 20%</b>	<b>Total Cost</b>
Page 1: Front page	5,250	63,000	12,600	50,400
Page 2 (LHP)	3,500	42,000	8,400	33,600
Page 3 (RHP)	4,550	54,600	10,920	43,680
Page 4 (LHP)	3,500	42,000	8,400	33,600
Page 5 (RHP)	4,550	54,600	10,920	43,680
Page 6 (LHP)	3,500	42,000	8,400	33,600
Page 7 (RHP)	4,550	54,600	10,920	43,680
Page 8: Back page	5,250	63,000	12,600	50,400

**SIZE TWO [A]****Casual rate – 1 to 2 adverts**

<b>50mm x 180mm</b>	<b>Rate</b>	<b>Loading</b>	<b>Sub total</b>	<b>Total Cost</b>
Page 1: Front page	6,500	50%	3,250	9,750
Page 2 (LHP)	6,500	0%	0	6,500
Page 3 (RHP)	6,500	30%	1,950	8,450
Page 4 (LHP)	6,500	0%	0	6,500
Page 5 (RHP)	6,500	30%	1,950	8,450
Page 6 (LHP)	6,500	0%	0	6,500
Page 7 (RHP)	6,500	30%	1,950	8,450
Page 8: Back page	6,500	50%	3,250	9,750

**SIZE TWO [B]****3 consecutive months**

<b>50mm x 180mm</b>	<b>Total</b>	<b>3 inserts</b>	<b>Minus 10%</b>	<b>Total Cost</b>
Page 1: Front page	9,750	29,250	2,925	26,325
Page 2 (LHP)	6,500	19,500	1,950	17,550
Page 3 (RHP)	8,450	25,350	2,535	22,815
Page 4 (LHP)	6,500	19,500	1,950	17,550
Page 5 (RHP)	8,450	25,350	2,535	22,815
Page 6 (LHP)	6,500	19,500	1,950	17,550
Page 7 (RHP)	8,450	25,350	2,535	22,815
Page 8: Back page	9,750	29,250	2,925	26,325

**SIZE TWO [C]****6 consecutive months**

<b>50mm x 180mm</b>	<b>Total</b>	<b>6 inserts</b>	<b>Minus 15%</b>	<b>Total Cost</b>
Page 1: Front page	9,750	58,500	5,850	52,650
Page 2 (LHP)	6,500	39,000	3,900	35,100
Page 3 (RHP)	8,450	50,700	5,070	45,630
Page 4 (LHP)	6,500	39,000	3,900	35,100
Page 5 (RHP)	8,450	50,700	5,070	45,630
Page 6 (LHP)	6,500	39,000	3,900	35,100
Page 7 (RHP)	8,450	50,700	5,070	45,630
Page 8: Back page	9,750	58,500	5,850	52,650

**SIZE TWO [D]****12 consecutive months**

<b>50mm x 180mm</b>	<b>Total</b>	<b>12 inserts</b>	<b>Minus 20%</b>	<b>Total Cost</b>
Page 1: Front page	9,750	117,000	11,700	105,300
Page 2 (LHP)	6,500	78,000	7,800	70,200
Page 3 (RHP)	8,450	101,400	10,140	91,260
Page 4 (LHP)	6,500	78,000	7,800	70,200
Page 5 (RHP)	8,450	101,400	10,140	91,260
Page 6 (LHP)	6,500	78,000	7,800	70,200
Page 7 (RHP)	8,450	101,400	10,140	91,260
Page 8: Back page	9,750	117,000	11,700	105,300

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File: 5/5/1/17

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