

Tel: +27 (0)84 798 6527 | Fax: +27 (0)86 6177 748  
 Email: advertising@whatsupeastcoast.co.za  
 www.whatsupeastcoast.co.za



Distributed along the Wild Coast Jikeleza Route  
 Beacon Bay , Gonubie , East London & surrounding area

## BOOKING FORM

Company Name:		Address:	
Contact Person:			
Tel:	Cell:		
Fax:	VAT No:	Postal:	
Email:			
Website:			
Artwork contact person:		Tel:	
Payment contact person:		Tel:	
Description of Business			

BLACK & WHITE INSIDE ADVERTS	RATE Per Edition	Tick	No of Editions
Full Detailed Event Listing <small>Dates to Diarise Page ONLY Per event Listed</small>	<b>R100.00</b>		
Square Small 64mm(w) x 60mm(l)	<b>R235.00</b>		
Rectangle Small 134,45mm(w) x 28mm(l)	<b>R235.00</b>		
Quarter Page 64mm(w) x 122mm(l)	<b>R470.00</b>		
Quarter Page 134,45 mm (w) x 60 mm (l)	<b>R470.00</b>		
Half Page 64 mm (w) x 185 mm (l)	<b>R750.00</b>		
Half Page 134,45 mm (w) x 90 mm (l)	<b>R750.00</b>		
Full Page 134,45 mm (w) x 185 mm (l)	<b>R1410.00</b>		
<b>B&amp;W Pages :4,6,8,10,12,14,15,18,19,21,23,25,27,29 - Subject to Change</b>			

COLOUR INSIDE ADVERTS	RATE Per Edition	Tick	No of Editions
Square Small 64mm(w) x 60mm(l)	<b>R380.00</b>		
Rectangle Small 134,45mm(w) x 28mm(l)	<b>R380.00</b>		
Quarter Page 64mm(w) x 122mm(l)	<b>R760.00</b>		
Quarter Page 134,45 mm (w) x 60 mm (l)	<b>R760.00</b>		
Half Page 64 mm (w) x 185 mm (l)	<b>R1140.00</b>		
Half Page 134,45 mm (w) x 90 mm (l)	<b>R1140.00</b>		
Full Page 134,45 mm (w) x 185 mm (l)	<b>R2280.00</b>		
<b>Colour Pages :5,7,9,11,13,16,17,20,22,24,26,28,30 - Subject to Change</b>			

Inside Adverts Only - Book for 6 Editions and qualify for a 10% Discount

PRIME SPOTS - Request Availability	RATE Per Edition	Tick
Front Cover 148,50mm (w) x 60mm(l) incl 3mm bleed	<b>R1520.00</b>	
Front Cover 148,50mm (w) x 173,80mm(l) incl 3mm bleed	<b>R4560.00</b>	
Outside Cover 148,50mm (w) x 210mm (l) incl 3mm bleed	<b>R3000.00</b>	
Inside Page 3 148,50mm (w) x 210mm (l) incl 3mm bleed	<b>R2800.00</b>	
F/C DPS 297mm (w) x 210mm (l) Page 16 & 17 Incl bleed	<b>R5880.00</b>	

ARTWORK:	Tick
Complete artwork to be supplied	
WUEC to produce	
Other (provide details)	

### PAYMENT DETAILS (FOR OFFICE USE ONLY)

Price of advert	
No. of editions	
Subtotal:	
Design and layout (+25%)	
<b>GRAND TOTAL:</b>	
<b>Please note: Payment due on invoice.</b>	

Editorial Deadline	
Material Artwork Deadline:	
Sales Representative :	

SPECIAL INSTRUCTIONS: \_\_\_\_\_

**Terms and Conditions:** The advertiser hereby agrees to the following terms and conditions:1.This order constitutes a binding contract 2.Payment is due on invoice 3.All late payments will be subject to a 2.5% interest per month thereafter. 4.If artwork material is not received by deadline the WUEC reserves the right to print only the company name and contact details only.5. The WUEC reserves the right to decline any advertising material they deem not suitable.6. WUEC will not be held liable for any errors regarding complete artwork material supplied or artwork that has been proofed.7.Fee for ad make-up: 25% of advert price.8.Advertisers have no claim on editorial space.Editorial content will be at the sole discretion of the Editor

**AUTHORISED SIGNATURE:**

I accept the terms and conditions above \_\_\_\_\_

**DATE:** \_\_\_\_\_

Once you have completed the booking form above, kindly return to EMAIL: dianep@whatsupeastcoast.co.za or FAX: 086 6177 748

Who warrants that he/she is authorized to sign on behalf of the Advertiser; who also hereby binds himself/herself as surety and co-principal debtor for the due performance of the payment conditions by the Advertiser; and who also acknowledges that he/she has read and agrees to the further conditions to which this agreement is subject.

## TERMS AND CONDITIONS

- Whats Up East Coast herein after referred to as WUEC.
- The amount labeled as TOTAL DUE includes the printing and distribution of the magazine.
- Payment will be made by THE ADVERTISER, strictly on the due dates as stipulated under Payment Details in the booking form.
- In the event of payment not being made on the due date.
  - (a) All accounts unpaid after 14 days from invoice are subject to 2.5% interest per month thereafter.
  - (b) WUEC will have the right to instruct their Attorneys to collect the outstanding amounts
  - and THE ADVERTISER will be obliged for payment of all Attorney and legal costs as from date of handing over for collection to date of finalization, calculated on a scale as between Attorney and Own Client.
  - (c) The parties agree to the jurisdiction of the Magistrates Court East London.
  - (d) WUEC will be entitled, but not obliged, to suspend all services to THE ADVERTISER and this action will not constitute breach of contract on the part of WUEC.
- In the event of an Advertiser booking advertising space for more than 1 edition , the onus is on the Advertiser to supply WUEC with any change in advertising material before the deadline. If such material is not received by WUEC before deadline, the existing material will be used for all further publications.
- This contract is binding and may only be cancelled with mutual consent between THE ADVERTISER and WUEC.
  - (a) 20 working days notice prior to the publication date of cancellation is required.
  - (b) A cancellation fee of 30% of the total value will be charged.
- THE ADVERTISER agrees to supply WUEC with all the wording, photographs, logos etc. that must appear in their advertisement at least TWO weeks prior to the distribution date(s) specified on the rate card, unless otherwise arranged.
- The distribution date(s) may vary from those specified on the rate card.
- Advertising material must be supplied in a closed PDF format with a colour accurate proof. The file must be print optimised at a high resolution (300dpi), and the bleed must be set to 3mm if bleed is required. All fonts must be converted to curves.
- If a hardcopy is not supplied with the artwork, WUEC will take no responsibility for colour matching in the final product.
- WUEC will not take responsibility for mistakes overlooked by THE ADVERTISER when print ready artwork is supplied or proofed by THE ADVERTISER
- Any changes to this order are to be confirmed in writing.

-----  
SIGNATURE OF THE ADVERTISER

-----  
DATE

BANKING DETAILS:	
Account Holder	WHATS UP EAST COAST
Bank	ABSA
Account Number	91 80 67 3708
Branch Code	632005
Branch Name	FRERE SQUARE ,VINCENT

Kindly ensure that BOTH pages are returned to WUEC

Proud Member of



Membership No. 89

# Examples of Inside Advert Sizes

Full Page Inside Advert  
134,45 mm (w) x 185 mm (h)

Half Page Inside Advert  
Size : 64 mm (w) x 185 mm (h)

Quarter Inside Advert  
Size : 64 mm (w) x 122 mm (h)

Square Inside Advert  
Size : 64 mm (w) x 60 mm (h)

Half Page Inside Advert  
Size : 134,45 mm (w) x 90 mm (h)

Quarter advert Inside Advert  
Size : 134,45 mm (w) x 60 mm (h)

Rectangular small Inside Advert  
Size : 134,45 mm (w) x 28 mm (h)