

# Advertising Terms & Conditions

For further information, questions or comments regarding the listed advertising terms &/or policy, please contact our advertising department on tel +27 11 622 3744 or email [advertising@creamermedia.co.za](mailto:advertising@creamermedia.co.za)

## Advertising Policy

As a matter of policy, Creamer Media distances & disassociates itself from all unscrupulous & offensive remarks, bad language, jokes, slander, messages which wrongfully belittle, undermine, or smear any race, creed, belief, person, etc.

Creamer Media does not carry advertising that includes nudity, near nudity or which is deemed to be offensive in any way at the discretion of the publisher.

Creamer Media does not guarantee that advertisers have rights over the copyright or intellectual property, which they purport to assert in published adverts & Creamer Media may not be held liable for any breach of such copyright or intellectual property rights.

## Advertising Terms

### Deadline Dates

#### Print advertising:

Booking: Usually 18 days prior to the Friday publication date.

Final advertising material: 15 days prior to the Friday publication date.

Works elements: 17 days prior to the Friday publication date.

#### Online advertising:

Booking: Usually 3 days prior to the Friday publication date.

Final advertising material: 3 days prior to the Friday publication date.

Works elements: 5 days prior to the Friday publication date.

### Booking Instructions

All booking instructions must be made in writing. A signed Order Authorisation or Copy Instruction will be accepted.

Should there be a discrepancy between an Order Authorisation and a Copy Instruction, the details on the Order Authorisation will be binding.

Advertising orders cannot be seen as a confirmation that any editorial submission will be published.

Special positions: No special or specific positions, such as right-hand page placements, can be guaranteed unless the advertiser agrees to pay a 25% loading fee for such a position.

### Cancellations

Cancellations will only be accepted in writing, 45 days prior to the Friday publication date. A 20% surcharge is applicable for any cancellation notifications received within 30 days of the publication date.

### Payment Terms

An upfront payment is required for all first-time advertisers, whereafter a 30 days from date of statement payment will be accepted for approved accounts, subject to the completion of Creamer Media's Client Information Sheet.

Advertising Agencies registered by the MCC may pay 45 days after date of statement. Any late payments may result in the forfeiting of any 16.5% agency commission granted in the order.

In the event of an account handover to attorneys for debt collecting, the advertiser agrees to pay the legal costs, including collection charges. Any such deposits will be subject to prosecution in the South African courts.

### Advertising Material

All advertising material &/or elements must be received in electronic format.

A production charge will apply for any work required on material.

If advertising material is received too late for publication purposes, the paginated space will be invoiced for the amount stated on the advertising order.

Creamer Media will not be held responsible for slight variations in colour on printed advertisements as a result of the printing process.

### Online Advertising

Creamer Media's terms are based on the Digital Marketing & Media Association guidelines. These can be provided on request.

### Campaign Guarantees

The guarantees relate to the full package & no guarantees can be given for any specific position. Free square adverts must be with no animation. Adverts may link through to websites, email addresses or articles on the Creamer Media websites.