

for office use: APPROVED:

PLACED IN LAYOUT:

**Please complete, sign all pages and email to ads@natmedworld.com**

**Client Details**

Registered Business Name: \_\_\_\_\_ cc  Pty Ltd

If individual – Full Name: \_\_\_\_\_

Product Name (Brand): \_\_\_\_\_ Contact Number: \_\_\_\_\_

Client Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

Contact Person for payment: \_\_\_\_\_ Email Address for accounts: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

VAT Number: \_\_\_\_\_ Co Reg Number / ID Number: \_\_\_\_\_

Purchase Order Number: \_\_\_\_\_

**PRINT** Natural Medicine® magazine

Artwork supplied yes  no  design fee if relevant \_\_\_\_\_ hours@R450/h R \_\_\_\_\_

	Nov	Dec	Jan	Febr	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec		yes <input type="checkbox"/>	no <input type="checkbox"/>
Spread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Special page request	<input type="checkbox"/>	<input type="checkbox"/>
Full	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Website component	<input type="checkbox"/>	<input type="checkbox"/>
1/2 <b>V</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(add details in category below where relevant)		
1/2 <b>H</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newsletter component	<input type="checkbox"/>	<input type="checkbox"/>
1/3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(add details in category below where relevant)		
1/4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social media component	<input type="checkbox"/>	<input type="checkbox"/>
IBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(add details in category below where relevant)		
OBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
															Sub-total R	<input type="text"/>	

**WEBSITE** www.natmedworld.com

Start date \_\_\_\_\_ End date (if relevant) \_\_\_\_\_

Banner supplied  Banner needs design  \_\_\_\_\_ hours@R450/h

	750x125h	HOME <input type="checkbox"/>	ARTICLE <input type="checkbox"/>		750x125h	HOME <input type="checkbox"/>	ARTICLE <input type="checkbox"/>		750x188h	HOME <input type="checkbox"/>	ARTICLE <input type="checkbox"/>		Sub-total R
1. leaderboard		<input type="checkbox"/>	<input checked="" type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>		
2. sidebar skyscraper		<input checked="" type="checkbox"/>	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>		
3. sidebar square		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input checked="" type="checkbox"/>		
4. footer banner		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>		
5. in line advert		<input checked="" type="checkbox"/>	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>		
6. homepage (includes 1,3 and 4 above)		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input checked="" type="checkbox"/>			<input type="checkbox"/>	<input checked="" type="checkbox"/>		

**WEBVERTORIALS**

Product review  Online boost: R1000  R2000  R3000  R4000  R5000  Sub-total R

**NEWSLETTER**

Month/s \_\_\_\_\_ Week 1  2  3  4  Sub-total R

**CHANNEL** www.natmedworld.com

Video interview  Video banner  Online boost: Facebook  YouTube  Sub-total R

**SOCIAL MEDIA** on all major platforms (Facebook; Twitter; Instagram and Pinterest)

Start date \_\_\_\_\_ End date (if relevant) \_\_\_\_\_ Sub-total R

**PACKAGE DEAL** includes newsletter-, web-, and video banner ads  Sub-total R

# 2017/2018 RATES

Effective from September 2017 until December 2018 issue.

## PRINT ADVERT RATES

Double page spread	39 672
Full page	27 675
Half page	14 517
Third page	11 322
Quarter page	8 127

## SPECIFIED RATES

Full page specified	29 412
Half page specified	15 966
Third page specified	12 681
Quarter page specified	9 000
Outside back cover	29 025
Inside back cover	28 215

All rates exclude agency commission and VAT.  
 Bulk discount available on pre-booked packages.

## MATERIAL REQUIREMENTS

### PRINT

Please supply advert as a PDF or Tiff format or JPEG without compression. All images must be supplied at 300dpi at actual size and all fonts embedded (no RGB images to be embedded, no spot or pantone colours). Upload via websend, dropbox or email to ads@naturalmedicine.co.za. We are not responsible for colour accuracy should a rainbow proof or postscript colour proof not be supplied.

**ONLINE** File types: GIFF, JPG or PNG.

Email advert material to ads@natmedworld.com

## BANKING DETAILS

Please refer to invoice and note: Natural Medicine® magazine (print adverts) account details is different from Natural Medicine® World (online) account details.

Please email proof of payment to:  
 yolanda@natmedworld.com

I understand the conditions of payment and that a booking form is only valid if fully completed and signed, with a price excluding VAT indicated. By signing I accept the terms and condition as stated on page 4 of this contract: 'The Booking Form'

## ONLINE ADVERT RATES

	HOME PAGE	ARTICLE
1 <b>Leaderboard</b> (750 x 125)	3 800	-
2 <b>Sidebar skyscraper</b> (300 x 615)	-	6000
3 <b>Sidebar square</b> (300 x 300)	3 000	4200
4 <b>Footer banner</b> (750 x 125)	3 500	4800
5 <b>In line advert</b> (750 x 188)	-	6000
6 <b>Homepage</b> (includes 1,3 and 4)	11 000	-

\* Size: pixels wide by pixels tall

## WEBVERTORIAL RATES

**Product reviews** 15 000 p.a.

Includes organic distribution through Facebook, Twitter, Instagram, Pinterest and LinkedIn.

**Extra** 1 000 to 5 000

To gain additional traction to the webvertorial, boost online.

## NEWSLETTER RATES

**Banner advert** (580 x 250) 5 000  
 Per week

## CHANNEL RATES **Total: 46 000**

**Filming with videographer, on set assistant, script, editor as film director, pre- and post-production, editing into 3 segments for Facebook (1 min, 3 min, 10 min), full interview published on www.natmedworld.com and YouTube.**

**Banner advert per video** 6 000

## HIGHLY RECOMMENDED

- Facebook and YouTube boost at R2 000 per platform over a 2 week period post published date.
- R2 500 per platform subsequent to month of publication, on Facebook and YouTube.

## PACKAGE DEAL **Total: 15 000**

**Includes newsletter banner, web banner and video banner adverts**

RICH MEDIA: Add 20% to advert rate. Only applicable to supplied material.

## BOOKING FORM 2017/2018

I understand the conditions of payment and that a booking form is only valid if fully completed and signed, with a price excluding VAT indicated. By signing I accept the terms and condition as stated on page 4 of this contract: 'The Booking Form'

Total

R

**Full name of authorised person** \_\_\_\_\_

Signature \_\_\_\_\_ Signatory Email \_\_\_\_\_

Capacity \_\_\_\_\_ Tel \_\_\_\_\_

Signed at \_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_ of 201 \_\_\_\_\_

Magazine Sales Representative: \_\_\_\_\_

**These following terms and conditions, attached herewith as page 3 of 'The Booking Form' applies to this contract.**

1. The advertiser warrants and undertakes to the publisher that the content of the supplied advertisement shall not:
  - 1.1 be misleading or deceptive;
  - 1.2 be defamatory or otherwise injurious
  - 1.3 constitute any breach or infringement of any copy-right, trademark or other intellectual or property right;
  - 1.4 constitute a contravention of any statutes, law or regulation.
2. The advertiser acknowledges that the publisher relies on the provisions of these conditions in accepting the advertisement for publication.
3. The advertiser by his signature hereto indemnifies the publisher to the advertiser or any third party for any claim, loss or damage howsoever arising from, or relating to, the publication of any advertisement or the content thereof.
4. No advertisement will be published by the publisher unless and until the publisher has received payment in full of the amount stipulated in the booking form, or unless otherwise agreed to in writing by both parties.
5. No advertisement will be cancelled unless notice of cancellation is given by the advertiser to the publisher in writing prior to the material deadline of the relevant issue. A cancellation fee of 100% of the advertising rate will be charged for cancellations received after the material deadlines.
6. In the event that the advertiser does not submit the advertisement to the publisher timeously, the publisher shall be entitled in its sole discretion to publish any advertisement previously submitted by the advertiser to the publisher for publication.
7. The publisher undertakes to issue a tax invoice to the advertiser upon receipt of this contract.
8. The amounts payable by the advertiser to the publisher and stipulated in the booking form exclude agency commission for which the publisher shall not be liable.
9. The rates provided for in the booking form shall exclude the costs of VAT, design and makeup and related costs.
10. If a supplied advertisement is not submitted in the correct size and format, the publisher shall in its sole discretion be entitled to the payment of the advert in the submitted size, provided for in the booking form.
11. Natural Medicine World (Pty) Ltd reserves the right to request an edit, or revise or reject, even after acceptance for publication, any advertisement the publication finds untruthful, misleading, or unsuitable for any other reason that the publisher in his/her sole discretion elects; the publishers decision being final.
12. Every precaution will be taken to ensure the correct printing and insertion of all advertisements, but no liability will be accepted for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format.
13. Telephonic instructions, bookings, material replacements and changes must always be confirmed in writing.
14. No changes to advertisements will be accepted once production of *Natural Medicine*® has commenced. Furthermore, no extensions will be granted for delivery of material, unless otherwise agreed to in writing. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.
15. Advertising space in either *Natural Medicine*® magazine or Natural Medicine World may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions.
16. Payment terms are as follows:
  - 16.1 Payable on presentation of invoice, unless otherwise agreed to in writing;
  - 16.2 We reserves the right to suspend services if payment is not received on due date;
  - 16.3 Nothing herein contained shall be interpreted as obliging us to afford the advertiser any indulgence to effect payment after due date;
  - 16.4 All overdue accounts will bear interest, at an interest rate being, if the National Credit Act 2005 (NCA) applied to this agreement, the maximum permitted interest rate as determined by the NCA or any Regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable.
  - 16.5 Any legal costs incurred in the collection of outstanding monies will be for the advertiser's account.
17. Advertorials and promotional pages must comply with *Natural Medicine*® magazine's style, design and editorial or procedural rules. The words 'Promotion' or 'Advertisement' will be placed above or below advertorials.
18. All advertising material to be sent via Wetransfer or via email to ads@natmedworld.com
19. Where rates are negotiated based upon upfront commitment to a specified number of insertions, the agreed upon number of insertions must be placed in order to secure a discount. Should a fewer than agreed upon number of insertions be placed, rates will be adjusted accordingly.
20. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, *in solidum*, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of his contract with Natural Medicine World (Pty) Ltd or *Natural Medicine*® magazine and shall bind himself/herself to the provisions of these Terms of Acceptance, *mutatis mutandis*.
21. In the event that any of the terms of these Terms and Conditions are found to be invalid unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.
22. The placing of an order or contract either in writing or telephonically qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's order form are considered void insofar as they conflict with the terms and conditions above.
23. Errors and omissions excepted.
24. This agreement constitutes the entire agreement between the client and Natural Medicine World (Pty) Ltd and/or *Natural Medicine*® magazine (the parties). Any prior arrangements, agreement, representations or undertakings are superseded.

Signed \_\_\_\_\_