



## Media24 Advertising Announcement

Media24 is offering a 25% bonus advertising space for every rand of advertising space spent and paid for by qualifying small agencies (qualifying agencies) who advertise with Media24 on our print and digital platforms.

The bonus advertising space will be placed by Media24 in its available inventory at its discretion and in consultation with the qualifying agencies.

Media24 will offer the bonus advertising space for a period of three years starting from 1 July 2018 to 30 June 2021. There is an annual cap of R35 million (thirty five million rand) for this bonus advertising space which will be administered accordingly.

In order to qualify for this offer, agencies must:

- have a turnover in billings not exceeding R50 million (fifty million rand) per annum;
- be majority black-owned as defined in the Broad-Based Black Economic Empowerment Act 53 of 2003 and the relevant BBBEE Codes and must provide adequate proof of its BBBEE ownership status.
- The turnover and ownership status must be certified and attested to by means of a sworn affidavit.

Media24 strictly reserves the right to request any further information in order to confirm that agencies meet the above qualifying criteria.

Advertising space booked through this initiative will carry the normal trading terms and conditions for Media24 advertising space as stated in our terms and conditions.

A copy of the terms and conditions applicable to this offer will be made available on request.

This offer is part of the settlement reached between Media24 and the Competition Commission on 18 June 2018 and aims to assist qualifying agencies in improving access to and transforming our industry.

If you would like to register as a qualifying agency to access this facility, please contact Mr Johan Botha via email at [johan.botha@media24.com](mailto:johan.botha@media24.com).