

2019 Print Advertising

Excluding VAT

Booking & material deadlines: Wednesday week prior to publication.

Effective 1 April 2019



4 Advertising options...

Inserts

R582 /1000

Spec according to printers' stipulations.

Run^{of} Press

ie standalone ad space

R428 /ccm

per column centimetre rate

Minimum ad size = 49 ccm
Guaranteed positions: +15%

Editorial Branding Existing property

Rate is property specific

Pricing details on p3

Minimum 13 editions

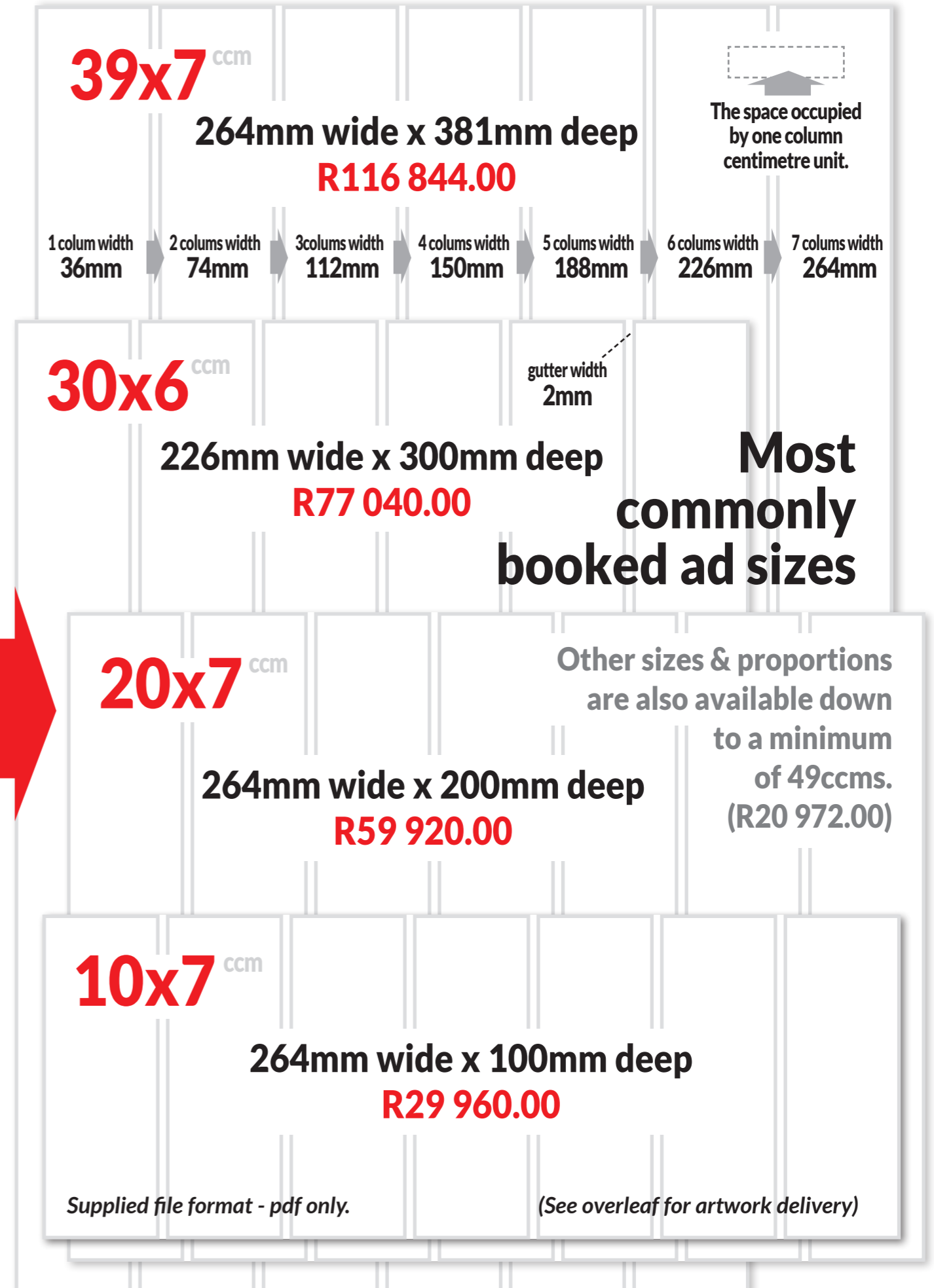
Includes client colour scheme and naming rights, logo and/or packshot & 10x7 strip ad (5x7 for half page feature) supplied by advertiser (optional).

Editorial Branding Created content

R91 430

FP only - no minimum volume

Following advertiser's brief, Soccer Laduma creates a branded content feature that the editorial team deems to be of high reader interest.



Inserts

- Advertising leaflet preprinted & supplied by advertiser.
- Inserted into each copy of Soccer Laduma prior to bundling & distribution.
- Paper stock density & leaflet dimensions must be within the parameters of Soccer Laduma printers' stipulations. (see Paarlcoldset insert specifications sheet)

2019 rate is R582 per 1 000 insertions.

Insert delivery addresses:

JOHANNESBURG
15 Wright Street, Industria west,
Johannesburg 2042
Contact: Leon Becker
(leonb@caxtonworks.co.za)
Tel 010 492 3384

CAPE TOWN
12 Boompies Street, Parow 7500
Contact: Roger Duncan
(roger.d@ctpcapetown.co.za) or
Chris Robson (chris.r@ctpcapetown.co.za)
Tel 021 929 6200

KWAZULU-NATAL
115 Escrom Road,
New Germany, Pinetown
Contact: Malcolm Pillay (mailroom@dbn.caxton.za) Tel 716 4444 or Leo Naicker (Leonaicker1@gmail.com)

PORT ELIZABETH
640 Cape Road,
Port Elizabeth
Contact: Vandesdo Barendse
(barendse@timesmedia.co.za)
Tel (041) 391 6517



examples of previous placements



Run of Press



examples of previous placements



Advertising contacts

Johannesburg: Tian Liebenberg (Platinum Clients) 011 259 1716 / 082 554 5693
Justin van Alphen (New Business Development) 011 259 1714 / 082 441 1038
Pierrette Spadoni (Government) 011 259 1718 / 083 297 6501

Cape Town: Ryan Stramrood 021 685 3838 / 082 773 7135 ryan@stramrood.co.za

Durban: Barbara Leask 082 348 5621 / Ancilla Donaldson 083 394 3675

Head office: Tracy Asary 083 465 8136 / 021 425 1200

Artwork delivery

PDF via Adsend, Adstream, Mediasend or email

Contacts:
brent@soccerladuma.co.za
cindy@soccerladuma.co.za

Tel 021 425 1200

- The basis of print advertising is standalone 'retail' space, also known as Run of Press.
- Available to advertisers for the placement of supplied promotional artwork, the content of which is at the discretion of the advertiser.
- This excludes material viewed by CT Media as potentially offensive.
- Size is based on units of 'column centimetre' (ccm) space, starting at a minimum size of 49ccm per insertion.

2019 rate is R428 per column centimetre. Guaranteed positioning includes a 15-50% loading.

Editorial Branding

Existing property

- A weekly editorial feature in Soccer Laduma newspaper.
- The advertiser benefits from the extended presence and a portrayed synergy with the Soccer Laduma brand.
- Design is adapted to the advertiser's colour scheme - logo, packshot, naming rights and a strip advert supplied by advertiser.
(See individual property stipulations listed alongside)

Minimum of 13 editions booking frequency.



examples of previous placements



Branding options

Per insertion rate

Siyagobhoza _____ **R43 030**

3 full pages with 12x7 placed on p5
Soccer Laduma's lead feature. All the latest in-depth news and controversial issues in soccer. The fans' favourite feature.

Weekly Roundup _____ **R32 281**

Full page with 10x7
The week's results, fixtures & log standings.

Make Your Point _____ **R37 660**

Full page with 10x7 & overflow with logo presence
Letters to the editor.

Revolving Column _____ **R19 360**

Half page with 5x7
Weekly rotational editorial by a PSL or NFD player or coach currently in the spotlight.

In Touch with _____ **R26 879**

Full page with 5x7
Entertaining interviews with players & coaches, past & present, in which they share amusing stories from experiences on & off the field.

NFD Focus _____ **R18 438**

Half page with 5x7
A feature which provides great exposure to the SA National First Division.

International soccer _____ **R19 360**

Full page with 10x7
The most comprehensive list of SA players abroad, along with international soccer highlights.

Supporters' Noticeboard _____ **R32 281**

Full page with 10x7
Highly informative service to our readers, keeping them up to date with their supporters' club meetings, match travel arrangements and other soccer related activities.

Editor's Column _____ **R12 921**

28x4 feature with 7x4 strip ad
Latest insights from the editor.

Player poster _____ **R32 281**

Full page with 5x7 (no logo presence on pic)

Editorial Branding

Created content



examples of previous placements



- A full page of high reader interest football editorial.
- Created specifically for the relevant advertiser.
- Based on an agreed brief to our editorial team.
- Effectively aligns the advertiser with football, giving a projected sense of kinship with our passionate readers.
- Designed according to the advertiser's colour scheme - logo, packshot, naming rights and 10x7 retail base strip.
- A valuable call-to-action platform for campaigns, competitions or events.

2019 rate is R91 430. No minimum volume.

excluding VAT