

	Cost per impression	CPM
STATIC POSITIONS		
Up to 50 000 impressions	R 0.39	R 390.00
50 001 to 70 000 impressions	R 0.37	R 366.60
70 001 to 90 000 impressions	R 0.35	R 347.10
90 001 to 110 000 impressions	R 0.32	R 323.70
Over 110 000 impressions	R 0.31	R 312.00

OVER THE PAGE ADVERTISING		
Up to 50 000 impressions	R 0.72	R 720.00
50 001 to 70 000 impressions	R 0.68	R 676.80
70 001 to 90 000 impressions	R 0.64	R 640.80
90 001 to 110 000 impressions	R 0.60	R 597.60
Over 110 000 impressions	R 0.58	R 576.00

SPECIAL POSITIONS		
Up to 50 000 impressions	R 0.50	R 500.00
50 001 to 70 000 impressions	R 0.47	R 470.00
70 001 to 90 000 impressions	R 0.45	R 445.00
90 001 to 110 000 impressions	R 0.42	R 415.00
Over 110 000 impressions	R 0.40	R 400.00

MAILERS	No of Subscribers	Cost per insert
<i>Weekly Mailer</i>	6,715	R 2,904.00

SPONSORED LINKS	R3,300pm*
* minimum 6 months contract	

RICH MEDIA
 For Rich Media opportunities such as Podcasts and Vodcasts, contact the online sales team. *All rates quoted are exclusive of VAT*

ADVERTISING DEADLINES	
Booking deadline	Material deadline
1 week prior to publication date	48 hours before publication date

ADVERTISING CONTACTS				
Group Media Sales Manager	David Deminy	e-mail: deminyd@bdfm.co.za	Tel: (011) 280 3504	Cell: 082 445 1400
Online Sales Executive	Sonja Arlow	e-mail: arlows@bdfm.co.za	Tel: (011) 280 3091	Cell: 083 321 1040
Online Sales Executive	Sithembiso Ndashe	e-mail: ndashes@bdfm.co.za	Tel: (011) 340-9305	Cell: 084 578 8666

TERMS AND CONDITIONS	
1. Minimum Campaign R 1 950 or 5000 impressions.	13. Any agreement purporting to vary the terms of these conditions or any consensual cancellation shall not be valid unless reduced to writing and signed by both the advertiser and BDFM Publishers (Pty) Ltd.
2. A 10% loading will apply for Special Requests and Positions.	14. To clearly distinguish advertisements from editorial content we require that all white background ads come with a border.
3. Tariffs are inclusive of agency commission but exclusive of VAT.	15. Within standard banner, skyscraper and large format ad units, ad animation of any form can for a maximum of 30 seconds without being re-initiated by the user.
4. Banners will stay up until the contracted number of impressions have been achieved	16. Only one of the following ad types can appear on a single page: pop-up, pop-under, overlay, or audio enabled ads.
5. Cancellation of a contract must be received in writing at least one month prior to going live. Thereafter, a contract will not be cancelled and will be charged for.	17. Frequency cap limitations are imposed on all ads that, without user initiation, overlay or interrupt editorial content.
6. All contracts are subject to available inventory (ad impressions). Should the inventory not be available, BDFM Publishers (Pty) Ltd will place the advertising throughout our sites together with our client's input.	18. Free-form overlay ads (DHTML) must include a prominently visible close button and run a maximum of 10 seconds.
7. BDFM Publishers (Pty) Ltd is not responsible for the design, maintenance or content of an advertiser's banners and / or web site.	19. Pop-up, pop-under and overlay ads must include a prominently visible close button and on/off switch for sound if uninitiated sound is incorporated into the ad.
8. BDFM Publishers (Pty) Ltd can, at its discretion, reject an advertisement if it is deemed to be untruthful or objectionable in subject matter or wording or unsuitable for any other reason.	20. All ads with uninitiated sound must be individually approved. Sound can run a maximum of 30 seconds and cannot repeat unless re-initiated by the user. All creative must include a prominently visible on/off switch for sound.
9. BDFM Publishers (Pty) Ltd reserves the right to take their network of sites off-line for up to two days for upgrading or maintenance without notice or compensation.	21. All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site.
10. If any amount due and payable by the advertiser is not paid within the agreed term (30 days), the advertiser shall be liable for interest at the maximum usury rate.	22. Impression rates cannot be guaranteed on ads served via a third party. The client shall be charged based on information gathered from BDFM Publishers' ad serving software.
11. The advertiser indemnifies BDFM Publishers (Pty) Ltd against any claim by any third party arising out of the design, form, content or other attributions of the advertisement. For example, if the advertisement infringes the intellectual property rights of any person, this indemnity shall apply to protect BDFM Publishers (Pty) Ltd against any claim in respect of that infringement.	23. All rich media ads must come with a standard gif as a back-up. Should the rich media ad not work for whatever reason the gif version will be used.
12. In the event of BDFM Publishers (Pty) Ltd instructing attorneys to collect from the advertiser an amount owing to BDFM Publishers (Pty) Ltd, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.	24. All creatives must adhere to the Creative Specifications stipulated in the Insertion Order.