

BUSINESSDAY

NEWS WORTH KNOWING

Rates

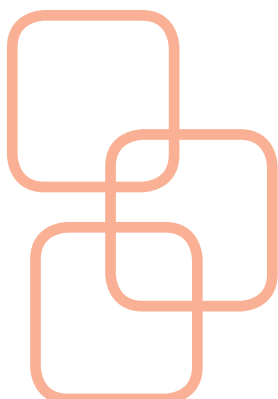
2009

Effective
1 February 2009

	Basic Rate	VAT at 14%	Rate incl. VAT
MAIN BODY			
	p.s.c.cm		
Black & White	R 132.00	R 18.48	R 150.48
Full Colour	R 187.00	R 26.18	R 213.18
Legals/Tenders Black & White	R 81.00	R 11.34	R 92.34
Legals/Tenders Full Colour	R 91.00	R 12.74	R 103.74
Auctions Black & White	R 116.00	R 16.24	R 132.24
Auctions Full Colour	R 133.00	R 18.62	R 151.62
FINANCIAL ADVERTISING			
Black & White	R 145.00	R 20.30	R 165.30
Full Colour	R 193.00	R 27.02	R 220.02
SPECIAL POSITIONS			
FRONT PAGE FIRST SECTION			
Solus 23 x 3	R 23,025.00	R 3,223.50	R 26,248.50
Front Page Masthead Ear Space (74mm x 50mm)	R 8,873.00	R 1,242.22	R 10,115.22
Twenty-Four Hours (under indicators) (40mm x 70mm)	R 6,212.00	R 869.68	R 7,081.68
NATIONAL NEWS			
Solus 27 x 5 (Middle of the page)	R 31,550.00	R 4,417.00	R 35,967.00
INSIGHTS			
Ear Space ROP 5 x 4	R 4,971.00	R 695.94	R 5,666.94
Ear Space Broadsheet Pre-print 7 x 2	R 2,902.00	R 406.28	R 3,308.28
WEATHER MAP (40mm x 93mm)	R 2,668.00	R 373.52	R 3,041.52
BACK PAGE FIRST SECTION (BOTTOM LINE)			
2.5 x 2 Ear Space Left / Right (25mm x 73mm) (each) OR	R 844.00	R 118.16	R 962.16
Left Ear (Combined) 2.5 x 4 (25mm x 148mm)	R 1,687.00	R 236.18	R 1,923.18
Solus 27 x 10 OR	R 55,333.00	R 7,746.62	R 63,079.62
Semi-Solus 27 x 5	R 27,666.00	R 3,873.24	R 31,539.24
FRONT PAGE SECOND SECTION (COMPANY NEWS)			
Ear Space 4.2 x 2	R 2,658.00	R 372.12	R 3,030.12
3 x 5 above Alex cartoon	R 3,952.00	R 553.28	R 4,505.28
Semi-Solus 27 x 5	R 31,550.00	R 4,417.00	R 35,967.00
MARKET WRAP POSITIONS			
Solus 2.5 x 2	R 3,370.00	R 471.80	R 3,841.80
Semi-Solus 7 x 2	R 5,899.00	R 825.86	R 6,724.86
<i>PLEASE NOTE: Full Colour AND Black & White material to be provided for all positions on "Market Wrap"</i>			
SPECIALIST PAGES			
Ear space (combined on left) 25mm x 148mm	R 1,687.00	R 236.18	R 1,923.18
BACK PAGE SECOND SECTION (SPORTSDAY)			
Ear Space 5 x 2 Left / Right (each)	R 1,950.00	R 273.00	R 2,223.00
LOOSE INSERTS			
A4 up to 8 pages	R 39,199.00	R 5,487.86	R 44,686.86
Tabloid up to 8 pages	R 58,592.00	R 8,202.88	R 66,794.88

Cancels all previous tariffs

E&OE





Gauteng - Head Office

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Fax: (011) 280-3700/7. Website: www.financialmail.co.za

General Manager - Sales	Pule Molebeledi Tel: (011) 280-3502 Cell: 082 853 6111 e-mail: molebeledip@bdfm.co.za
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BDFM Special Projects Manager	Tinyiko Baloyi Tel: (011) 280-3709 Cell: 083-300-8345 e-mail: baloyit@bdfm.co.za
Legals, Tenders & Auctions	Godfrey Ramakoma Tel: (011)280-3522 Cell: 072 897 2866 e-mail: ramakomag@bdfm.co.za
Manager - Investor Relations	Rose Masenya Tel: (011) 280-5075 Cell: 084 736 5296 e-mail: masenyar@bdfm.co.za
Financial Advertising Booking Co-ordinator	Pride Rambau Tel: (011) 280-3513 Cell: 083 557 2472 e-mail: rambaup@bdfm.co.za
International Advertising	Bonga Mabaso Tel: (011) 28-03611 Cell: 082 763 8877 e-mail: mabasob@bdfm.co.za

Cape Town

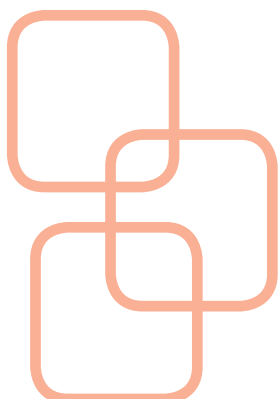
Avusa, 4th Floor, Wembley Square, McKenzie Street, Gardens, Cape Town, 8001. P.O. Box 2447, Cape Town, 8000.
Tel: (021) 488-1700 Fax (021) 488-1708.

Media Sales Manager	Anél Janse van Rensburg Tel: (021) 488-1712 Cell: 083 573 9188 e-mail: jansevanrensburga@bdfm.co.za
Media Sales Executive	Herman Redelinguys Tel: (021) 488-1705 Cell: 082 292 2964 e-mail: redelinguys@bdfm.co.za
Direct Sales Executive	Peter Roos Tel: (021) 488-1715 Cell: 083 525 1468 e-mail: roosp@bdfm.co.za
Co-ordinator	Carmelita Allende Tel: (021) 488 1707 Cell: 083 292 0934 e-mail: allendec@bdfm.co.za

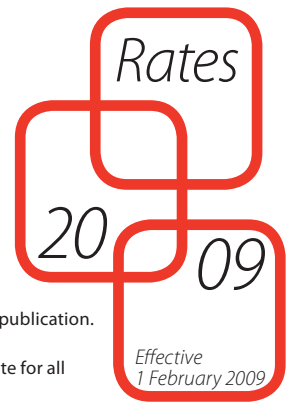
KwaZulu-Natal

Avusa Limited, 635-641 Ridge Rd, Overport, 4001.
P.O. Box 51163, Musgrave, 4062.
Tel: (031) 250-8500 Fax: (031) 250-8533

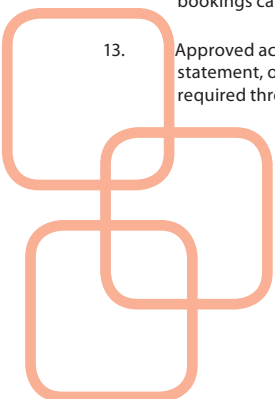
Media Sales Manager	Gafsa Shaik Tel: (031) 250-8506 Cell: 082 339 5800 e-mail: shaikg@bdfm.co.za
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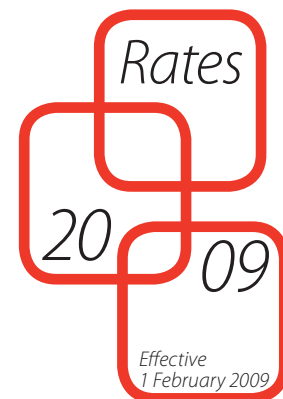
TERMS AND CONDITIONS



1. Advertisements are only accepted for publication in *Business Day*, or any other publications owned or published by BDFM Publishers subject to the following conditions:
 - a. BDFM Publishers reserves the right to withhold any advertisement from publication and to cancel any advertisement order that has been accepted.
 - b. BDFM Publishers will not be liable to the advertiser or to any other person for any loss or damages of any nature whatsoever, including indirect or consequential damages or any loss of profit or special damages of any nature whatsoever and whether in the contemplation of the parties or not, which the advertiser or any other person may suffer as a result of BDFM Publishers' failure to publish, or publication on dates other than those specified by the advertiser, or any other errors of any kind.
 - c. Telephonic instructions must in all cases be confirmed in writing by the advertiser.
2. Every precaution is taken to ensure the correct printing and insertion of all advertisements, but BDFM Publishers will not be held liable for any inaccuracies or omissions or for any consequence arising there from.
3. BDFM Publishers reserves the right to edit or revise, or to reject, even after acceptance for publication, any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
4. BDFM Publishers reserves the right to suspend an issue on any day and increase or decrease the usual number of editions without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making invidious comparisons with other advertisers, firms, institutions or persons.
6. Advertisement orders are not accepted subject to write-up space or editorial coverage being given.
7. All cancellations by the customer must be in writing.
8. Advertisement orders are not accepted for periods longer than 12 months.
9. All orders are subject to space being available and shall lapse if the first insertion under order is not made within three months of the order, or if there is a period of more than three months between insertions.
10. The full name, street address, telephone and fax number of the advertiser must be included in advertisements asking for money or stamps to be sent to the newspaper or box number.
11. When new rates are announced, contract advertisers will be protected at their contract rates for 45 days after the announced date of the new rate. The balance of the order will be subject to the new rates. The advertiser may cancel his contract on the date the new or higher rate becomes effective. Such cancellation must be in writing.
12. A 50% cancellation fee will be incurred for any special positions bookings cancelled within 30 days of publication.
13. Approved accounts are payable within 30 days from date of statement, otherwise orders must be prepaid. Cash payments are required three working days prior to print date for non-account holders. However, in the case of pre-printed special projects, cash is required 14 days prior to publication.
13. Material deadline is 2 (TWO) days prior to print date for all BDFM publications.
14. Any advertising order shall be subject to the conditions stated herein unless specifically varied by BDFM Publishers in writing and these conditions shall at all times take precedence over any terms, conditions or stipulations contained in any of the advertiser's documentation as may be in conflict herewith. Should the advertiser in any way purport to attach any conditions which vary, amend or are in conflict with the conditions set forth herein then, notwithstanding anything to the contrary stipulated by the advertiser, the conditions set forth herein shall prevail and be of full force and effect unless specifically varied by BDFM Publishers in writing with specific reference to the advertiser's contrary documentation.
15. ACCEPTANCE AND COPY: If material is received too late for publication, the space reserved will be charged for. Copy must conform to all PRINT MEDIA ASSOCIATION requirements for the acceptance of advertisements. Digital material must conform to the material specifications of Johnnic Communications. A full and separate copy can be obtained on the Business Day web site - www.financialmail.co.za. The general typography of advertisements is subject to the approval of BDFM Publishers. Analogue material must be claimed within 30 days, after which no responsibility will be accepted for loss or damage to such material. Digital material can be retrieved up to three months from last date of publication.
16. Space orders for advertisements appearing in BDFM Publishers' publications are accepted subject to the additional conditions shown on the applicable tariff card. Publications will be accepted once production of the publication has commenced.
17. No changes to advertisements appearing in BDFM Publishers' publications will be accepted once production of the publication has commenced.
18. If any amount due and payable by the advertiser is not paid within the agreed term, the advertiser shall be liable for interest at the maximum rate permitted by law from time to time, including, without limiting the generality thereof, The Usury Act No. 73 of 1968, and the Credit Agreement Act No. 75 of 1980 as amended. Such interest shall be calculated and paid monthly in advance, provided that if the interest is not paid as aforesaid, the interest shall be added to the principal sum and the whole amount shall form the principal debt which shall bear interest as aforesaid.
19. In the event of BDFM Publishers instructing attorneys to collect from the advertiser an amount owing to BDFM Publishers, the advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges.
20. No relaxation or indulgence granted to the advertiser by BDFM Publishers, at any time, shall be deemed to be a waiver of any of BDFM Publishers' rights in terms hereof and such relaxation or indulgence shall not be deemed a novation of any of the terms and conditions set out herein, or create any estoppel against BDFM Publishers.
21. 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.



TERMS AND CONDITIONS - ONLINE



1. Minimum Campaign R 1 950 or 5000 impressions.
2. A 10% loading will apply for Special Requests and Positions.
3. Tariffs are inclusive of agency commission but exclusive of VAT.
4. Banners will stay up until the contracted number of impressions have been achieved
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.
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.
7. BDFM Publishers (Pty) Ltd is not responsible for the design, maintenance or content of an advertiser's banners and / or web site.
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.
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.
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.
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.
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.
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.
14. To clearly distinguish advertisements from editorial content we require that all white background ads come with a border.
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.
16. Only one of the following ad types can appear on a single page: pop-up, pop-under, overlay, or audio enabled ads.
17. Frequency cap limitations are imposed on all ads that, without user initiation, overlay or interrupt editorial content.
18. Free-form overlay ads (DHTML) must include a prominently visible close button and run a maximum of 10 seconds.
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.
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.
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.
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.
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.
24. All creatives must adhere to the Creative Specifications stipulated in the Insertion Order.

