



Terms and Conditions of booking or placing adverts / inserts into publications represented by Capro (Pty) Ltd

A. COPY INSTRUCTIONS TO CLEARLY STATE:

1. Key number and caption
2. Method of transmission i.e: Adstream / Adsend
3. Repeat date

B. KEY NUMBERS:

Please ensure **Key Numbers** are **clear** in order to distinguish between different publications.

C. Circulation Figures: are average figures over a six (6) month period.

D. ROP MINIMUM ACCEPTABLE SIZE: 5 x 2

E. TEARSHEETS: Take 7 - 10 working days to receive from publications

F. ROP Ad Size Ruling: The full length will be charged if the advertisement measures less than 5cms of the page length ie: 35cm will be charged at 39cm and 7 columns charged as 8.

G. LOOSE INSERT CONDITIONS ON THE NEXT PAGE

GENERAL CONDITIONS

- 1 All advertisements are accepted subject to Capro terms & conditions.
- 2 The right is reserved to withhold publication of any advertisement & to cancel any advertisement order that has been accepted.
- 3 Although every effort will be made to ensure the correct appearance on the day and position required, no liability is accepted for any omissions or errors, or failure to publish, or publication on dates other than those stipulated, or for any loss of profit or damages incurred by the advertiser as a result of any of the above.
- 4 The publisher reserves the right to suspend issue on any day and to increase or decrease the usual number of editions without notice.
- 5 Cancellation of orders must be done before the deadline as per rate card.
- 6 Orders for advertisements are not accepted for a period longer than 12 months. Omissions of any of the scheduled insertions shall not be considered a breach of conditions of the order.
- 7 Rates are increased in January and are applicable until December, unless individual publishers have rate changes during the year.
- 8 On the announcement of new tariff rates, contract advertisers will be protected at their contract rates for 45 days after the operative date of the new rate. The balance of the order will be subject to the new rate. The advertiser may cancel his contract on the date the new higher rate becomes effective.
- 9 Capro does not guarantee any results in respect of advertisements placed in any publication.
- 10 The Advertiser is held liable for all damages and cost resulting from any action, which may be instituted against Capro by reason of the publication of his or her advertisements and the advertiser indemnifies Capro, the publisher and their staff.
- 11 The Client (Publisher) undertakes to keep the contents of advertisements confidential until published.



CONDITIONS REGARDING LOOSE INSERTS

Please be advised that the following should be strictly adhered to and both Capro and the Publications we represent, **WILL NOT BE HELD RESPONSIBLE FOR ANY ERRORS WHICH MAY OCCUR.**

LOOSE INSERTS:

- 1 **NB: VAT / SALES TAX:** Tax Invoices to reflect **NO COMMERCIAL VALUE** on all loose insert deliveries to Botswana, Namibia or Swaziland. Printers / Clients VAT Registration No. to appear on Invoice.

NB: Client is responsible for Border Charges on loose inserts in neighbouring countries to South Africa.

- 2 **Minimum gsm: 160 - Minimum Size: A5**
- 3 Neither Capro nor Publication will be held accountable if loose inserts are placed inside another client's insert in
- 4 When a **Copy Instruction** is issued, please ensure that a **Caption, *Key Number** and **Correct Size** of insert appears on ***Loose Inserts that have the same or similar products or pictures must each carry a different key number.**
- 5 All Loose Inserts to be delivered as per individual rate card. Capro will not be held responsible for late arrivals of inserts to
- 6 Where possible, a **copy of the insert** to accompany the **Copy Instruction.**
- 7 **When inserts are dispatched to the publications,** the following should be clearly marked on all boxes:-

A	PUBLICATION NAME
B	DATE OF INSERT
C	CLIENT
D	QUANTITY
E	KEY NUMBER
F	SIZE
G	CAPTION

IMPORTANT: Please advise ALL concerned, regarding the above conditions.