

# Century City MEDIA RATE CARD

Century City Media (CCM) offers a niche and unique multi-media marketing platform to businesses and consumers based in and around Century City.

CCM provides creative and effective marketing opportunities in order to reach this exclusive audience and give those living and working in Century City a cost effective, multi-pronged, all-inclusive medium, interacting with our 50,000-strong community by providing business to business, business to consumer and consumer to business marketing opportunities.

## REACH/TARGET



**600**  
BUSINESSES



**4 000**  
RESIDENTIAL  
HOUSEHOLDS



**15 000**  
RESIDENTS



**50 000**  
OFFICE  
WORKERS

## STAND ALONE OPTIONS

### FREE ONLINE LISTING ON CENTURY CITY WEBSITE DIRECTORY - FREE

Get exposure with a free business listing. Includes your logo, telephone number, address, email, and website link. Also includes directions to your business with Google Maps integration.

### PAID LISTING DIRECTORY - R970 (1 YEAR)

Reach your clients with a paid listing on our business directory. Includes all the elements of a free listing with the addition of a profile page containing your operating hours, a contact person, a long description and up to 5 images.

### FEATURED LISTING DIRECTORY - R1 135 FOR 3 MONTHS OR R1 365 FOR 6 MONTHS

In addition to the PAID listing, feature your profile at the top of the business directory for a period of 3 or 6 months, depending on your needs. The featured listing will be click through to your paid profile. Featured listings are limited to 6 at any given time, so yours will appear at regular intervals.

### BANNER AD IN CENTURY CITY ONLINE NEWSLETTER (PUBLISHED MONTHLY) - R970 PER EDITION

### WELCOME TO CENTURY CITY EDITORIAL IN ONLINE NEWSLETTER INCLUDING COMPANY LOGO AND INFORMATION- R1 205

Applicable to businesses who have been here for 3 months or less.

### EVENT/SPECIAL INCLUDED IN E-NEWSLETTER - R970 PER EDITION

## EXPOSURE ON CENTURY CITY FACEBOOK PAGE - R440

New business introduction or upcoming event or special

## CITY EDITS MAGAZINE

*Edits Magazine*

QUARTER PAGE - R2580, HALF PAGE R3860, FULL PAGE R4825

Take a combination of 2 or more options and receive a 15% discount. All amounts quoted exclude Vat.

ASK ABOUT OUR BUS SHELTER ADVERTISING OPPORTUNITIES.

## CONTACT DETAILS

Phone: 021 552 6889 | Email: [info@centurycity.co.za](mailto:info@centurycity.co.za)

## TOUCH POINTS



**150**  
NEWSSTAND  
DISTRIBUTION  
POINTS



**14 000**  
MONTHLY  
E-NEWSLETTER  
SUBSCRIBERS



**12 000**  
UNIQUE  
MONTHLY  
VISITORS



**40 000**  
TOTAL COPIES  
4 MAGAZINES  
PER YEAR



CENTURYCITY  
Smart City. Smart Choice.

# MEDIA BOOKING FORM

## BILLING DETAILS

Company Name:

Vat Number:

Contact Person:

Tel. Number:

Email:

P O Box/ Street:

Area:

Postal Code:

## MEDIA SECIFICATIONS (tick box for specification)

PAID LISTING ON CENTURY CITY WEBSITE - R970 (one year)	<input type="checkbox"/>
FEATURED LISTING ON CENTURY CITY WEBSITE R1 135 (for 3 months) / R1365 (for 6 months)	<input type="checkbox"/>
BANNER AD IN CENTURY CITY ONLINE NEWSLETTER (published monthly) R970 per edition	<input type="checkbox"/>
WELCOME TO CENTURY CITY EDITORIAL IN ONLINE NEWSLETTER R1 205	<input type="checkbox"/>
EVENT /SPECIAL INCLUDED IN E-NEWSLETTER - R970	<input type="checkbox"/>
FACEBOOK: NEW BUSINESS INTRODUCTION - R440	<input type="checkbox"/>
FACEBOOK:UPCOMING EVENT OR SPECIAL - R440	<input type="checkbox"/>
CITY EDITS MAGAZINE QUARTER PAGE - R2 580	<input type="checkbox"/>
CITY EDITS MAGAZINE HALF PAGE - R 3 860	<input type="checkbox"/>
CITY EDITS MAGAZINE FULL PAGE - R4 825	<input type="checkbox"/>

All amounts quote above are exclusive of vat

Total: (ex vat) R

Including 15% discount for 2 or more options: R

## MEDIA SECIFICATIONS (tick box for specification)

Name: Position Held:

Date: Signed:

Please email signed booking form to: [info@centurycity.co.za](mailto:info@centurycity.co.za)

# MyCiti

## BUS SHELTER ADVERTISING



**CENTURYCITY**  
*Smart City. Smart Choice.*

**22 DIFFERENT SHELTERS  
ACROSS CENTURY CITY**

LOOKING  
FOR 24 HOUR  
NON-STOP  
ADVERTISING  
COVERAGE?



**DISCOUNTED TO R2 425.00** ex vat  
per stop per month

**(minimum of 3 months)**

\*Terms & Conditions apply.

FOR MORE INFORMATION  
email | [info@centurycity.co.za](mailto:info@centurycity.co.za)  
web | [www.centurycity.co.za](http://www.centurycity.co.za)

Scan For  
more  
INFO





## BILLING INFORMATION:

Company Name:
Vat Number:
Contact Person:
Tel. Number:
Email:
P.O Box / Street Address:
Area:
Postal Code:

## MEDIA SPECIFICATIONS:

Please select shelters and contract period (minimum 3 months) below

	Site Name	Landmark	Type	Selected	Period
1	Grand Canal A	Colosseum Hotel	Full Shelter		
2	Grand Canal B	Virgin Active	Full Shelter		
3	Canal Walk South A	Audi	Full Shelter		
4	Canal Walk South B	Golfers Club	Cantilever		
5	Canal Walk North A	Steel Bridge Parking	Full Shelter		
6	Canal Walk North B	Shell Garage	Full Shelter		
7	Waterford A	Vodacom	Full Shelter		
8	Waterford B	Heron Crescent	Full Shelter		
9	Waterview B	Opp. Water View Park	Full Shelter		
10	Waterview A	Water View Park	Full Shelter		
11	Estuaries A	Estuaries	Full Shelter		
12	Estuaries B	Century Village	Full Shelter		
13	Century Gate	Shell (opp Porsche)	Full Shelter		
14	Edison	Abbots College	Full Shelter		
15	Studio A	Liberty	Full Shelter		
16	Studio B	The Terraces	Full Shelter		
17	Waterstone A	Bougain Villas	Full Shelter		
18	Waterstone B	Waterstone	Full Shelter		
19	Central Park A	Grovenor Square	Cantilever		
20	Central Park B	Intercare	Cantilever		
21	Oasis A	Mayfair	Cantilever		
22	Oasis B	Endeavour Too	Cantilever		

Total ex vat:
Discount applied:

## CONFIRMATION:

Contract Start Date:
Name:
Position Held:
Date:
Signed:



### Century City Bus Shelter Advertising Terms and Conditions

1. The contract period runs on a calendar month basis from the 1st day of the month.
2. The minimum contract period is 3 months.
3. The artwork Installation date is the 1st of every month. Should the 1st fall on a weekend or public holiday, the installation will take place the following working day.
4. The client is solely responsible for the development of artwork and for it to be emailed to [info@centurycity.co.za](mailto:info@centurycity.co.za) timeously for approval.
5. All artwork needs to be approved by the Century City Property Owners' Association (CCPOA) the CCPOA reserves the right to refuse any artwork at its own discretion.
6. The CCPOA shall have full and exclusive control over the installation, change and removal of applied artwork.
7. Should the artwork become damaged or vandalised, the CCPOA will be responsible for replacement of artwork.
8. In order to guarantee a full showing, artwork must be received at least 5 working days before the installation date. If the artwork is submitted late, the material is not guaranteed to be installed on time and the advertiser is not assured of a complete showing. No refunds are payable.
9. A full calendar month written notice needs to be given for cancellation of a contract.
10. Printing and Installation will only take place once payment for the first month has been received. For the subsequent months of the contract, payment must be received by the 1<sup>st</sup> of the month.
11. Reservation of bus shelters can only be made on receipt of a signed contract.
12. In the event of the client wishing to change their artwork during the term period, this will be at an additional cost to the client.

Signed:

Date:

Client

Signed:

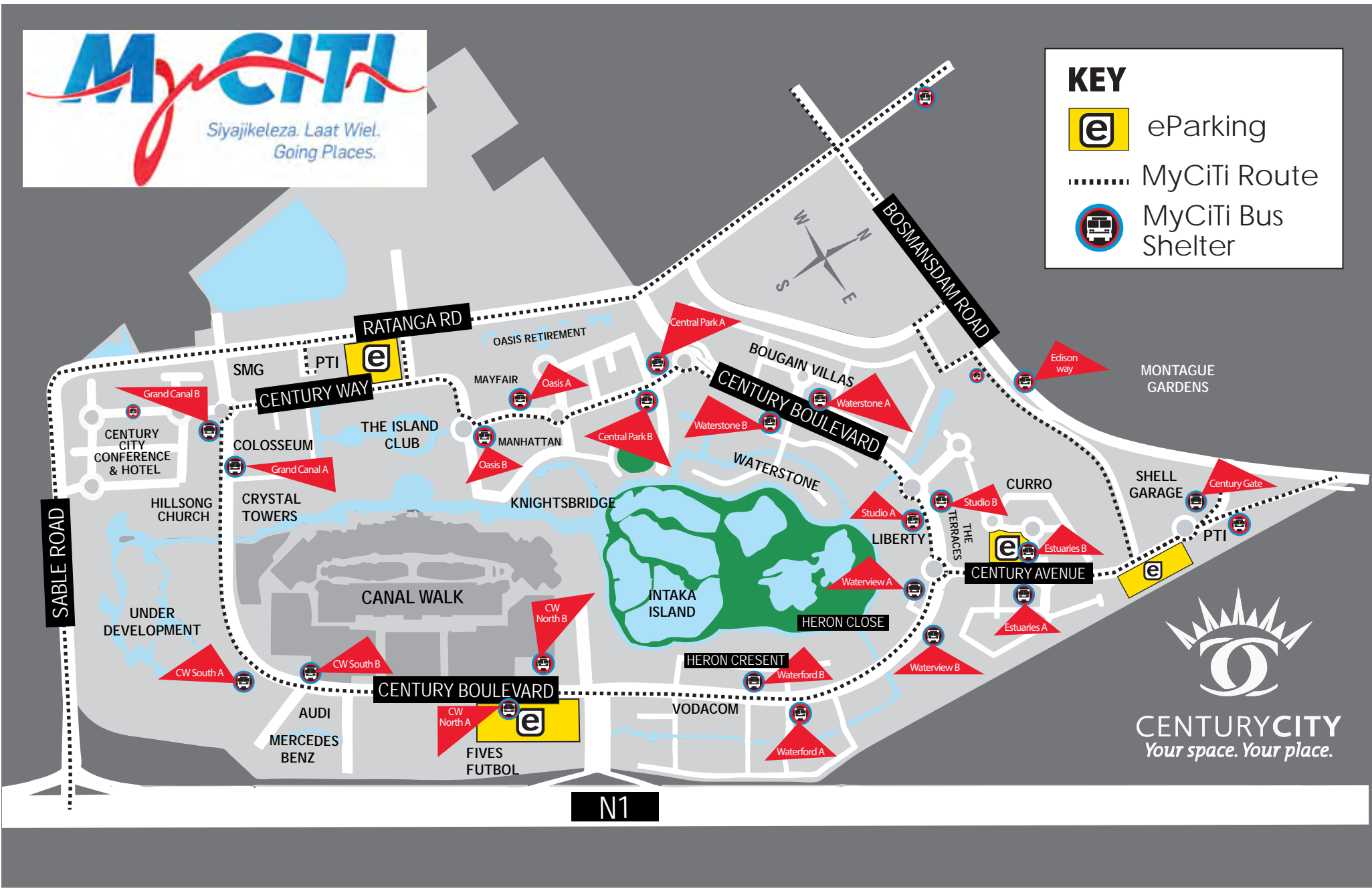
Date:

CCPOA



**KEY**

- eParking
- MyCiti Route
- MyCiti Bus Shelter



N1

## **MEDIA PLATFORM SPEC AND DEADLINES**

### **PAID LISTING ON CENTURY CITY WEBSITE**

Reach your clients with a paid listing on our business directory. Includes all the elements of a free listing with the addition of a profile page containing your operating hours, a contact person, a long description and up to 5 images. Full name of company

### **REQUIRED INFORMATION**

Full name of company

Company hires logo (1MB)

Short Description (2-3 lines)

Telephone number

Contact person

Email address

Website address (landing page)

Physical address (please include latitude and longitude points)

### **FEATURED LISTING ON CENTURY CITY WEBSITE**

In addition to the PAID listing, feature your profile at the top of the business directory for a period of 1, 3 or 6 months, depending on your needs. The featured listing will be click through to your paid profile. Featured listings are limited to 6 at any given time, so yours will appear at regular intervals

### **REQUIRED INFORMATION IN ADDITION TO “PAID”**

A high res image Recommended size: 936px by 400px

Example below:





**BANNER AD IN CENTURY CITY ONLINE NEWSLETTER (PUBLISHED MONTHLY)**

Published monthly and sent out to  
Advert is hyperlinked to your chosen landing page.

Dimensions - 1400 x 425 pixels resolution – 150ppi  
You are welcome to use any colors or font.

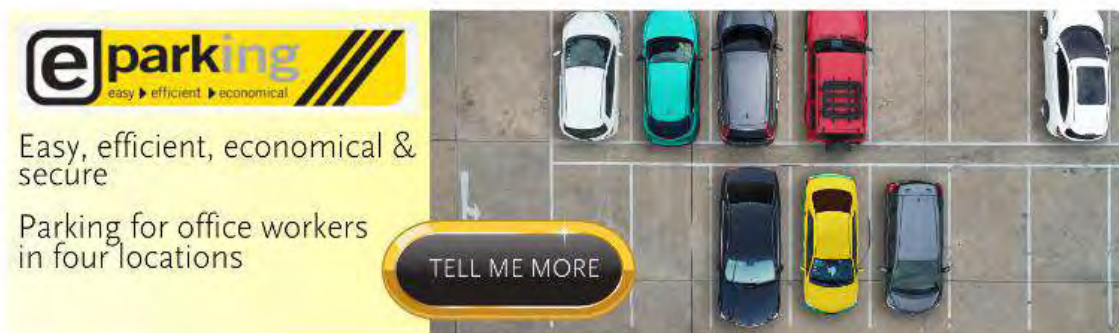
**DEADLINE:** 15<sup>th</sup> of the previous month booked (advert booked for March newsletter, deadline is 15 Feb)

Examples below



**MEDIA**  
Market your business

TELL ME MORE

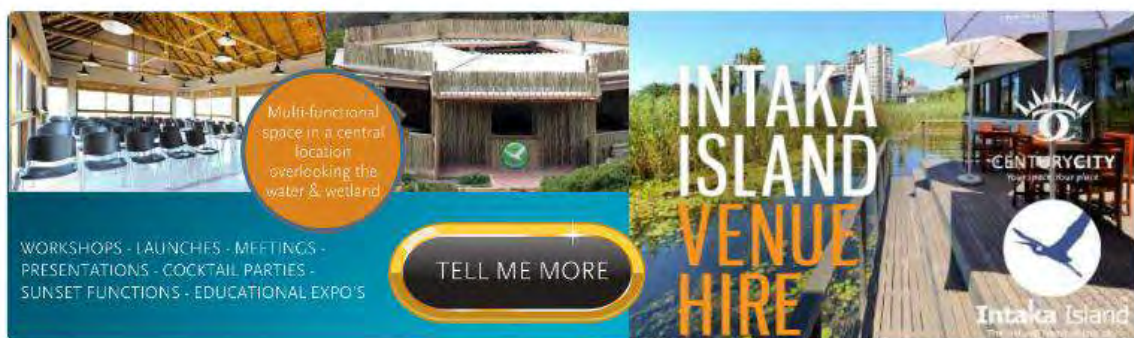


**eparking**  
easy ▶ efficient ▶ economical

Easy, efficient, economical & secure

Parking for office workers in four locations

TELL ME MORE



Multi-functional space in a central location overlooking the water & wetland

WORKSHOPS - LAUNCHES - MEETINGS - PRESENTATIONS - COCKTAIL PARTIES - SUNSET FUNCTIONS - EDUCATIONAL EXPO'S

**INTAKA ISLAND VENUE HIRE**

TELL ME MORE

CENTURYCITY  
Your space. Your place.

Intaka Island  
The World's Most Versatile Venue

## WELCOME / EDITORIAL IN NEWSLETTER



**MRT LAW** offers the following services, corporate and commercial, Legal Compliance and Regulation, Intellectual Property, Dispute Resolution, Offshore Investments, Mining, Oil and Gas, Property and Conveyancing.

Tailored advices and result-driven solutions are unique to your business. A consultation with MRT Law feels like business as usual! They understand that for business owners and executives, time is a rare commodity. That is why they strive to make their clients' lives easier by offering practical and effective legal advice, guidance and tools in building their business by their simple philosophy: **"We come to you, solve your legal complexities and simplify lawyering."**

[Visit the website](#)

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Click through to a longer article on our website [www.centurycity.co.za](http://www.centurycity.co.za) or a landing page of your choice.

### Social Media Platforms

Date of advert, content and advert is at your choosing

Facebook: 1200 px wide by 628px

Instagram: 1080px x 1080px

Twitter: 1200px x 675px

JPEG or MP4 format at 1MB in size

All fonts and colours welcome

Please supplier company social media handles

Print publication, delivered to all residents and business (including Hotels, restaurants and Canal Walk) in Century City 12 000 copies printed. Only printed quarterly

**DEADLINES:**

01 Feb for March

01 May for June

01 August for September

01 November for December

**BUS SHELTER ADVERTISING**

In order to guarantee a full showing, artwork must be received at least 5 working days before the installation date. If the artwork is submitted late, the material is not guaranteed to be installed on time and the advertiser is not assured of a complete showing. No refunds are payable.

All artwork needs to be approved by the Century City Property Owners' Association (CCPOA) the CCPOA reserves the right to refuse any artwork at its own discretion.

**ARTWORK SPECS**

Width: 1170mm

Height: 1720 mm,

Resolution: 300dpi

CMYK

5mm Bleed

All fonts and colours welcome