MEDIA RATECARD

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 •
• 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
Nathan Botes on 021 552 6889  |  Email: 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

Century City Property Owner’s Association
Century City House  |  1 Park Lane  |  Grand Central  |  Century City  |  Cape Town
Telephone: +27 (0)21 552 6889  |  email: info@centurycity.co.za  |  Website: www.centurycity.co.za
# MEDIA BOOKING FORM

## BILLING DETAILS

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

## MEDIA SPECIFICATIONS (tick box for specification)

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

All amounts quote above are exclusive of vat

**Total: (ex vat) R**

Including 15% discount for 2 or more options: R

## MEDIA SPECIFICATIONS (tick box for specification)

- **Name:**
- **Position Held:**
- **Date:**
- **Signed:**

Please email signed booking form to: info@centurycity.co.za

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**Century City Property Owners’ Association**

Century City House I 1 Park Lane I Grand Central I Century City I Cape Town

Telephone: +27 (0)21 552 6889 I email: info@centurycity.co.za I Website: www.centurycity.co.za
EXTENDED TILL SEPTEMBER

SPECIAL 50% OFF

MyCiTi BUS SHELTER ADVERTISING

*Terms & Conditions apply.

COST TO CLIENT:

R4 850.00 per month per stop ex Vat. (minimum of 3 months)

DISCOUNTED TO R2 425.00

• includes printing and installation
• artwork to be supplied by client

For more information contact: info@centurycity.co.za
**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

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Landmark</th>
<th>Type</th>
<th>Selected</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Grand Canal A</td>
<td>Colosseum Hotel</td>
<td>Full Shelter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Grand Canal B</td>
<td>Virgin Active</td>
<td>Full Shelter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Canal Walk South A</td>
<td>Jeep</td>
<td>Full Shelter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Canal Walk South B</td>
<td>Golfer's Club</td>
<td>Cantilever</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Canal Walk North A</td>
<td>Steel Bridge Parking</td>
<td>Full Shelter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Canal Walk North B</td>
<td>Shell Garage</td>
<td>Full Shelter</td>
<td></td>
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<td>7 Waterford A</td>
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<tr>
<td>8 Waterford B</td>
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<tr>
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<td></td>
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<tr>
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<td>Opposite IBM</td>
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</tr>
<tr>
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<td>Old Mutual</td>
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<td>Estuary Suites</td>
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<td>13 Century Gate</td>
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<tr>
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<td>Abbots College</td>
<td>Full Shelter</td>
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</tr>
<tr>
<td>15 Studio A</td>
<td>The Terraces</td>
<td>Full Shelter</td>
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<tr>
<td>16 Studio B</td>
<td>Liberty</td>
<td>Full Shelter</td>
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<td>17 Waterstone A</td>
<td>Bougain Villas</td>
<td>Full Shelter</td>
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<td>18 Waterstone B</td>
<td>Waterstone</td>
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<td>Grovenor Square</td>
<td>Cantilever</td>
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<tr>
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<td>Intercare</td>
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<tr>
<td>22 Oasis B</td>
<td>Endeavour Too</td>
<td>Cantilever</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 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 1st 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
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: 15th of the previous month booked (advert booked for March newsletter, deadline is 15 Feb)
Examples below
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

Click through to a longer article on our website 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

All fonts and colours welcome