

Opportunity

The Western Cape Business Opportunities Forum

NEWSLETTER OF **WECBOF**

Media Pack

Founded in 1995, the Western Cape Business Opportunities Forum (WECBOF) represents the interest of black (African, Coloured and Indian) business operating in the manufacturing, engineering, construction and tourism sectors as well as other professional services. WECBOF's mission is to contribute effectively to the economic and social development of the Western Cape region by co-ordinating business relationships among its members, identifying business opportunities, facilitating the development of local capital and promoting the development of technology.

Opportunity, the official publication WECBOF, is distributed quarterly in the Western Cape. It aims to showcase WECBOF and its activities as well as to inform and empower its members through targeted content ensuring that the WECBOF mandate of providing access to finance, training and opportunities is delivered.

The publication aims to champion issues pertinent to the growing SME sector in the Western Cape. Articles covered provide practical and relevant information to guide business owners through all the stages of the business life cycle.

Advertising Rates – Full colour

Outside Back Cover (OBC)	R 10 000
Inside Back Cover (IBC)	R 8 500
Inside Front Cover (IFC)	R 9 000
Double Page Spread (DPS)	R 12 500
Full page	R 7 500
Half page	R 3 900
Third page	R 2 850
Quarter page	R 1 950
Half page advertorial	R 4 500
Full page advertorial	R 8 500
Business card	R 950
Banner strip	R 1 500

Rates exclude VAT and agency commission.

Distribution

2500 copies are printed and distributed quarterly to WECBOF members and WECBOF corporate members, provincial government, captains of industry, local government, other business organizations, corporates, consulates, diplomatic corps, business leaders of national and multi-national corporates.

Advertising

We have appointed Oaktree Marketing Solutions to manage all aspects of the Opportunity newsletter. Oaktree Marketing Solutions is qualified and committed to ensure that advertisers derive a return on their investment.

Oaktree Marketing Solutions reserves the right to decline advertising material not considered suitable for publication. Where no advertising material exists, adverts can be made up as a service to our clients for a production fee of 20% of the listed advertising rate. Unsolicited editorial submissions are welcome for consideration. To ensure publication of your material consider placing an advertorial.

Editorial

Unsolicited editorial submissions are welcome for consideration. To ensure publication of your material, consider an advertorial.

Published by Oaktree Marketing Solutions. Please contact
Helga Steyn at helga@oaktreemarketing.co.za
or on 021 685 0983 / 084 7644878 to advertise or
to provide an editorial contribution.

**Oaktree**
marketing solutions

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Advertising material specs

DESCRIPTION	TRIM (w x h)	BLEED	TYPESAFE AREA
Double Page Spread (DPS)	420 x 297mm	430 x 307mm	400 x 277mm
Full page	210 x 297mm	220 x 307mm	190 x 277mm
Half page - horizontal	210 x 148mm	220 x 158mm	195 x 140mm
Half page - vertical	103 x 297mm	113 x 307mm	87 x 287mm
Third page - vertical	70 x 297mm	80 x 307mm	65 x 290mm
Quarter page - horizontal	210 x 70mm	220 x 80mm	195 x 65mm
Quarter page - vertical	100 x 140mm	110 x 150mm	80 x 120mm
Business card	100 x 50mm	110 x 60mm	100 x 50mm
Banner strip	210 x 30mm	220 x 40mm	200 x 20mm

Artwork:

Print-ready PDF's - ISO Standard (high-end) PDF/X-1a file format, InDesign, Freehand MX, Illustrator

Screen, Input Res:

Screen:150ppi. Input Resolution:300dpi.

Text:

In cases of reversed text out of multi-coloured panels the minimum recommended type body weight should not be less than 7 point. Serif text reversing out of multi colour panels must be avoided.

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Advertising booking form

In order to process your advertisement for placement, kindly provide us with your details below and fax to 086 648 5209 or email helga@oaktreemarketing.co.za

Trading name of company: _____	
Registered name: _____	
Postal address: _____	VAT number: _____
_____	Tel: _____
Physical address: _____	Fax: _____
_____	Email: _____
_____	Contact person: _____
Placement size: _____	
Cost per insertion: _____	
Special position: _____	VAT: _____
Number of issues: _____	Total per insertion: _____
_____	Contract total: _____
Material to be supplied by: _____	

Payment details: Oaktree Marketing Solutions cc | Standard Bank Constantia 025309 | Account Number: 071751114

Note: Please be advised that proof of payment must accompany this booking form.

Terms and Conditions

I/we herewith certify that the above information is correct and I/we undertake to notify Oaktree Marketing Solutions of any changes that may occur. I am/we are duly authorised to sign this order in my/our capacity/ies stated below.

I/we agree to pay interest on all overdue amounts at the rate of 2% above the prevailing prime interest rate permitted in terms of the applicable legislation. Interest will be calculated and paid monthly in advance providing that when 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.

In the event of Oaktree Marketing Solutions instructing attorneys or agents to collect from me/us any overdue amount, I/we agree to pay all costs on an own attorney and client scale, and collection charges. I/we further consent to the jurisdiction of the magistrate's court notwithstanding that the claim by Oaktree Marketing Solutions may be in excess of the normal jurisdiction of the magistrate's court.

Oaktree Marketing Solutions may institute proceedings, notwithstanding the foregoing consent in any other court of competent jurisdiction, at its own discretion.

I/we nominate as domicilium citandi et executandi the office/business address as reflected above for service of all notices and processes in connection with any claim for any sum due to Oaktree Marketing Solutions arising out of order(s) placed. No relaxation or indulgence granted to me/us shall be deemed to be a waiver of any of Oaktree Marketing Solutions' rights in terms hereof. I/we hereby order placement of advertising material as specified above. I acknowledge that whilst every effort will be made to print the order according to preferences and specifications the full cost of each order as per the above rates shall become due and payable upon placement of the order, which is deemed a waiver of any claims for a reduction or refund of all full costs, unless agreed to in writing by the proprietors.

Date: _____
Authorised Signatory: _____
Signatory's Name: _____
Authorised Designation: _____


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Managing member: H. Steyn
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