

Terms & Conditions

Advertising Policy

- Creamer Media distances and disassociates itself from all unscrupulous and offensive remarks, bad language, jokes, slander, messages which wrongfully belittle, undermine or smear any race, creed, belief or person.
- Creamer Media does not carry advertising that includes nudity, near nudity or which is deemed to be offensive in any way – at the discretion of the publisher.
- Creamer Media does not guarantee that advertisers have rights over the copyright or intellectual property, which they purport to assert in published adverts and Creamer Media may not be held liable for any breach of such copyright or intellectual property rights.
- To uphold the editorial integrity of Creamer Media's publications, the placement of adverts and publication of editorial are treated separately. No advertisement placement can be seen as a confirmation of any editorial coverage.

Booking Instructions

- All booking instructions must be made in writing. A signed Order Authorisation, Copy Instruction or formal Purchase Order will be accepted.
- Should both a signed Order Authorisation and Copy Instruction be received, the details on the Order Authorisation will be binding.
- No special or specific positions, such as right-hand page placements, can be guaranteed, unless a loading fee of up to 25% are added to the agreed advertising charges.

Payment Terms

- An upfront payment is required for all first-time advertisers, whereafter the standard payment terms of 30 days from date of statement will apply for all placements.
- Advertising Agencies: 45 days from date of statement. Any late payments may result in the forfeiting of any agency commission granted.

- In the event of an account handed over to attorneys for debt collecting, the advertiser will be liable for any legal costs, including collection charges. Any such deposits will be subject to prosecution in the South African courts.

Cancellations

- Print and online advert placements: Written cancellations must be submitted at least 45 days prior to the Friday publication date.
- Webinars or live online events: No cancellation will be accepted once the marketing and advertising of the event has commenced.
- Contract Publishing items: No cancellation will be accepted once work has commenced.

Advertising Material

- All advertising material or elements must be received in electronic format. A production charge will apply for any work required on advert material.
- Any late submission of material – too late for publication purposes – will still be charged for at the rate agreed upon.
- Print advertising: Creamer Media will not be held responsible for slight variations in colour as a result of the printing process.
- Online advertising: The file size of advert material may not exceed 100K

Online Advertising

- All campaign guarantees relate to the full package and no guarantees can be given for any specific position.
- A minimum number of advert impressions will be guaranteed – as recorded by Creamer Media's Ad Server.
- No number of click-throughs or traffic to the advertiser's site will be guaranteed and, due to the inaccurate nature of the monitoring of clicks, no information on the number of clicks will be provided.
- Advertisers wishing to monitor traffic generated from any advertisement must supply Creamer Media with a unique URL that will allow the advertiser to source such statistics through its own platforms.