

Advertise

Advertise with us. This rate card provides all the information that you need on different options and possibilities for advertisements.

Consider that:

- We use multiple platforms in our communication.
- Has the largest reach of any publication for social service professionals.
- Our communication reach other stakeholders and decision makers too.
- All publications are published on our website and available over a long term.

Communication

The South African Council for Social Service Professions communicates with its constituency through:

- Weekly email updates
- Biannual Newsletters
- Monthly eNewsletter
- Facebook
- Website
- Twitter

amongst others. Through these means of communication 42,000+ social service professionals (social workers and child and youth care workers) and other stakeholders are reached.

About Council

The South African Council for Social Service Professions (SACSSP) is a statutory body established in terms of section 2 of the Social Service Professions Act 110 of 1978. It has more than 42,000 social service professionals (social workers and child and youth care workers) registered with it.

Registration with the South African Council for Social Service Professions is a prerequisite for practising social work and child and youth care work. It is a criminal offence to practice in their particular profession if they are not registered.

Contact us

Public Relations and Marketing
Practitioner

South African Council for Social
Services Professions

Office: +27 12 356 8300

Direct: +27 12 356 8302

Email:

communications@sacssp.co.za

Banking details

Account name: SACSSP

Bank: NEDBANK

Account number: 1190739410

Branch: Menlyn Maine

Branch Code: 198765

Reference: A reference number must be provided for every deposit

ADVERTISEMENT RATE CARD

2021/22



**South African
Council for Social Service Professions**

42,000+

social workers, social auxiliary workers, student social workers, student social auxiliary workers, child and youth care workers at professional and auxiliary levels and student child and youth care workers



www.sacssp.co.za



mail@sacssp.co.za



[@OfficialSACSSP](https://www.facebook.com/OfficialSACSSP)



[@SACSSP1](https://twitter.com/SACSSP1)

NON NOBIS - Not for ourselves

BIANNUAL NEWSLETTER



REACH

42,000 registered social service professionals plus employers, government departments, parliament, provincial legislatures, and municipal councils.

FORMAT

A4 portrait minimum 20 pages with 4 page cover.

FREQUENCY

Published and distributed electronically in June and December of each year.

OPTIONS & COSTS 2021/2022

With own design in accordance with specifications:

OPTION	A7 1/8 PAGE	A6 1/4 PAGE	A5 1/2 PAGE Landscape only	A4 ¹ FULL PAGE
INSIDE PAGES				
N1: Random (designer's choice):	R700	R1,200	R4,000	R8,000*
N2: First inside page	R900	R1,500 ²	R5,000 ²	R10,000
COVER PAGES				
N3: Inside front cover	R1,100	R3,000	R7,500	R15,000
N4: Inside back cover	R1,100	R2,500	R6,000	R12,000
N5: Back cover	Not available	Not available	R10,000 ²	R20,000
Outside front cover	Not available for adverts			

¹Limited options available

²Full page adverts are given first option

DESIGN SPECIFICATION

- The artwork (design version) must meet the press quality requirements
- High resolution pdf and vector. A jpeg format will only be accepted in exceptional cases with A7 and A6 size must have a resolution of at least 300dpi, an A5 size must have a minimum resolution of 600dpi and an A4 size must have a minimum resolution of 1,200dpi.

SMALL ADVERTS (text only)

- R300 for the first 50 words.
- R5 per additional word with a maximum of 40 additional words allowed.

SUBMISSION DEADLINES

Book advertising space:

- Space needs to be booked before or on the 20 May for the June edition and 15 November for the December edition with details of space required and a short description of advert.
- Full payment is required to secure the space for the advert.

Submission timelines:

- Final adverts (own designs) must be submitted before or on **31 May** for the June edition and **25 November** for the December edition.
- Late submissions of adverts may result in non-placement with no refund to advertiser. (see cancellation policy).
- In exceptional cases, provided that advertising space is available in the Biannual Newsletter, late submissions may be considered and accepted at an additional fee of R500.

DESIGN SPECIFICATIONS SUMMARY

ADVERTISEMENT SIZES

Size	Portrait		Landscape	
	height	width	height	width
A4	297mm	210mm	210mm	297mm
A5	210mm	148 mm	148 mm	210mm
A6	148 mm	105mm	105mm	148 mm
A7	105mm	74mm	74mm	105mm

ADVERTISEMENT FORMATS

Size	PDF (high resolution)	Vector	Jpeg	PNG
A4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> if 1200 dpi	<input checked="" type="checkbox"/>
A5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> if 600 dpi	<input checked="" type="checkbox"/>
A6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> if 300 dpi	<input checked="" type="checkbox"/>
A7	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> if 300 dpi	<input checked="" type="checkbox"/>

MONTHLY eBulletin

REACH

42,000+ registered social service professionals plus other stakeholders.

FORMAT

A4 portrait maximum 2 pages.

FREQUENCY

Published and distributed before or on the 10th of every month (except January).

OPTIONS & COSTS 2021/2022

With own design in accordance with specifications:

OPTION (for same advertisement)	A6 (105 mm x 148 mm)	A7 (74 mm x 105 mm)
E1: One month	R1,900	R1,000
E2: Two months	R2,600	R1,800
E3: Three months	R3,000	R2,300
E4: Additional months	R500 per month	R500 per month

DESIGN SPECIFICATION

- The artwork (design version) must meet the press quality requirements
- High resolution pdf and vector. A jpeg format will only be accepted in exceptional cases with A7 and A6 size must have a resolution of at least 300dpi.

SMALL ADVERTS (text only)

- R300 for the first 50 words.
- R5 per additional word with a maximum of 20 additional words allowed.

SUBMISSION DEADLINES

- Space needs to be booked before or on the 20th of month prior to the month of placement of the advertisement in the monthly eBulletin with details of space required and a short description of advert. This is essential to ensure that space is allocated in the eBulletin.
- Full payment is required to book the space for the advert.
- Adverts (own designs) must be submitted before or on the 25th of the month prior to the month of placement.
- Late submissions of adverts may result in non-placement with no refund to advertiser. (see cancellation policy).
- Placement of the same A6 or A7 or text advertisement (booked and paid for at the same time) for three or more consecutive in the monthly eBulletin months qualifies for a **20% discount** on the total amount.

IMPORTANT

Please use the applicable reference number next to options in all enquiries.

ThisWeek@Council

REACH

42,000 registered social service professionals plus other stakeholders.

FORMAT

A short custom designed update via email as well as on our website, Facebook page and Twitter.

FREQUENCY

Published and distributed weekly on a Friday or Monday (except for the last two weeks of December and the first two weeks of January).

OPTIONS & COSTS 2021/2022

- Only short advertisements (text) to a maximum of 30 words, inclusive of a weblink).
- Only one advertisement is available per week and will be placed on a first booked and first paid basis.
- Rate: **R800** per week.
- Placement of the same advertisement (booked and paid for at the same time) for three or more consecutive weeks (up to a maximum of 8 weeks) qualifies for a **20% discount** on the total amount

SUBMISSION DEADLINES

- Small advertisements (text) for *ThisWeek@Council* must be booked by **12h00 on the Wednesday** before publication with details of space required and a short description of advert and fully paid before **16h00 on the Thursday** before publication of *ThisWeek@Council*.
- Full payment is required before placement.



WEBSITE

REACH

42,000+ registered social service professionals plus visitors to website (www.sacssp.co.za).

FREQUENCY

Featured on website 24 hours at pre-determined location for the duration of adverts.

OPTIONS & COSTS 2021/2022

With own design in accordance with specifications:

OPTION	PRICE
SHORT TERM (maximum 30 days)	
WS1: 7 days or less	R3,000
WS2: Per additional day (from day 8 up to day 15)	R150 p.d.
WS3: Per additional day (from day 16 up to day 29)	R75 p.d.
MEDIUM TERM (minimum 30 days and maximum 59 days)	
WM1: 35 continuous days	R4,700
WM2: Per additional day (from day 36 up to day 59)	R60 p.d.
LONG TERM (minimum 60 days and maximum 120 days)	
WL1: 60 continuous days	R6,100
WL2: Per additional day (for a minimum of 10 continuous days) ⁵	R45 p.d.
WL3: Per additional day (for a minimum of 30 continuous days) ⁶	R40 p.d.
WL4: 120 days (full package)	R7,900
BANNER (linked to landing page banner)	
WB1: 7 continuous days with daily run	R12,000
WB2: 14 continuous days with daily run	R16,000
WB3: Per additional continuous week (only after 14 days)	R8,500
WB4: Per additional continuous week for 3 or more continuous weeks after first 14 days	R6,000

⁵WL1 + WL2 ⁶WL1 + WL3

DESIGN SPECIFICATION

- Only A6 (landscape) advertisements will be accepted for advertising on the website. No small adverts (text) will be accepted.
- A6 (landscape) in resolution pdf and vector. A jpeg format will only be accepted in exceptional cases with A7 and A6 size must have a resolution of at least 300dpi.
- The requirements for banner adverts will be provided by the SACSSP on request.

PLACEMENT

Starts on day as requested.

SUBMISSION DEADLINES

- Space for an advertisement needs to be booked at least six (6) working days before placement on the SACSSP's website with details of space required and a short description of advert.
- Payment must be received, with the submission of proof of payment, within 48 hours after an advertisement space was book.
- Late bookings, with own design, will only be accepted up to 9 am on the working day before the publication date at an additional fee of R500.

SOCIAL SERVICE PROFESSIONS DIARY

The advertisement rates for the 2022 *Social Service Professions Diary* will be published as soon as it is available. There is space in the diary for advertisements. And ideal opportunity to showcase your organisation, products, services or courses. In a survey done amongst social service practitioners, 60% indicated that they would like to see advertisements relevant to them in the diary. Interested advertisers are welcome to contact the SACSSP.

Contact us before **30 June 2021** if you are interested for advertisements rates.



FACEBOOK

REACH

8,201 + followers (excluding external views and shares).

FREQUENCY

The frequency is flexible. See options below.

OPTIONS & COSTS 2021/2022

With own design in accordance with specifications:

OPTION	FREQUENCY	PRICE
F1: 7 days or less	Daily ³	R650
F2: 14 days	Every 2 nd day after the first 7 days	R950
F3: Addition weeks (after 14 days option)	Reposted 2 times a week.	R130 per week

³Reposted between 11am and 1pm

DESIGN SPECIFICATION

- A6 or A7 size advertisements with own design in accordance with specifications. No small advertisements (text) will be accepted.
- The artwork (design version) must meet the press quality requirements.
- High resolution pdf and vector. A jpeg format will only be accepted in exceptional cases with A7 and A6 size must have a resolution of at least 300dpi.

PLACEMENT

- Starts on day as requested.
- Advertisements are removed after the period paid for lapses

SUBMISSION DEADLINES

- Advertising space needs to be booked at least **3 working days** before the date of placement on the SACSSP's Facebook page with details of space required and a short description of advert.
- An advertisement will only be placed if the required payment is received in full (with proof of payment) within **48 hours after** an advertisement space was book.
- The artwork (designed version) of an advertisement must be submitted in the required format **2 working days** before the date of placement on the SACSSP's Facebook page.
- Late submissions will only be accepted up to one working day before the date of placement on the SACSSP's Facebook page at an additional fee of R230.

DISCOUNTS

Discounts are available as indicated with options. Also see last page for discounts and free advertisement possibilities available.

HELP WITH DESIGNING

The SACSSP offers the option to assist with the professional design of advertisements at an additional fee as indicated below.

Requests for the design of artwork for an advertisement need to be submitted on or before the dates as indicated for each publication with proof of full payment for the design work.

The following must accompany the request for design:

- correct and full text for the advertisement;
- advertiser's logo or emblem of the advertiser in vector format or high-resolution jpeg;
- product or other artwork in high resolution;
- colour palette (preferred colours) to be used; and
- any other information that will help with the design.

One draft design will be provided to the advertiser for approval prior to publication.

Due to the nature of this service, no late submissions will be considered.

COSTS 2021/2022

A7	A6	A5	A4	Banner
R600	R700	R900	R1,200	R1,500

SUBMISSION DEADLINES

Platform	Deadline for request
Biannual Newsletter	25 May and 25 November
Monthly eBulletin	20 th of month prior to publication
Facebook	5 working days before the date of placement
Website	10 working days before placement

DISCOUNTS AND FREE ADVERTISEMENTS

1. General

- Discounts for advertisements and free advertisement are subject to the general terms and conditions for advertising as well as the specific terms and conditions that apply to a specific advertisement type.
- No late submissions for any **FREE** advertisement will be accepted.
- In exceptional circumstances, late submission of a discounted advertisement will be accepted and any additional fee for a late submission is not subject to any discount and shall be paid in full.
- The SACSSP retains the right to change and/or revoke any provision made for a discounted or free advertisement without prior notice and amend the Rate Card accordingly.

2. CPD providers -

- accredited with the SACSSP who provide CPD accredited courses at a fee, qualify for an automatic **25% discount** per CPD activity.
- accredited with the SACSSP who provide CPD accredited courses at no fee, qualify for one **FREE** advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific week; one **FREE** advertisement (option F1) on the SACSSP's Facebook page; and one **FREE** small advertisement (text) in the *eBulletin*, per CPD activity.
- accredited with any *other professional council*⁷ providing CPD accredited courses at a fee, qualify for an automatic **15% discount** per CPD activity.
- The discounts in paragraphs a, b and c above do not apply for CPD activities for which CPD accreditation is awaited.

3. Conferences, symposia, seminars, workshops or similar

- that charge an attendance or registration fee, accredited with the SACSSP for CPD points qualify for an automatic **30% discount** per event.
- that charge an attendance or registration fee, accredited with any *other professional council*⁷ for CPD points qualify for an automatic **25% discount** per event.
- that do not charge any registration fees (can be attended free of charge) organised by the SACSSP, other professional councils⁷, civil society organisations or other relevant parties qualify for one **FREE** advertisement in any two of the following (a) *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific week; (b) one advertisement (option F1) on Council's Facebook page; (c) one advertisement on the SACSSP's website (option WS1) or (d) one advertisement (option E1), subject to the availability of space and that there is no paid advertisement(s), in the *eBulletin*, per event.
- All the above will automatically and free of any additional charge be included in that month's "What's on for social service professionals" in the *eBulletin*.
- The discounts in paragraphs a and b above do not apply for conferences, symposia, seminars, workshops or similar for which CPD accreditation is awaited.

See free advertisement option for professional associations in this regard as well

4. Consultations

- Consultations by government departments, Parliament or Provincial Legislatures, network organisations, other professional councils⁷ or similar at a national or provincial level, subject to terms and conditions that may apply, qualify for one **FREE** advertisement in any two of the following (a) *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific week; (b) one advertisement (option F1) on the SACSSP's Facebook page; (c) one advertisement on the SACSSP's website (option WS1) or (d) one advertisement (option E1), subject to the availability of space and that there is no paid advertisement(s), in the *eBulletin* per event.
- It will automatically and free of any additional charge be included in that month's "What's on for social service professionals" in the *eBulletin*.

5. Professional associations

- Professional associations for social service practitioners registered with the SACSSP qualifies for an automatic **40% discount** for an advertisement, other than for any of the advertisement that is already available at a discount as indicated in this Rate Card.
- Conferences, provincial events or similar, whether fee charging or not, of constituted professional associations directly related to the professions registered with the SACSSP, e.g. NACCW, NASW, SASWIPP, ASASWEI, etc, are eligible for two consecutive **FREE** announcements in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific week; one **FREE** advertisement (option F1) on the SACSSP's Facebook page; one **FREE** advertisement (option E1), subject to the availability of space and that there is no paid advertisement(s), in the *eBulletin*, per event.
- Regular and/or annual meetings of professional associations qualify for one **FREE** advertisement (option F1) on the SACSSP's Facebook page and one **FREE** small advertisement (text) in the *eBulletin*, per meeting. Thereafter, qualifies for **50% discount** for the same advertisement on any other communication platform or publication.
- A free advertisement in paragraphs b and c only applies to national and/or provincial events and **not** to district, municipal or community level events.
- All the above will automatically and free of any additional charge be included in that month's "What's on for social service professionals" in the *eBulletin*.

6. Training institutions⁸

- An advertisement related to qualifications offered by a training institution qualifies for an automatic **50% discount**.
- Advertisement related to short courses, CPD accredited courses or similar, offered by a training institution, qualify for an automatic **25% discount**.
- Any other advertisement by a training institution that relates directly to the social service practitioners registered with the SACSSP qualifies for an automatic **20% discount**.

7. Research

- Any person who is doing research as part of a recognised degree and who is duly registered with a training institution⁸ qualifies for one **FREE** advertisement in *ThisWeek@Council*, subject to such terms and conditions that the Registrar may impose. Thereafter, subject to the same terms and conditions, qualifies for **50% discount** for an advertisement related to the same research on any other communication platform or publication, other than in the *Biannual Newsletter* and on the SACSSP's website.
- Not-for-profit organisations, training institution⁸, professional associations or other

professional councils⁷ who wish to conduct research may, subject to such terms and conditions that the Registrar may impose, qualify for one **FREE** advertisement in *ThisWeek@Council*. Thereafter, subject to the same terms and conditions, may qualify for **50% discount** for an advertisement related to the same research on any other communication platform or publication, other than in the *Biannual Newsletter* and on the SACSSP's website.

8. Social service practitioners

- Any social service practitioner registered with the SACSSP who wishes to advertise in their individual capacity, other than for any of the advertisement that is already available at a discount as indicated in this Rate Card, qualifies for a **35% discount**.
- The discount does not apply when an advertisement is placed in the name of a third party.

9. Job vacancies

- Any employer of social service practitioners registered with the SACSSP qualifies for one **FREE** advertisement per vacancy on the SACSSP's Facebook page and one **FREE** small advertisement (text) in the *eBulletin* or one **FREE** advertisement (option E1), subject to the availability of space and that there is no paid advertisement(s), in the *eBulletin*.
- Any further advertisements for the same vacancy qualify for a **50% discount**.

10. Unemployed persons

- Social service practitioners registered with the SACSSP who are unemployed or not employed in the professional capacity that they are registered for, qualify for one **FREE** advertisement (option F2) on the SACSSP's Facebook page and one **FREE** small advertisement (text) in the *eBulletin*.
- A job-seeker who was not employed since his or her first free advertisement may request to advertise for **FREE** more than one time, provided that at least 6 weeks lapse between advertisements, and up to a maximum of four free advertisements per calendar year.
- This option does not apply to job-seekers who are already employed as a social service practitioner, but who seeks other work opportunities.

11. Other

- Any party who has an existing service level agreement or contract with the SACSSP qualifies for a **10% discount** on any advertisement, other than an advertisement in *ThisWeek@Council*. Terms and conditions may apply.

⁷ recognised by the South African Qualifications Authority in terms of section 29 of the National Qualifications Framework Act 67 of 2008

⁸ as defined in section 1 of the Social Service Professions Act 110 of 1978

TERMS & CONDITIONS

The following general terms and conditions apply:

- The SACSSP reserves the right to review all advertisements as part of its responsibility towards the public and the social service professions as to ensure that it is in line with its principles, standards and ethical rules. Subject to the mentioned review the SACSSP, through its *Communication and Public Relations Section 10 Committee*, may decide not to place an advertisement with or without explanation.
- The SACSSP will not be liable for any costs associated with an advertisement if an advertisement is rejected.
- The SACSSP will use the proofs as supplied or agreed to by the advertiser and will not be responsible for any errors or misinterpretation of advertisements due to errors.
- Notwithstanding paragraph 1.3 above, proofs that do not meet the required press quality as indicated on the Rate Card will not be published as it will impact on the overall quality standard of the SACSSP's publications. It will be referred back to the advertiser to either improve the quality; request the SACSSP to redesign the advertisement at an agreed fee or cancel the advertisement, subject to the cancellation policy. It is the responsibility of the advertiser to ensure that the artwork for the advertisement meets the required quality standards as set out in the Rate Card.
- The rates as indicated on the Rate Card are fixed and valid until **31 March 2021**.
- No advertisement will be placed without full payment in advance directly into the stipulated bank account and the submission of proof of payment.
- Publication dates are indicated in the Rate Card and advertisers must take note of these publication dates before a placement of an advertisement is requested.
- The advertiser is responsible to ensure that an advertisement is subject to a language edit as to ensure that it does not contain any spelling or grammar errors.
- In the exceptional case that the SACSSP is not able to publish any publication in time, the advertiser will be informed with an option of unconditional full reimbursement or to make use of alternative advertisement options with in the range of the advertisement's rate. The SACSSP shall not be liable for any loss or consequences associated with the non-publication of an advertisement.
- Unless otherwise indicated a working day in these terms and conditions means a full working day from 8 am to 5 pm and does not include weekends or official public holidays.

Cancellation policy

A cancellation policy applies to ALL advertisements indicated in this Rate Card. It forms part of the comprehensive set of terms and conditions.

The comprehensive terms and conditions is obtainable from the SACSSP or can be downloaded from the SACSSP's website.

**The rates indicated are
valid until
31 March 2022**