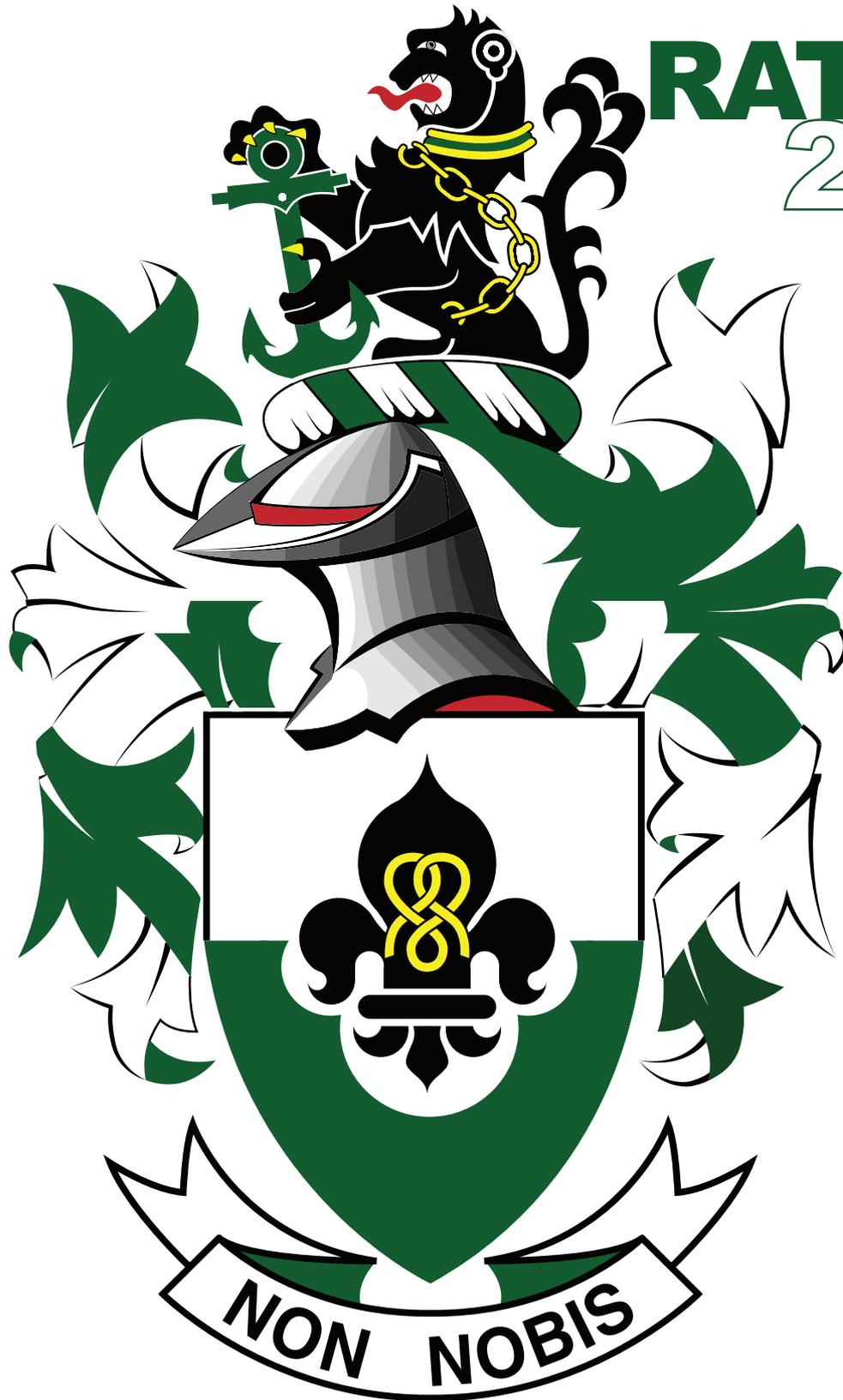


## ADVERTISEMENT RATE CARD 2019/20



### 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.

### 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.

### 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.

# 42,000+

## social service professionals

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

**The rates indicated are  
valid until  
31 March 2020**

**BIANNAUL 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. Professionally designed.

**FREQUENCY**

Distributed electronically by 15 June and 10 December of each year.

**OPTIONS & COSTS 2019/20**

With own design in accordance with specifications:

OPTION	A6 ¼ PAGE	A5 ½ PAGE Landscape only	A4* FULL PAGE
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**INSIDE PAGES**

<b>N1:</b> Random (designer's choice):	R1,200	R4,000	R8,000*
<b>N2:</b> First inside page	R1,500	R5,000	R10,000

**COVER PAGES**

<b>N3:</b> Inside front cover	R3,000	R7,500	R15,000
<b>N4:</b> Inside back cover	R2,500	R6,000	R12,000
<b>N5:</b> Back cover**	Not available	R10,000	R20,000

Outside front page Not available for adverts

\* Limited options available \*\* Full page adverts are given first option

**DESIGN SPECIFICATION**

High resolution pdf and vector. Formats in jpeg will be accepted in exceptional cases and must have a resolution of at least 300 dpi for A6 and 600 dpi or higher for A5 and A4.

**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 25 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:**

- 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 cancelation policy).
- In exceptional cases, provided that advertising space is available, late submissions may be considered and accepted at an additional fee of R500.

**Please note the deadlines for submissions.**

**MONTHLY eBulletin**

**REACH**

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

**FORMAT**

A4 portrait maximum 2 pages. Desktop professional design.

**FREQUENCY**

Distributed monthly before or on the 10<sup>th</sup> of the month as eNewsletter/ eBulletin (except January).

**OPTIONS & COSTS 2019/20**

With own design in accordance with specifications:

OPTION	A7 (74 mm x 105 mm) (only one size option available)
<b>E1:</b> One month	R1,000
<b>E2:</b> Two months	R1,800
<b>E3:</b> Three months	R2,300
<b>E4:</b> Additional months	R500 per month

**DESIGN SPECIFICATION**

High resolution jpeg/vector (**both**). The resolution for jpeg must be minimum 300dpi.

**SMALL ADVERTS** (text only)

- R300 for the first 50 words.
- R5 per additional word with a maximum of 40 additional words allowed.
- Placement of the same small advert for three or more consecutive months (booked and paid for at the same time) qualifies for a 20% discount.

**SUBMISSION DEADLINES**

- Space needs to be booked before or on the 20<sup>th</sup> of month prior to the month of placement. 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 25<sup>th</sup> of the month prior to the month of placement.
- Late submissions of adverts may result in non-placement with no refund to advertiser. (see cancelation policy)

**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**

Weekly on Fridays or Mondays.

**OPTIONS & COSTS 2019/20:**

- Text to insert under *Announcements* heading with a maximum of 30 words, inclusive of a weblink.
- Only one paid announcement is available per week and will be considered on a first come and *first paid* basis.
- R800 per placement.
- Three or more placements of the same advert (booked and paid for at the same time) qualifies for a 20% discount.

**SUBMISSION DEADLINES**

- Request for submission needs to reach Council before 12h00 on Wednesday for that week.
- Full payment is required before placement.

# South African Council for Social Service Professions

## FACEBOOK

### REACH

6,600+ persons who are "friends" (excluding external views and shares).

### FREQUENCY

The frequency is flexible. See options below.

### OPTIONS & COSTS 2019/202019

With own design in accordance with specifications:

OPTION	FREQUENCY	PRICE
<b>F1:</b> 5 days or less	Daily*	R650
<b>F2:</b> 14 days	Every 2 <sup>nd</sup> day*	R950
<b>F3:</b> Addition weeks (after 14 days option)	Reposted twice weekly	R130 per week

\* Reposted between 11am and 1pm

### DESIGN SPECIFICATION

A5 or A6 size high resolution jpeg/vector (**both**) professionally designed. The resolution for jpeg must be at least 300 dpi.

### PLACEMENT

Starts on day as requested.

### SUBMISSION DEADLINES

- Three full working days before placement, with proof of payment.
- Late submissions will only be accepted up to 24 hours before the time at an additional fee of R230.

## HELP with designing

Council offers the option to assist you with professional design of adverts at an additional fee as indicated below.

If Council is requested to assist with the design of the advert, the advertiser needs to provide the company or product artwork in high resolution formats (jpeg/vector).

Requests for design work need to be submitted on or before the dates below for different products with proof of full payment.

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

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

Platform	Deadline for request
Biannual Newsletter	25 May/25 November
Monthly eBulletin	20 <sup>th</sup> of month prior to publications
Facebook	10 working days before the date of placement
Website	10 working days before placement

### DISCOUNT

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

### IMPORTANT

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

## WEBSITE

### REACH

42,000+ registered social service professionals plus visitors to website.

### FREQUENCY

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

### OPTIONS & COSTS 2019/2020

With own design in accordance with specifications:

OPTION	PRICE
<b>SHORT TERM</b> (maximum 30 days)	
<b>WS1:</b> 5 days or less	R3,000
<b>WS2:</b> Per additional day (day 6 to 15)	R150 p.d.
<b>WS3:</b> Per additional day (Day 16 to 29)	R75 p.d.
<b>WS4:</b> 30 days (full package)	R4,500

### MEDIUM TERM

(minimum 35 days and maximum 60 days)

<b>WM1:</b> 35 days	R4,700
<b>WM2:</b> Per additional day	R60 p.d.
<b>WM3:</b> 60 days (full package)	R6,000

### LONG TERM

(minimum 61 days and maximum 120 days)

<b>WL1:</b> 61 days	R6,100
<b>WL2:</b> Per additional day (minimum 10 days)	R45 p.d.
<b>WL3:</b> Per additional day (minimum 30 days)	R40 p.d.
<b>WL4:</b> 120 days (full package)	R7,900

### BANNER

(linked to landing page banner)

<b>WB1:</b> 7 days with daily run	R12,000
<b>WB2:</b> 14 days with daily run	R16,000
<b>WB3:</b> Per additional week (only after 14 days)	R8,500

### DESIGN SPECIFICATION

A6 size high resolution **vector** professionally designed. Formats in jpeg will be accepted in exceptional cases and must have a resolution of at least 300 dpi.

### PLACEMENT

Starts on day as requested

### SUBMISSION DEADLINES

- Available from *June 2019*.
- Six (6) full working days before placement, with proof of payment.
- Late submissions, with own design, will only be accepted up to 9 am on the day before the publication date at an additional fee of R500.
- Full payment is required to book the space for an advert.
- Late submissions of adverts may result in non-placement with no refund to advertiser. (see cancellation policy).

**These rates are valid until 31 March 2020**

# South African Council for Social Service Professions

## CANCELATION POLICY

### BIANNUAL NEWSLETTER

- 15 calendar days before publication date for full refund of fee (minus 10% banking and administrative costs).
- No refund after this.

### MONTHLY eBulletin

- Up to 5 calendar days before the end of the month prior to month of publication for full refund of fee minus 10% banking and administrative costs.
- Less than 5 calendar days before the end of the month prior to month of publication: 50% refund of fee.
- No refunds after the last day of a month prior to the month of publication.

### FACEBOOK

- Cancellation 2 working days prior to placement is accepted with full refund of fees minus 10% banking and administrative costs.
- Cancellation less than 2 working days before the day of placement: 50% refund.
- No refund after first placement for cancellation of short term adverts (options F1 and F2) irrespective of the days it was published.
- Long term adverts require 7 working days notice and 80% of the fee calculated at the cost per week (after 7 calendar days) for the remaining weeks, will be refunded. Cancellation of long term adverts will result in the removal of all adverts from the Facebook page within 3 days after the cancellation.

### WEBSITE

- Cancellation 4 or more calendar days before day of placement, full refund of the fee minus 10% banking and administrative costs.
- Cancellation less than 4 calendar days before date of placement but before placement: 50% refund
- Cancellation on day of placement or thereafter, no refund for short term adverts.
- Medium, long term and banner adverts require 7 working days notice and 80% of the fee calculated at the cost per day (after 7 calendar days) for the remaining days
- If the period at the time of cancellation is equal or the same as a short term advert (or medium term) the cost will be charged against those rates before the refund is made.

### THISWEEK@COUNCIL

- Cancellation before 15h00 on a Thursday, full refund of the fee minus 10% banking and administrative costs. No refund for any cancellation after this.

### DESIGNING

- Refunds for design work will only be done if cancelled within 3 working days after payment for design (minus 10% banking and administrative costs).
- No refunds after 3 days. The design will be completed and submitted to the advertiser. As the design prices quoted in this Rate Card are subsidised, the advertiser will be required to pay a 25% penalty on the design price as well.

## 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](mailto:communications@sacssp.co.za)

[www.sacssp.co.za](http://www.sacssp.co.za) [f@OfficialSACSSP](https://www.facebook.com/OfficialSACSSP) [@SACSSP](https://twitter.com/SACSSP)

## PROMOTION

### DISCOUNT AVAILABLE:

1. Advertisements of fee charging training courses, conferences or similar **accredited** with the SACSSP for CPD points qualify for an automatic 25% discount.
2. Advertisements of fee charging training courses, conferences or similar **accredited** with the any other statutory Council qualify for an automatic 20% discount.
3. Advertisements placed by social service professionals **registered** with Council in their individual capacity qualifies for a 30% discount, except in the case of (1) above.

If any of the above discounts is used, other discount options do not apply.

### FREE ADVERTS

The following entities or individuals qualify for free adverts:

**Job vacancies:** One **free** advertisement of a staff vacancy at a not-for-profit organisation for a social service professional (one per vacancy) on Council's Facebook page and in the monthly eBulletin.

**Unemployed persons:** Social service professionals registered with Council *who are unemployed or not employed in the professional capacity* that they are registered for, may advertise for **free** as job-seekers on Council's Facebook page for one week (submit advert to Council) and in one monthly eBulletin (text adverts only). This does not apply to job-seekers who are already employed as a social service professionals, but who seeks other work opportunities.

**Free conferences:** Conferences, seminars, training and workshops that do not charge any registration fees (can be attended free of charge) may advertise for free on Council's Facebook page (*5 day option only*), website (*maximum 10 days*) and eBulletin (*one time only*).

**Professional associations:** Conferences, provincial events or similar, whether fee charging or not, *of constituted professional associations directly related* to the professions registered with Council, e.g. NACCW, NASW, SASWIPP, ASASWEI, etc, are eligible to two free announcements (30 words including a web link) in on ThisWeek@Council (provided that there is no paid advert for the specific week); one Facebook page advert announcement (5 day option only); and one text advert in the eBulletin of national and/or provincial events.

*Notwithstanding the above, Council reserve the right to review the free advertisements and not to place a free advertisement with or without explanation.*

## TERMS & CONDITIONS

The following general terms and conditions apply:

1. Council 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, Council, through its Communication and Public Relations Committee, may decide not to place an advertisement with or without explanation.
2. Council will not be liable for any costs associated with an advertisement if an advertisement is rejected.
3. Council will use the proofs as supplied or agreed to by the advertiser and will not be responsible for any errors or misinterpretation of adverts due to errors.
4. The placement of advertisement that will be subject, in addition to the above, to standard terms and conditions as determined by Council.

The full terms and conditions will be made available upon enquiry to advertisers.

### BANKING DETAILS

**ABSA BANK**  
**Account No:** 2140222731  
**Branch:** HATFIELD **Branch code:** 632005.  
**REFERENCE:** Company's name/ Person's name