



RATE CARD

2024/25

Advertising
opportunities
with the
SACSSP

Advertising opportunities and rates for the SACSSP:

- Biannual Newsletters
- Quarterly eBulletin
- ThisWeek@Council
- Facebook
- Website

NON NOBIS - *Not for ourselves*

CONTACT INFORMATION

Communications and Public Relations
Practitioner
SACSSP
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

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ABOUT THE SACSSP

The South African Council for Social Service Professions (SACSSP) is an autonomous statutory body established in terms of section 2 of the *Social Service Professions Act 110 of 1978* ("the Act"). The SACSSP discharges its mandate, subject to the provisions of the Act together with the Regulations and Rules thereto, as the determining, guiding and directing authority body for the the social service professions of social work and child and youth care work in the country. The SACSSP fulfils this role through Council constituted in terms of section 5 of the Act and the Professional Board for Social Work and the Professional Board for Child and Youth Care Work established in terms of section 14A of the Act and constituted in terms of the applicable Regulations, by setting the standards for education and training of social service professionals (qualifications and continuous professional development); registration of social service professionals as a requirement to practice; setting standards for and exercise effective control over the professional conduct (including ethics) of social service professionals as well as by taking policy resolutions as guidelines for the practising of the social service professions under its auspices. Thus, protecting the integrity of the social service professions as well as the interest of the public at large. It is a legal requirement in terms of the Act for a social worker, social auxiliary worker, student social worker, student social auxiliary worker, child and youth care worker, auxiliary child and youth care worker, student child and youth care worker and student auxiliary child and youth care worker to be registered and in good standing in terms of his or her registration as condition to practise.

WHO READS THE SACSSP COMMUNICATION

The SACSSP's biannual *Newsletter*, quarterly *eBulletin* and biweekly *ThisWeek@Council* are distributed electronically to all social workers, social auxiliary workers, student social workers, student social auxiliary workers, child and youth care workers, auxiliary child and youth care workers, student child and youth care workers and student auxiliary child and youth care workers as a primary reader audience, while it is also distributed to employers and other stakeholders in the social service and related sectors. The SACSSP's *Facebook* page has nearly 16,000 followers, while its *Twitter* account has about 950 followers and its *website* has **200** unique browsers per week.

WHY ADVERTISE WITH THE SACSSP

The SACSSP has multiple unique platforms with a number of advertising options to reach registered social service professionals (social workers, social auxiliary workers, student social workers, student social auxiliary workers, child and youth care workers, auxiliary child and youth care workers, student child and youth care workers and student auxiliary child and youth care workers) directly as well as other stakeholders, including decision makers, in the social service and related sector and is available to the public on our website. SACSSP's *Newsletter*, quarterly *eBulletin* and biweekly *ThisWeek@Council* have the largest reach of any publication for registered social service professionals in the country.

OUR ADVERTISING PLATFORMS

The SACSSP communicates with its constituency through:

- SACSSP's *Newsletter* is published electronically two times a year with a rich content targeting our diverse audience of social service professionals varying from information about the SACSSP'S work, articles of interest related to the professions, book reviews and similar.
- The *quarterly eBulletin* is published quarterly as a quick news two-pager with key news for our target audience that varies from the latest developments, announcements, practical information on new issues affecting the professions, and profiling the leadership's positions on key matters.
- *ThisWeek@Council* is an informal 300 word A6 size/ email update circulated to all registered social service professionals on key developments related to the SACSSP and the sector every two weeks. The information is short and informative with the purpose of keeping registered professionals informed ongoingly.
- The SACSSP's *website* is the main go-to source of information and documentation for the registered social service professionals as well as members of the public, and provide all public information on the SACSSP. It had an average **200** unique browsers per week in the past year.
- The SACSSP's *Facebook* page with nearly 16,000 followers serves as an informal channel of communication to social service professionals where all new SACSSP publications are shared, and informal announcements are published.
- The SACSSP's *Twitter* account has about 950 followers, which consists of a diverse individuals and groups.

RATES

DESIGN SPECIFICATIONS

ADVERTISEMENT SIZES				
Size	Portrait		Landscape	
	height	width	height	width
A4 (full page)	297mm	210mm	210mm	297mm
A5 (½ page)	210mm	148 mm	148 mm	210mm
A6 (¼ page)	148 mm	105mm	105mm	148 mm
A7 (⅛ page)	105mm	74mm	74mm	105mm

ADVERTISEMENT FORMATS supplied in				
Size	A4	A5	A6	A7
PDF	Press-optimised PDF format (CMYK colours)			
Vector	Supplied as .AI, .EPS, .PDF and/or .SVG			
Jpeg	<input checked="" type="checkbox"/> 1200 dpi	<input checked="" type="checkbox"/> 600 dpi	<input checked="" type="checkbox"/> 300 dpi	<input checked="" type="checkbox"/> 300 dpi
PNG	Not accepted			

DISCOUNTS
Discounts are available. See pages 6 and 7 to find out whether you qualify for a discount or free advertisement with the SACSSP

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 in vector format or high-resolution jpeg (minimum 300 dpi);
- 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.

Rates and options 2023/2024

A7	A6	A5	A4	Web banner
R630	R735	R945	R1,260	R1,575

SUBMISSION DEADLINES for design work

Platform	Due dates for request submission and payment
Biannual Newsletter	31 May and 20 November
Monthly eBulletin	31 Jan, 30 Apr, 30 Jul and/or 31 Oct
Facebook	8 working days before the date of placement
Website	15 working days before placement

NEWSLETTER

Publication: SACSSP Newsletter

Description: The Newsletter targets the SACSSP's diverse audience of social service professionals with content varying from information about the SACSSP'S work, articles of interest related to the professions, book reviews and similar.

Format: A4 portrait minimum 20 pages with 4 page cover.

Distribution: Electronically as well as on website, Facebook and Twitter



Target audience and estimated reach: An estimated 42,000 registered social service professionals as well as other stakeholders in the social service sector

Frequency: Two times per calendar year in June and December

Advert design specifications: See general design specifications on page 3. The artwork (advert material) must meet the press quality requirements.

DATES FOR 2023

Important: The due dates apply where an advertiser provides own advertisement materials. In cases where the SACSSP is requested to design advertisements, the additional timelines to the below timelines (see page 3 for additional days to be added to timeline).

Key timelines	Newsletter #1	Newsletter #2
Publication date	12 Jun '23	4 Dec '23
Bookings for adverts by:	19 May '23	03 Nov '23

A booking does not guarantee an advertisement space. Full payment is required to secure the space for the advertisement.

Payments As soon as possible after booking, but not later than 5 working days after booking date.

Final submission of advertisement material: 02 Jun '23 17 Nov '23

Late submissions of adverts may result in non-placement with no refund to advertiser.

Rates and options 2023/2024

Options	A7 ⅛ page	A6 ¼ page	A5 ½ page	A4 ² full page
GRAPHIC ADVERTISEMENTS				
Inside pages				
N1: Casual ¹	R735	R1,260	R4,200	R8,400 ²
N2: 1 st inside page (p. 3) ²	R945	R1,575	R5,250	R10,500
Cover pages				
N3: Inside front cover ²	R1,155	R3,150	R7,875	R15,750
N4: Inside back cover ²	R1,155	R2,625	R6,300	R12,600
N5: Back cover	Not available		R10,500 ²	R21,000
Outside front cover	Not available			
CLASSIFIEDS (small text adverts)				
N6: R331 for the first 50 words and R5.25 per additional word with a maximum of 40 additional words allowed. Placed casual together				

Additional terms and conditions:

¹ Discretion of placement rests with designer at spaces in publication as available (random).

² Limited options available. Space will be prioritised on first booked, first paid basis.

Above rates apply where advertisers provide own designs (N1, N2, N3, N4 and N5) in accordance with specifications, subject to the additional conditions indicated.

IMPORTANT
Please use the applicable reference number (next to options) with all enquiries

RATES

QUARTERLY eBULLETIN

Publication: SACSSP eBulletin

Description: The SACSSP's quarterly eBulletin targets the SACSSP's diverse audience of social service professionals in the form of a "quick news" two-pager providing content on key news items that varies from the latest developments, announcements, practical information on new issues affecting the professions, and profiling the leadership's positions on key matters.



Format: A4 portrait maximum 2 pages.

Distribution: Electronically as well as on website, Facebook and Twitter

Target audience and estimated reach: An estimated 42,000 registered social service professionals as well as other stakeholders in the social service sector.

Frequency: Quarterly (four times per calendar year) in February, May, August and November (see below for details)

Advert design specifications: See general design specifications on page 3. The artwork (advert material) must meet the press quality requirements.

ThisWeek@Council

Publication: ThisWeek@Council

Description: The SACSSP's *ThisWeek@Council* targets the SACSSP's diverse audience of social service professionals in the form of an informal update circulated on key developments related to the SACSSP and the sector every two weeks. The information is short and informative with the purpose of keeping registered professionals informed ongoingly.



Format: 300 word A6 size and by email.

Distribution: Electronically as well as on website, Facebook and Twitter

Target audience and estimated reach: An estimated 42,000 registered social service professionals as well as other stakeholders in the social service sector.

Frequency: Biweekly or two times per months on the dates as indicated. (except for December and January when it is only distributed once). Please note under exceptional circumstances a Friday publication date may shift to the Thursday before or Monday after the publication date.

Advert design specifications: Only classifieds (small text adverts) up to a maximum of 40 words, inclusive of a weblink or email address. Only one advertisement is available per edition and will be placed on a first booked and first paid basis.

DATES FOR 2024/2025

Important: The due dates apply where an advertiser provides own advertisement materials. In cases where the SACSSP is requested to design advertisements, the additional timelines to the below timelines (see page 3 for additional days to be added to timeline).

Key timelines	#1	#2	#3	#4
Publication date:	15 Feb '23	17 May '23	16 Aug '23	15 Nov '23
Booking for advert by:	31 Jan '23	30 Apr '23	31 July '23	31 Oct '23

A booking does not guarantee an advertisement space. Full payment is required to secure the space for the advertisement.

Payment date: As soon as possible after booking, but not later than 5 working days after booking date.

Final submission date of advertisement material: 08 Feb '23 10 May '23 09 Aug '23 08 Nov '23

Late submissions of adverts may result in non-placement with no refund to advertiser.

Rates and options 2024/2025

Options (for same advertisement)	A7 ² ½ page	A6 ² ¼ page
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GRAPHIC ADVERTISEMENTS

Option	Rate	
E1: Casual ¹	R1,050	R1,995

CLASSIFIEDS (small text adverts)

E2: R331 for the first 50 words and R5.25 per additional word with a maximum of 20 additional words allowed. Placed casual together.

E3: Placement of the same A6 or A7 or text advertisement (booked and paid for at the same time) for two or more consecutive editions of eBulletin qualifies for a 20% discount on the total amount.

¹ Discretion of placement rests with designer at spaces in publication as available (random).

² Limited options available. Space will be prioritised on first booked, first paid basis.

Above rates apply where advertisers provide own designs (N1, N2, N3, N4 and N5) in accordance with specifications, subject to the additional conditions indicated.

DATES FOR 2024/2025

Key timelines		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Publication date:	#1		10	10	06	05	02	07	04	01	06	03	08
	#2	27	24	24	21	19	23	21	18	22	20	17	

Booking for advert by: No later than 15h00 on the Monday before the publication date

A booking does not guarantee an advertisement space. Full payment is required to secure the space for the advertisement.

Only one advertisement space is available per week and will be placed on a first booked and first paid basis.

Key timelines		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Payment date:	#1		06	06	03	01	30 ^M	03	31 ^J	27 ^A	02	31 ^O	04
	#2	23	20	20	17	15	19	17	14	18	16	13	
Final submission date of advertisement text	#1		08	08	05	03	31 ^M	05	02	31 ^A	04	01	06
	#2	25	22	22	19	17	21	19	17	20	18	15	

Late submissions of adverts may result in non-placement with no refund to advertiser.

Rates and options 2023/2024

CLASSIFIEDS (small text adverts)

T1: R840 (flat rate) for a maximum of 40 words, inclusive of a weblink or email address

T2: Placement of the same advertisement (booked and paid for at the same time) for two or more consecutive editions (up to a maximum of 4 editions) qualifies for a 20% discount on the total amount

**The rates indicated are valid until
31 March 2025**

RATES

SACSSP FACEBOOK AND TWITTER

Platform: SACSSP Facebook and Twitter pages

Description: The SACSSP's Facebook page serves as an informal channel of communication to social service professionals where all new SACSSP publications are shared, and informal announcements are published. The SACSSP's Twitter account has about 950 followers, which consists of a diverse individuals and groups.

Target audience and estimated reach: An with nearly 16,000 followers of which the majority are registered social service professionals.

Frequency: Continuous as indicated duration of advertisements.

Advert design specifications: A6 or A7 size only. Landscape or portrait. See general design specifications on page 3. The artwork (advert material) must meet the press quality requirements.

DATES FOR 2024/2025

Important: The due dates apply where an advertiser provides own advertisement materials. In cases where the SACSSP is requested to design advertisements, the additional timelines to the below timelines (see page 3 for additional days to be added to timeline).

Key timelines

Publication / start date:	Start dates as arranged
Booking for advert by:	Minimum of five (5) working days before start date
<i>A booking does not guarantee an advertisement space. Full payment is required to secure the space for the advertisement.</i>	
Payment date:	As soon as possible after booking, but not later than 2 working days after booking date.
Final submission date of advertisement material:	Three (3) full working dates before the start date
<i>Late submissions of adverts may delay the start date. Late bookings and 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 once-off administration fee.</i>	

Rates and options 2024/2025

Options	Frequency of advert posting		Rate
	Facebook	Twitter	
F1: 7 continuous days or less	Daily	Posted on first day and last day of each week	R683
F2: 14 continuous days	Every 2 nd day after the 1 st week		R998
F3: Addition weeks (after 14 days option)	2 times a week per additional week .		R137 p.w.

SACSSP WEBSITE

Platform: SACSSP website

Description: The SACSSP's website is the main go-to source of information and documentation for the registered social service professionals as well as members of the public, and provide all public information on the SACSSP. It had an average **200** unique browsers per week in the past year.

Target audience and estimated reach: An estimated 42,000 registered social service professionals, members of the public as well as other stakeholders in the social service sector.

Frequency: Continuous

Advert design specifications: See below

DATES FOR 2024/2025

Important: The due dates apply where an advertiser provides own advertisement materials. In cases where the SACSSP is requested to design advertisements, the additional timelines to the below timelines (see page 3 for additional days to be added to timeline).

Key timelines	For WS, WM, WL, WB and WH
Publication / start date:	Start dates as arranged
Booking for advert by:	Minimum of 10 working days before start date
<i>A booking does not guarantee an advertisement space. Full payment is required to secure the space for the advertisement.</i>	
Payment date:	As soon as possible after booking, but not later than 3 working days after booking date.
Final submission date of advertisement material:	Four (4) full working dates before the start date
<i>Late submissions of adverts may delay the start date</i>	

Rates and options 2024/2025

GRAPHIC ADVERTISEMENTS

Design specifications: A6 or A7 size only. landscape or portrait. See general design specifications on page 3. The artwork (advert material) must meet the press quality requirements. **Placement:** Icon or thumbnail of advertisement appears on homepage that links to the advert when clicked on.

Option 1 (WS-short term advertisements)	Rate
WS1: 7 continuous days or less	R3,150
WS2: 14 continuous days	R3,990
WS3: 21 continuous days	R4,410
WS4: 30 continuous days	R4,725
Option 2 (WM - medium term advertisements)	Rate
WM1: 40 continuous days	R4,935
WM2: Per additional day (from day 41 up to day 58)	R63
WM3: 59 continuous days	R5,880
Option 3 (WL-long term or extended advertisements)	Rate
WL1: 60 continuous days	R6,405
WL2: 70 continuous days	R6,983
WL3: 80 continuous days	R7,298
WL4: 90 continuous days	R7,665
WL5: 120 continuous days (full package)	R8,295

HOME PAGE ADVERTS

Main banner on home page (only options)	Rate
Design specifications: Standard banner size. Specifications and requirements will be provided as well as additional terms and conditions.	
WB1: 7 continuous days or less	R12,600
WB1: 14 continuous days (maximum and T&C's apply)	R16,800
Home page	Rate
Design specifications: Custom sizes. Specifications and requirements will be provided as well as additional terms and conditions.	
Placement: Advert appears under "NEWS AND IMPORTANT ANNOUNCEMENTS"	
WH1: 7 continuous days or less	R8,925
WH2: 14 continuous days or less	R13,125
WH3: Per additional additional week for <u>same advert</u> (break of maximum 3 weeks allowed)	R6,300

IMPORTANT

Please use the applicable reference number (next to options) with all enquiries

DISCOUNTS AND FREE ADVERTISEMENTS

1. General

- 1.1 Advertisements that qualify for discounts or being place for free remain subject to the *general terms and conditions* for advertising as well as the specific terms and conditions that apply to a specific advertisement type.
- 1.2 No late submissions for any *free* advertisement will be accepted.
- 1.3 In exceptional circumstances, late submission of any other 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.*
- 1.4 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

- 2.1 Advertising of a CPD activity provided at a fee payable by participants that is approved for CPD points by the SACSSP (Professional Board for Social Work and/or Professional Board for Child and Youth Care Work) automatically qualifies for a 25% discount per advertisement per CPD activity.
- 2.2 Advertising of a CPD activity provided for free (no costs for participants) that is approved for CPD points by the SACSSP (Professional Board for Social Work and/or Professional Board for Child and Youth Care Work) qualifies for the following discount per CPD activity:
 - (a) one *free* advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific issue;
 - (b) one *free* advertisement (option F1 only) on the SACSSP's *Facebook* page; and
 - (c) one *free* classified (option E2) in the *eBulletin*.
- 2.3 Advertising of a CPD activity that are provided at a fee payable by participants that is approved for CPD points by any other statutory or regulatory Council recognised in the country automatic qualifies for a 15% discount per advertisement per CPD activity; and where such CPD activity is provided for *free* (no costs for participants) it qualifies for one free advertisement in any one of the options indicated in 2.2.
- 2.4 The discounts in paragraphs 2.1, 2.2 and 2.3 above do not apply for CPD activities for which CPD approval are awaited.

3. Conferences, symposia, seminars, workshops or similar

- 3.1 Advertising of a conference, symposium, seminar, workshop or similar that charges an *attendance and/or registration fee* payable by participants and which is approved for CPD points by the SACSSP, automatically qualifies for a 30% discount per advertisement per event.
- 3.2 Advertising of a conferences, symposium, seminar, workshop or similar that *charges an attendance and/or registration fee* payable by participants and where the SACSSP is an official partner qualifies for the following discounts, subject to a maximum of three representatives (staff and/or Members) of the SACSSP attends free of charge, qualifies for the following discount:
 - (a) two *free* advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific issue;
 - (b) two *free* advertisement (option F1 repeated twice for consecutive weeks) on the SACSSP's *Facebook* page; and

- (c) one *free* advertisement on the SACSSP's website (option WS1 only);
- (d) one *free* advertisement (option E1 only), subject to the availability of space and that there is no paid advertisement(s), in the *eBulletin*; and
- (e) further 60% discount for same advertisement (for the same vacancy) with any option available in the *Rate Card*.
- 3.3 Advertising of a conferences, symposium, seminar, workshop or similar that charges an attendance and/or registration fee payable by participants and which is approved for CPD points by the any other statutory or regulatory Council recognised in the country automatically qualifies for a 25% discount per advertisement per event .
- 3.4 Advertising of a conferences, symposium, seminar, workshop or similar that *does not charge an attendance and/or registration fee* payable by participants organised by SACSSP, any other statutory or regulatory Council recognised in the country, civil society organisations, government departments or other entities, qualifies for the following discount (additional T&C's may apply) for any of two of the options below per event:
 - (a) one *free* advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific issue;
 - (b) one *free* advertisement (option F1 only) on the SACSSP's *Facebook* page; and/or
 - (c) one *free* advertisement (option E1 or E2), subject to the availability of space and that there is no paid advertisement(s), in the *eBulletin*.
- 3.5 Advertisement referred to in 3.1, 3.2, 3.3 and 3.4 will automatically and free of any additional charge be included under the "EVENTS" page on the SACSSP's website.
- 3.6 The discounts in paragraphs 3.1 and 3.2 above do not apply for CPD activities for which CPD approval is awaited.

4. Public or targeted consultations

- 4.1 Public or targeted consultations with social service professionals by government departments, Parliament or Provincial Legislatures, network organisations, other statutory or regulatory Council recognised in the country or similar at a national or provincial level, subject to terms and conditions that may apply, qualifies for the following discount (additional T&C's may apply) per event in any of two of the options below:
 - (a) one *free* advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific issue;
 - (b) one *free* advertisement (option F1 only) on the SACSSP's *Facebook* page; and
 - (c) one *free* advertisement on the SACSSP's website (option WS1 only); or
 - (d) one *free* advertisement (option E1 only), subject to the availability of space and that there is no paid advertisement(s), in the *eBulletin*.
- 4.2 Advertisement referred to in 4.1 will automatically and free of any additional charge be included under the "EVENTS" page on the SACSSP's website.

5. Professional associations

- 5.1 Advertising by a recognised professional association that draw its membership from social service professionals registered with the SACSSP automatically qualifies for 40% discount for an advertisement, other than for any of the advertisements that are already available at a discount or for free as indicated in this *Rate Card*.

DISCOUNTS AND FREE ADVERTISEMENTS

- 5.2 Advertising by a professional association referred to in paragraph 5.1 of regular and/or annual meetings at a national or provincial level (other than those referred to in paragraphs 2, 3 and 4) qualifies for the following discount per event in any of two of the options below:
- one *free* advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific issue;
 - one *free* advertisement (option F1 only) on the SACSSP's *Facebook* page; and/or
 - one *free* advertisement (option E1, subject to the availability of space and that there is no paid advertisement(s)) or one classified (option E2) in the *eBulletin*.
- 5.3 Advertising any other professional associations for professionals that draw its membership from professionals registered with any other statutory or regulatory Council recognised in the country qualifies for 25% discount for an advertisement, other than for any of the advertisements that are already available at a discount or for free as indicated in this *Rate Card* (additional T&C's may apply).
- 5.4 Advertisement referred to in paragraphs 5.2 and 5.3 will automatically and free of any additional charge be included under the "EVENTS" page on the SACSSP's website. (additional T&C's may apply)
- 5.5 A free advertisement in paragraph 5.2 only applies to national and/or provincial events and not to district, municipal or community level events.
- 6. Training institutions**
- 6.1 Advertising by a registered and recognised training institution providing qualifications for social service professionals (including additional qualifications that may be of interest to social service professionals) qualifies for a 50% discount on advertisement related directly a qualification (additional T&C's may apply).
- 6.2 Any other advertisement by a training institution referred to in paragraph 6.1 that relates directly to social service professionals registered with the SACSSP, other than for any of the advertisements that are already available at a discount or for free as indicated in this *Rate Card*, qualifies for a 20% discount (additional T&C's may apply).
- 7. Research**
- 7.1 Advertising by an individual conducting research as a part of a recognised qualification (and registered with a training institution) qualifies, subject to paragraph 7.3 and other terms and conditions, for:
- one *free* advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific issue; and/or
 - subject to the same terms and conditions, 50% discount for an advertisement related to the same research in the *eBulletin* and on SACSSP's website.
- 7.2 A registered nonprofit-organisation, government department or entity, training/ academic institution, professional association and/or other statutory or regulatory Council recognised in the country conducting research that will be beneficial for social service professionals in the country, qualifies for the following discount, subject to paragraph 7.3 and other terms and conditions:
- one *free* advertisement in *ThisWeek@Council* (30 words including a web link), provided that there is no paid advertisement for the specific issue; and/or
 - subject to the same terms and conditions, qualifies for 50% discount for an advertisement related to the same research with any option available in the *Rate Card*.
- 7.3 No advertisement for research referred to in paragraphs 7.1 and 7.2 will be considered nor placed without evidence that such research was ethically approved.
- 8. Social service professionals**
- 8.1 Any social service professionals registered with the SACSSP who wishes to advertise in his or her 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 (T&C's may apply).
- 8.2 The discount referred to in paragraph 8.1 does not apply when an advertisement is placed in the name of a third party.
- 9. Job vacancies**
- 9.1 Advertising by an employer of social service professionals registered with the SACSSP for employment vacancies qualifies for the following discounts:
- one *free* advertisement (option F1 only) 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)) or one classified (option E2) in the *eBulletin*; and
 - further 50% discount for the same advertisement (for the same vacancy) with any option available in the *Rate Card*.
- 10. Unemployed social service professionals**
- 10.1 A social service professional registered with the SACSSP who is unemployed or not employed in the professional capacity that he or she is registered for, qualifies for the following discount:
- one *free* advertisement (option F1) on the SACSSP's *Facebook* page; and
 - one *free* advertisement (option E2 only) in the *eBulletin*.
- 10.2 A social service professional referred to in paragraph 10.2 who remains unemployed after the *first free* advertisements were place, may request such *free* advertisements as per paragraph 10.1 to be placed up to a maximum of four free advertisements (both (a) and (b)) per calendar year, provided that there is at least a six-week lapse between advertisements and the same advertisement is used.
- 10.3 The discount referred to paragraphs 10.1. and 10.2 does not apply to a person who is already employed as a social service professional (profession he or she is registered for) and who seeks other work opportunities.
- 11. Other**
- 11.1 Any party (individual, organisation or company) 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.

**The rates indicated are
valid until
31 March 2025**

GENERAL TERMS AND CONDITIONS

The following general terms and conditions apply:

1. The rates as indicated on the *Rate Card* are fixed and valid until 31 March 2024.
2. No advertisement will be placed nor will any space for an advertisement be guaranteed **without full payment of the advertising fee in advance** directly into the stipulated bank account and the submission of proof of payment.
3. 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.
4. If the advertising material does not reach the SACSSP by the deadline as set in the *Rate Card*, the SACSSP reserves the right to cancel the publication of the advertisement and return any material in its possession to the advertiser. The SACSSP will apply the cancellation policy as described in paragraph 12. The SACSSP reserves the right to then utilise the reserved space as it deems fit.
5. The SACSSP reserves the right to withhold publication in all circumstances of *force majeure*, in which the advertiser will be informed with an option of unconditional full refund or to make use of alternative advertisement options within 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.
6. The SACSSP will use the proofs of advertisements as supplied or agreed to by the advertiser and will not be responsible for any errors or misinterpretation of advertisements due to errors. 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 and that all contact information is correct.
7. 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*.
 - 7.1 Proofs of advertisement that do not meet the required press quality as indicated on the *Rate Card* will be rejected as it will impact on the overall quality standard of the SACSSP's publications. In such case 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. In the case where the aforementioned may cause a delay in the publication date, the advertiser will be informed that the advertisement is cancelled.
 - 7.2 The SACSSP will not be liable for any costs associated with an advertisement if an advertisement is rejected, other than for the full reimbursement of the advertising fee as per this *Rate Card* to the advertiser.
 - 7.3 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.
 - 7.4 Subject to such review the SACSSP, through its Communication and Public Relations Committee, may decide not to place an advertisement with or without explanation.
 - 7.5 The SACSSP will not be liable for any costs associated with an advertisement if an advertisement is rejected, other than for the full reimbursement of the advertising fee as per this *Rate Card* to the advertiser.
 - 7.6 Furthermore, the advertiser shall be liable for all damages and costs arising from any action that may be instituted against the SACSSP by reason of publication of the advertiser's advertisement, specifically advertisements that are *contra bonos mores*, fraudulent, illegal or in any other way, invalid.
8. The advertiser is required to accept all the terms and conditions contained in the agreement to publish an advertisement and indemnifies the SACSSP, and holds it harmless, against any claim for damages, costs or expenses arising directly or indirectly out of the SACSSP placing an advertisement on behalf of the advertiser
9. In the exceptional case that the SACSSP is not able to publish any publication by the indicated publication date, the advertiser will be informed with an option of unconditional full reimbursement or to make use of alternative advertisement options within the range of the advertisement's rate.
10. The SACSSP shall not be liable for any loss or consequences associated with the non-publication of an advertisement.
11. 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.
12. Cancellation policy
 - 12.1 A cancellation policy applies to ALL advertisements indicated in this *Rate Card*.
 - 12.2 Cancellation policy for advertisements in *Newsletter*:
 - (a) Full refund minus 10% banking and administration fee, if advertisement (options N1 to N6) is cancelled up to 20 working days before publication date.
 - (b) A 60% refund, if advertisement (options N1 to N6) is cancelled up to 10 working days before publication date.
 - (c) A 50% refund for a classified advertisement (option N6) if advertisement is cancelled up to 5 working days before publication date.
 - (d) No refund will be made for a cancellation after the dates and conditions as indicated above.
 - 12.3 Cancellation policy for advertisements in *eBulletin*:
 - (a) Full refund minus 10% banking and administration fee, if advertisement (options E1 and E2) is cancelled up to 10 working days before publication date.
 - (b) A 50% refund for a classified advertisement (option E2) if advertisement is cancelled up to 5 working days before publication date.
 - (c) No refund will be made for a cancellation after the dates and conditions as indicated above.
 - 12.4 Cancellation policy for advertisements in *ThisWeek@Council*:
 - (a) Full refund minus 10% banking and administration fee, if advertisement is cancelled up to 2 working days before publication date.
 - (b) No refund will be made for a cancellation after the dates and conditions as indicated above.
 - 12.5 Cancellation policy for advertisements on *Facebook*:
 - (a) Full refund minus 10% banking and administration fee, if advertisement (options F1 and F2) is cancelled up to 3 working days before publication/start date or continuation date (option F3) for each week.
 - (b) 50% refund if cancelled less than 3 days before the publication/start date (options F1 and F2) or continuation date (F3) for each week.
 - (c) No refund will be made for a cancellation on or after the start date (options F1 and/or F2) or start of continuation week (option F3)
 - (d) Cancellation of an advertisement will result in the removal of all advertisements from the Facebook page within 3 or less working days after the date of the notice of cancellation.
 - 12.6 Cancellation policy for advertisements on *website*:
 - (a) Full refund minus 10% banking and administration fee, if advertisement (WS1, WS2, WS3, WS4, WM1, WM3, WL1, WL2, WL3, WL4, WL5, WL6, WB1, WB2, WH1 and WH2) is cancelled up to 5 working days before publication/start date.
 - (b) Full refund minus 10% banking and administration fee, if advertisement for continuation is cancelled up to 5 working days before publication/start date (for WH3 and WM3).
 - (c) A 50% refund if cancelled on the publication/start date or within 5 days after the start date, except for options WS1, WM2 (per 7 days), WB1, WH1 and WH1 (per 7 days)
 - (d) Cancellation of any advertisement option where more than 21 continuous days are remaining on the date of cancellation calculated pro-rata advertisement fee per remaining day minus 25%.
 - (e) Cancellation of an advertisement will result in the removal of all advertisements from the website together with all other references within 3 or less working days after the date of the notice of cancellation.
 - 12.7 Cancellation policy for *advertisement designs*:
 - (a) Refunds for design work will only be done if cancelled within 2 working days after payment for a design (minus 10% banking and administrative costs).
 - (b) No refunds thereafter. The design will be completed and submitted to the advertiser.
 - (c) As the design prices quoted in this *Rate Card* are subsidised, the advertiser will be required to pay an additional penalty of 25% of the original design price if the design is cancelled after the timeframe as indicated in paragraph (a) above.
13. The comprehensive terms and conditions is obtainable from the SACSSP.