

**BOOKING FORM**  
**THE OFFICIAL CAPE TOWN VISITOR'S GUIDE 2023/24 EDITION**

\* NB: all fields marked with an asterisks are compulsory

DATE		CTT CONSULTANT NAME (*)	
CTT MEMBERSHIP NUMBER (*)		COMPANY CC VAT NUMBER (*)	/ None
COMPANY/CC NAME			
REGISTRATION NO.			
BOOKING CONTACT PERSON		DESIGNATION (*)	
TELEPHONE		MOBILE NUMBER	
EMAIL			
ACCOUNTS CONTACT PERSON			
TELEPHONE		MOBILE NUMBER	
EMAIL			
ACCOUNT POSTAL ADDRESS (*)			
<b>ADVERTISING SPACE (please tick (✓) and indicate the number of inserts you require)</b>			
✓ Other		✓ Standard Advertisements	✓
Inside Back Cover R		Quarter Page Block R	Map insert 2 R
Outside Back Cover R		Half Page Horizontal R	Advertorial R
Inside Front Cover R		Full Page R	Strip Listing R
		Double Page Spread R	
		Map insert 1 R	<b>LOADING FEE COST (excl. vat) R</b>
Desired Position Request			Special Instructions

**PAYMENT DETAILS**

Sub-Total	R	
Less: Discounts (member rates)	R	
<b>SUB TOTAL</b>	<b>R</b>	
Loading fee	R	
<b>SUB TOTAL</b>	<b>R</b>	
Add: 15% VAT	R	
<b>TOTAL</b>	<b>R</b>	
[Agency Commission excluded - if applicable]		

**Members get a 30% discount on strip listings & Advertorial inclusions. Sign up for membership to receive your discount**

**EMAIL TO:** [advertising@capetown.travel](mailto:advertising@capetown.travel) OR [membership@capetown.travel](mailto:membership@capetown.travel)

**CUT-OFF DATES:**

Booking Deadline: On or before 31 December 2022

50% Payment: Made within 30 working days of this signed booking form

Full Payment: On or before 31 January 2023

Final Material: On or before 31 January 2023

All listing material: On or before 31 January 2023 (**NB!!** Penalties apply for late submission. See T&C's)

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## TERMS & CONDITIONS:

**All advertisers must read and understand this booking order form because, on acceptance by Cape Town Tourism, it will become a binding agreement between the advertiser and Cape Town Tourism. Cape Town Tourism may accept or reject this booking order form depending on the availability of advertising space in the Cape Town Visitors Guide.**

1. All advertisers are required to pay a 50% of the booking fee into Cape Town Tourism's account within 30 working days of signing and submitting this booking form to us and in full on or before the 31<sup>st</sup> January 2023.
2. Although every precaution is made to ensure the accuracy of all content and advertisements placed in the Cape Town Official Visitors Guide (the "**Guide**") including final approval of the content of the advertisement by the advertiser to Cape Town Tourism preceding submission for printing, Cape Town Tourism, its representatives, affiliates, directors, officers, agents and the sales executives shall not, as far as the law allows, be liable for any inaccuracies or omissions or for any consequences arising therefrom.

**This paragraph 2 constitutes an assumption of risk and/or liability on advertisers and limits and excludes liabilities, obligations and legal responsibilities which we will have towards any advertisers and other persons. This paragraph 2 also limits and excludes the advertisers' rights and remedies against Cape Town Tourism and places various risks, liabilities, obligations and legal responsibilities on the advertiser.**

3. The advertiser agrees that all advertisements to be published in the Guide must be provided to the contact persons identified in this booking form and/or Cape Town Tourism's 2023 rate card which is provided simultaneously with this booking order form, before the cut-off dates and in final or agreed format as per specifications indicated in this booking form. A penalty of 5% will be charged on the total cost/value (stipulated on page 1) for the late submission of material (artwork), without prior arrangement. You can access the Cape Town Tourism 2023 rate card at [www.capetown.travel](http://www.capetown.travel)
4. Cancellations must be made in writing within **48 hours** (excluding Saturdays, Sundays or public holidays) of the date of acceptance of this booking order form by Cape Town Tourism and will carry an early 20% cancellation fee. The advertiser will be liable to pay the full amount to Cape Town Tourism if the advertiser does not notify Cape Town Tourism within 48 hours of acceptance of this booking order form by Cape Town Tourism.

**Paragraphs 3 and 4 constitute an assumption of risk and/or liability on advertisers and limits and excludes liabilities, obligations and legal responsibilities which we will have towards any advertisers and other persons. Paragraphs 3 and 4 also limit and exclude the advertiser's rights and remedies against us and places various risks, liabilities, obligations and legal responsibilities on the advertiser.**

5. Cape Town Tourism reserves the right to decide on the suitability of advertisements supplied by advertisers. Upon reasonable prior notice to the advertiser, we reserve the right to reject or revise any advertisement or advertising material that Cape Town Tourism, in its reasonable discretion, considers to be untruthful or objectionable in the subject matter or wording, or unsuitable for any other reason.
6. Cape Town Tourism reserves the right to correct, amend and revise anything contained in the advertising material supplied by advertisers but shall not be under any obligation to do so. Upon reasonable prior notice to the advertiser, we reserve the right to correct any grammatical, clerical or patent error and to revise any copy or description in the advertising material which, in the reasonable discretion of Cape Town Tourism, has been included in error or is unnecessarily lengthy.
7. In addition, the advertiser will also be required to supply Cape Town Tourism with a QR, in their advertisement, that links to a promotion that the advertiser is currently running. The advertiser is required to supply this QR code to Cape Town Tourism on or before the 31<sup>st</sup> January 2023.
8. As far as the law allows, any advertiser placing an advert hereby indemnifies and hold Cape Town Tourism, its representatives, affiliates, directors, officers, agents and the sales executives harmless from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to attorney's fees on an own client scale) arising from any claim by whatsoever, from the content of the advertisements, or the goods/or services advertised, or violations of any third party right, including without limitation any copyright, trademark, trade secret or other property. This includes the use of QR codes in advertisements and the content expressed within these QR codes.

**This paragraph 6 constitutes an assumption of risk and/or liability by you and limits and excludes liabilities, obligations and legal responsibilities which we will have towards you and other persons. This paragraph 6 also limits and excludes your rights and remedies against us and places various risks, liabilities, obligations and legal responsibilities on you.**

9. All outstanding accounts with us must be settled on or before 31<sup>st</sup> January 2023 and before print of the Guide. Any payments not settled by the 31<sup>st</sup> January will result in the advert being removed from the publication and all deposits already paid being forfeited by the advertiser.
10. No positions or spaces in the Guide are guaranteed by Cape Town Tourism and Cape Town Tourism reserves the right to position the advertisement in the Guide in any manner as it, in its sole discretion, deems fit.

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11. Any condition specified in any contract, order, copy instructions and/or document relating to payment for the advertisement in the Guide (for example, page location, competitive separation or placement in the editorial copy) shall be treated as a positioning request by the advertiser only and shall not be guaranteed by Cape Town Tourism. Cape Town Tourism's inability or failure to fulfil such request (in relation to positioning) shall not in any way relieve the advertiser of its payment obligation for the relevant advertisement in terms of this booking order form.
12. In the event that the Guide is not or will no longer be printed for any reason whatsoever, we reserve the right to cancel all orders, including the order specified in this booking order form, and refund monies paid (pro rata to the extent of the cancellation, if applicable) by the advertiser, to the advertiser.
13. The advertiser agrees and understands that all print and distribution dates are approximate and may vary upon reasonable prior written notice by Cape Town Tourism.
14. By signing this booking order form and suretyship, the signatory agrees that all the information provided to us is true and correct. The signatory is signing the booking order form on behalf a company or close corporation, and the signatory hereby warrants that he/or she has the authority to bind the advertiser, should the advertiser be a company or close corporation.
15. No amendment, alteration, variation, deletion, addition and/or cancellation (subject to paragraph 4 above) of this booking order form shall be of any force and effect unless reduced to writing and signed by Cape Town Tourism and the advertiser.
16. No relaxation or indulgence which either party may give the other party at any time will prejudice or be treated as a waiver of any of that party's rights under this booking order form.
17. Each of the terms in this booking order form, and each part of any term, shall be separate and divisible from the others. To the extent that any such term or any part of such term becomes unenforceable for any reason whatsoever, then that term, or part thereof, shall, to the extent that it is unlawful, invalid or unenforceable, be severed from these terms and conditions and treated as if it had not been written, without affecting the validity or enforceability of the remainder of that term or the remainder of the booking order form.
18. These terms and conditions in this booking form shall be governed and interpreted in accordance with the laws of the Republic of South Africa. If the provision of advertising space in the Guide is regulated by or subject to the Consumer Protection Act 2008 (the "CPA"), it is not intended that any provision of this booking order form contravenes any provision of the CPA. Therefore all provisions of this booking order form must be treated as being qualified, to the extent necessary, to ensure that the provisions of the CPA are complied with.

**AUTHORISATION**

I hereby agree to the terms and conditions of the Booking Order Form and to pay all amounts due. I am authorised to sign this contract on behalf of the advertiser. **This booking order form contains statements which are acknowledgements of fact by you. You must read this form carefully and ensure that all the information provided by you is true. You agree that Cape Town Tourism may accept that the information you provide is true, without any investigation. This means that you cannot later claim that any information provided by you is not true. Cape Town Tourism may also have claims and other rights against you personally if any information you provide is not true.**

Signature..... Date.....

Name [please print] ..... Designation .....