

21 September 2016

**NOTICE TO ADVERTISING AGENCIES AND ADVERTISING CUSTOMERS  
REGARDING ADVERTISING AGENCY FEES AND SETTLEMENT DISCOUNTS**

RamsayMedia hereby wish to advise that with effect from 1 October 2016, the advertising agency fee for accredited advertising agencies of 15.5% and the 14% agency fee for unaccredited advertising agencies, as well as the 1.5% additional settlement discounts for payment effected within 45 days, as per our previous communication dated 29 April 2016 will fall away.

All RamsayMedia notifications, letters or documentations, including the notice dated 29 April 2016, and all RamsayMedia advertising rate cards that make reference to any media agency commission, media agency fee or early settlement payment issued before 1 October 2016 is nullified.

Please note that all advertising bookings made prior to 1 October 2016 where the advert will be invoiced on or after 1 October 2016 it will be according to the revised net advertising rates.

RamsayMedia has issued new revised advertising rates effective 1 October 2016. These are available on [www.ramsaymedia.co.za](http://www.ramsaymedia.co.za) and from your respective sales consultant. All advertising rates are exclusive of VAT.

Should you have any queries, please feel free to contact Andre Stadler, our Group Sales Manager on [andres@ramsaymedia.co.za](mailto:andres@ramsaymedia.co.za) or on 011 449 1077.

Thank you for your understanding and continued support.

Yours sincerely,



Jacques Breytenbach



Neil Piper



Andre Stadler