



WESKUS SAKEKAMER ADVERTISING GUIDELINES

Types of Adverts and position availability

Public Website:

- Calendar Events Adverts
- Home Page – Banner Display Advert (3 adverts)
- Banners advert on bottom of all post articles (3 adverts)
- Banner advert on in sidebar of all post articles (3 adverts)
- Promotions Page - Advertorial posts (Unlimited)
- Classifieds – Free adverts for Members only

WesNuus Newsletters

- WesNuus Newsletter Adverts (Premium Advertising)
- Special Advertising Email Campaign

SAKEKAMER'S ADVERTISING PHILOSOPHY

- The Sakekamer aims to protect its members from high volumes of adverts and is committed to ensuring that only the most relevant advertising is accepted for viewing by the members.
- The Sakekamer will do its utmost to avoid being seen to be “spamming” adverts to its members at every opportunity. That is the reason that the available adspaces have been carefully planned and thought out.
- We believe that these adspaces are appropriately visible to afford the advertiser a good advantage from a marketing point of view but also not intrusive to our members when visiting our website or reading our newsletters.
- We will also not accept adverts that are of low quality or have inappropriate content or visuals. All advertisers must agree to abide by our terms and conditions as well as the “ethical” rules and guidelines for all adverts.

TERMS AND CONDITIONS OF ADVERTISING

There are certain terms and conditions that you must agree to abide by when advertising on the Sakekamer's website and in our newsletters. These terms are as follows:

Cost of Advertising

- All Classified Text Adverts are free to fully paid up, registered members of the Sakekamer. Members can place their own adverts themselves via the Classifieds & Promotions menu link on the website.
- Newsletter banners, email campaigns, website banner adverts are not free of charge but Sakekamer members are entitled to a standard members discount.
- Calendar adverts are free of charge only to Weskus Members.
- The cost for the design and creation of the advert graphics (JPG, PNG or GIF files) for any Advertfile itself is the advertiser's responsibility and for his account.
- Should you require an Advert design/creation service, please contact our Webmaster who can assist you for an additional design fee: weskusweb@weskussakekamer.co.za.
- Please refer to the Website for the current fees for all adverts (via Promotions' page). The Sakekamer reserves the right to modify these fees at any time.

Online Payment processing

All adverts can be booked and paid for directly via a secure online payment processor (PayFast). Methods of payment include Credit Cards, Debit Cards, Cheque Cards and Instant EFT payments.

Duration and frequency of adverts on Website

- Home Page: In fairness to all our advertisers and sponsors and, due to its popularity, the advertising areas on the HOME PAGE may NOT be reserved for more than 3 consecutive months i.e. 90 days by the same advertiser in the same position. We believe that all our advertisers should have equal opportunity to advertise in our prime spots.
- All banner adverts on the website can be selected according to type, size and position of the various adspaces. The duration is selected and after the successful payment, the advert will be scheduled accordingly.
- A Calendar advert is free to all Weskus Members and automatically expires after the event.
- Classified Adverts: The advertising period for any advert is 30 calendar days - after which you will be entitled to replace / renew the advert.

Demographics for Weskus Sakekamer Advertising

- Please ask for the latest demographic figures.

Responsibility for Advert Content

- You are solely responsible for the accuracy of all information that you submit to the Sakekamer and any consequences that may result from erroneous data.
- The Sakekamer and its agents and staff cannot be held responsible for inaccuracies received. They will not question the data, merely use the data (copy and paste) to create your advert – without alteration.
- If adverts are submitted incorrectly i.e. in the wrong size or format, the Sakekamer reserves the right to cancel the publication of the advert until such time as the correct digital file is provided. The Sakekamer will not, under any circumstance, modify, adjust or in any way “force fit” an advert into its chosen adspace area.
- It is your responsibility to check that the copy (screen capture) of the advert that will be provided by the Sakekamer is free of any errors that may have resulted during the placement of the advert itself. These errors must be reported with 24 hours - in writing via EMAIL to the Sakekamer: weskusweb@weskussakekamer.co.za.

If we do not receive your EMAIL within this period, we cannot not be held responsible for any consequences for the continued display of an inaccurate advertisement.

YOUR contact Information and privacy

- By placing an advert anywhere on one of the Sakekamer adspaces, you agree to the display of your Username, Nickname, firstname and surname as well as your phone numbers and email address as part of the advert (whichever is applicable for the advert).
- This also includes the display of any URL link to an external website that you might have designated.
- Depending on your advert choice – your contact information and adverts will be visible to both the general public and / or to the Sakekamer members.

Weskus Sakekamer's rights

- At the Sakekamer we want to make sure that the advert is as non-offensive, ethical, friendly and as appropriate as possible for everyone. Ads that fall outside these rules will / may be removed from the site.
- The Sakekamer reserves the right, at our discretion, to refuse or to delete advertising content that we believe is inappropriate or is in breach of our terms and conditions or rules.
- Furthermore, the Sakekamer reserves the right to remove, with or without notice, any classified adverts and or other adverts and postings that we feel are not relevant or of value to the Sakekamer community.
- Please refer also to the specific advert guidelines per advert type.

ACCEPTABLE FILE FORMATS FOR GRAPHICS & TEXT

WE DO NOT ACCEPT PDF, PPTX, ZIP FILES OR EXE FILES.

Graphic File Formats

- Accepted files: JPG or PNG or GIF Animated file formats.
- Maximum file size 256Kb.
- Minimum width of all images: 960px wide.

Text File Formats

- Accepted Text files: Microsoft Word .DOC or .DOCx or .ODT and text typed in an email.

Animated Banners (.gif)

Animated ad banners are known to generate more interest since moving elements attract the eye a lot more than static banners do. However, these types of files generate can cause havoc with the display of a website page, slowing it down and generally irritating the member. Large animation files are also slow to load.

Animation **should be simple** and not annoy the viewers. Reduce the number of colors, make it tastefully done with frames rotating at a medium speed, and also display all the content in less than 10 seconds or else the banner loses its efficacy.

PLEASE NOTE: NO ANIMATED ADVERTS ARE ALLOWED ON HOME PAGE OR INSIDE THE CALENDAR OF EVENTS OR IN A NEWSLETTER ADVERT

Specifications for acceptable animated banners:

- We only accept animated adverts in .gif format.
- Overall MAXIMUM file size: 400kb.
- Maximum duration of entire animation: 10 seconds.

TIPS AND GUIDELINES FOR A GOOD ADVERT

Here are a few suggestions about designing a **banner advert (or any other kind of advert)**. Remember that often the advert or banner is the first thing that potential clients see – and they associate the advert with you and your business.

If you want to increase the visitors to your website, raise brand awareness, and generate business, you should create and use adverts correctly.

Treat the client with respect - golden rules

Most consumers are wary about advertising - they come into contact with hundreds of ads every day, they regard advertising as intrusive and are skeptical of marketing messages. As an advertiser you are already at a “disadvantage” so don't do anything which will further annoy or irritate a client.

- Don't use false or outrageous claims. These may make a good headline and grab attention, but when you are discovered as a fraud, the resulting negative word of mouth will have the potential to destroy your brand.
- Avoid clichés. These will cause the 'I've heard this before' reaction which will prevent any further message being absorbed. What makes you different?
- Don't patronise your audience - they're smart and like to be treated that way.
- Don't be aggressive in your style or wording – this will only chase them away.

Call to action – what must the client do after reading your ad

- Make sure that the client / reader knows exactly what you want him to do after reading the ad. For example, whether you want them to click through to a website, dial a phone number or walk into your business.
- Make it clear how they can get what you are offering and give them some motivation to do it quickly. Limited time offers are a great way of stimulating short term interest.

General Tips for good advert design and content

- First of all **include good advert text copy**, keeping your wording short and concise. Short and sweet – bullet lists have impact.
- Make a strong **emphasis on the benefits** not features of your product or service, avoid pressure vocabulary but use call to action to urge the reader to do something e.g. “click here”.
- Try to **leave space around the edges** of the advert and don't fill up the entire banner space completely with text, looks way too cluttered.
- Create a strongly worded and **visually appealing head line**. Also think about a “payoff line” or create a small catchy phrase that will make the viewer curious or bring out a smile – if appropriate. If you can use words that have been proven to attract people, use them.

- When it comes to the fonts, **choose only one or two fonts** for any design and the fonts should complement each other i.e. don't use two fancy fonts together. Make sure that the text on the banner is crisp and legible, and add color to your text to make it stand out.
- **Selecting the right photo** or image can make a huge difference to the impact of the ad. People will make quick assumptions about your product and brand based on the photos and the images you use in your adverts. Ensure the visuals used reflects your brand values. Be careful of copyright laws and stealing images off the web. Graphics on your banner create visual impact and curiosity and will make your advert get noticed.
- If **choosing the color for the banner** ad, stick with a single color scheme that is high contrast to the colour of the text and easy to read.
- Think about **adding a frame or a border** around your ad banner as it can significantly improve the banner's attention grabbing potential. The readers tend to focus more on the things that are inside a frame. Hint: Use a thin grey (or matching colour outline) around the entire banner so that if it is placed on a white background, the advert area will still be clearly defined.
- Depending on your individual design, you can also **add interesting graphic shapes** to your banner, for instance making a rounded or wavy border.

Accuracy disasters – are you projecting a poor professional image?

- When typing your advert we strongly suggest that you **check the spelling and grammar** carefully before submitting the advert. Please check for obvious grammar errors. **NOTHING, but NOTHING says “shoddy, don't care, unprofessional, illiterate” than spelling and grammar mistakes!**
- **Check telephone numbers and addresses** very carefully – (if you are using a fancy font in a graphical design make sure that the numbers in a font are readable). Fancy fonts in adverts are not advisable – legibility is “king”. Stick with the plain, clear ones such as Arial and Verdana
- **Watch out for uppercase** versus lowercase typing mistakes. Don't type everything in uppercase – not easily readable. You **should leave equal blank** lines between paragraphs of the text to make the advert more readable.
- Always **get someone else to proofread** your ad before you submit it!

Linking to your website from the advert

You should link your advert properly e.g. **advertise one particular product or service** in your advert rather than your entire website and don't make people hunt i.e. when people click on the banner they should be taken to the web page that has the content they want. **Make the link on a banner go to a specific web page**, rather than your home page if possible.

AN ACCURATE, LEGIBLE AND WELL-WORDED ADVERT ALWAYS CREATES A GOOD IMPRESSION AND, MORE IMPORTANTLY, A GOOD RESPONSE.