



## RATE CARD

PDF, PRINTED JOURNAL,  
NEWSLETTER, APP, WEBSITE,  
NATIVE AND CLASSIFIEDS

2024

# Welcome to *De Rebus*

## DE REBUS CONTACT INFORMATION

### DE REBUS EDITORIAL AND PRODUCTION STAFF

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**Production Editor:** Kathleen Kriel

**Sub-editor:** Kevin O'Reilly

**Sub-editor:** Isabel Joubert

**News reporter:** Kgomotso Ramotsho

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### PUBLISHER

Law Society of South Africa

[www.LSSA.org.za](http://www.LSSA.org.za)

### ADVERTISING SALES – JOURNAL

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## OVERVIEW OF *DE REBUS*

*De Rebus* is the South African attorneys' journal, which is published 11 times a year by the Law Society of South Africa (LSSA). The LSSA brings together the Black Lawyers Association, the National Association of Democratic Lawyers and independent attorneys, in representing the attorneys' profession in South Africa.

*De Rebus* circulates to all legal practitioners, candidate legal practitioners, magistrates, prosecutors, judges and a number of subscribers who are interested in the legal fraternity.

Its goal is to be an independent and questioning observer of the legal profession. Its editorial content is authoritative, frank and sometimes contentious. It strives to present a comprehensive overview of developments in the legal profession.

Above all else, its main goal is to be an educational tool for the legal profession and to be used for research purposes confirming its longevity in the hands of its reader. Because *De Rebus* is a journal, it means that readers refer to it more than once for research purposes.

## WHO READS *DE REBUS*?

*De Rebus* is read by legal practitioners and their staff, candidate legal practitioners, judges of the Constitutional Court, Supreme Court of Appeal and High Courts, magistrates, legal advisers, legal academics and legal practitioners employed by corporates, government, municipalities and banks.

### *De Rebus* circulation:

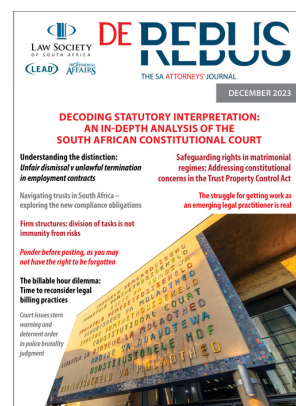
- 70 381 (ABC September 2023).

### *De Rebus* daily average unique browsers:

- 1 200 (ABC September 2023).

### *De Rebus* monthly average unique browsers:

- 60 871 (ABC September 2023).



## WHY ADVERTISE IN *DE REBUS*?

*De Rebus* is a business-to-business professional journal. It provides the advertiser with an opportunity to make direct contact with individual legal practitioners – a perfectly niched, professional and influential readership.

As the journal reports on issues that affect attorneys, their clients and practices, it is an indispensable reference source for practitioners.

According to a recent reader survey, more than 93,3% of readers rated *De Rebus* as a good professional journal. The majority of readers were of the opinion that the content of *De Rebus* was thoroughly researched, written and presented. Research has indicated that attorneys read the advertisements in *De Rebus* and find them useful.

*De Rebus* offers a number of advertising options for advertisers, namely via –

- the journal, which is also available in PDF format on the website;
- the website;
- the app;
- the newsletter; and
- the Classifieds.

### Sponsorships for webinars and courses

An additional form of advertising is to sponsor a webinar or course for your company. Contact the *De Rebus* advertising team at (012) 366 8800 for more information.

## CONTENTS

The journal publishes articles on practice management, professional news, updates in all fields of the law, new books, law reports, case notes and many other matters relating to the practice of law. *De Rebus* is published in English.

## FACTS AND FIGURES: AN OVERVIEW OF THE PROFESSION

There are currently some 29 981 practising attorneys and 5 483 candidate attorneys in South Africa. Attorneys are officers of the court and are registered on the roll of attorneys at the Legal Practice Council.

The number of black attorneys (including African, coloured and Indian attorneys) accounts for 47% and 20% are black female attorneys. The graphs show a further breakdown of the legal profession.



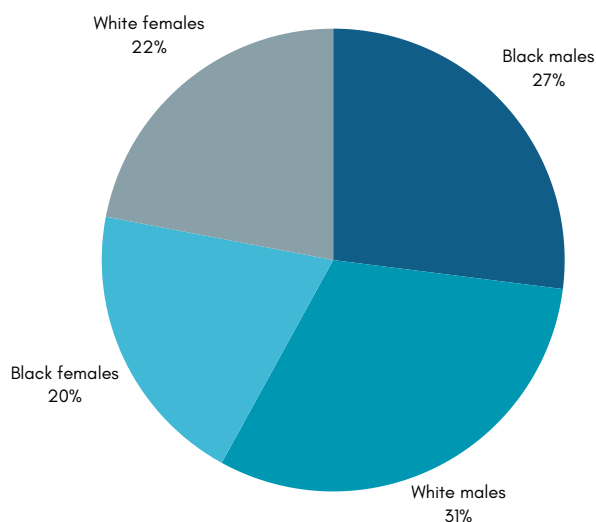
29 981

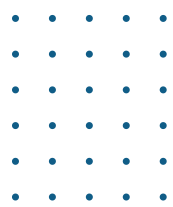
Practising attorneys



5 483

Candidate attorneys





# Special discounts and packages

Thank you for affording the Law Society of South Africa (LSSA) and *De Rebus*, the attorneys journal, the opportunity to advertise your organisation.

Our areas of advertising are trackable, which means all engagements with the legal profession through advertising can be reported on.

As stated in the previous page, *De Rebus* is the best vehicle to market your organisation to legal practitioners and candidate legal practitioners.

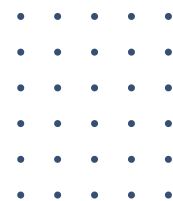
Below is a discounted special package that will ensure maximum exposure of your organisation at reduced advertising rates:

- **Full page adverts in the print and PDF**
- Six full page adverts in the print and downloadable PDF version of the journal: Full price per insertion: R 22 189 (excluding VAT) with 30% special discount = R 17 862 (including VAT).
- **Sidebar adverts in the newsletter**
- Six sidebar adverts in the newsletter: Full price per insertion: R 5 178 (excluding VAT) with 30% special discount = R 4 168 (including VAT).
- **Sidebar adverts on the website**
- Six sidebar adverts on the website: Full price per insertion: R 8 361 (excluding VAT) with 30% special discount = R 6 731 (including VAT).
- **Adverts on the *De Rebus* Mobile App**
- Six adverts on the *De Rebus* Mobile App: Full price per insertion: R 7 718 (excluding VAT) with 30% special discount = R 6 213 (including VAT).

**Disclaimer:**

- Advertisers with existing advert bookings can advertise at the reduced rate in addition to their existing bookings.
- The above discounted advertising offerings can be taken together or individually.
- A 50% deposit must be paid before every insertion.
- We can assist with creating a package for your budget. Contact us at (012) 366 8800 for more information.

# De Rebus PDF and printed journal rates



## RATES

DESCRIPTION	COST (INCL VAT)	HEIGHT AND WIDTH
Full page	R 25 517	297mm x 210mm
1/2 page (vertical)	R 17 010	249mm x 85mm
1/2 page (horizontal)	R 17 010	120mm x 175mm
1/3 page (vertical)	R 13 609	249mm x 53mm
1/3 page (horizontal)	R 13 609	78mm x 175mm
1/4 page (vertical)	R 8 505	120mm x 85mm
1/4 page (vertical column)	R 8 505	249mm x 41mm
1/4 page (horizontal)	R 8 505	57mm x 175mm
1/6 page (vertical)	R 5 103	120mm x 53 mm
1/6 page (horizontal)	R 5 103	39mm x 175 mm
1/6 page (square)	R 5 103	78mm x 85 mm

## DEADLINE DATES

ISSUE	BOOKING	MATERIAL	PDF ONLINE
JANUARY/FEBRUARY	12/1/2024	19/1/2024	1/2/2024
MARCH	9/2/2024	16/2/2024	1/3/2024
APRIL	8/3/2024	15/3/2024	2/4/2024
MAY	12/4/2024	19/4/2024	2/5/2024
JUNE	10/5/2024	17/5/2024	3/6/2024
JULY	7/6/2024	14/6/2024	1/7/2024
AUGUST	12/7/2024	19/7/2024	1/8/2024
SEPTEMBER	8/8/2024	16/8/2024	2/9/2024
OCTOBER	6/9/2024	13/9/2024	1/10/2024
NOVEMBER	11/10/2024	18/10/2024	1/11/2024
DECEMBER	8/11/2024	15/11/2024	2/12/2024
JANUARY/FEBRUARY 2025	10/1/2025	17/1/2025	3/2/2025

### COLUMNS

- Four – 249mm x 41mm
- Three – 249mm x 55mm
- Two – 249mm x 85mm

### PAPER

- Text – 80gsm HighQ Matt
- Cover – 135gsm Dukuza Gloss

### PRINTING PROCESS

- CTP Process colours only.

### SPECIFICATIONS

- Trim: 297mm x 210mm
- Type area: 249mm x 175mm
- Bleed: 5mm all round

### DISCOUNTS

- 11 issues – 10%
- 6 issues – 5%

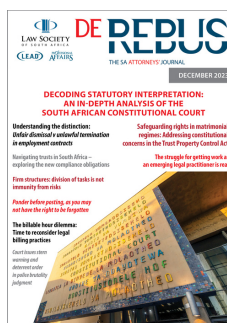
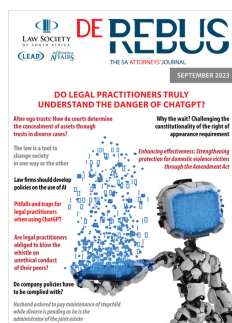
### SPECIAL POSITIONS

By negotiation.

### SPECIAL PLACEMENTS

Material for special placements to be supplied as per the technical specifications provided on the quotation.

Please note that the above rates are based on complete printed material supplied by the client and according to the specifications supplied in the quotation. *De Rebus* will take no responsibility for irregularities.



# De Rebus App

The *De Rebus* app is for readers on the go. The App is available on Android and iOS. Readers have access to all articles on the App and are notified when the new issue or any new items are uploaded.

Platform	Specifications: Full colour, 72 dpi, Format: Gif, PNG or Jpeg	Cost of placement (one calendar month placement) (including VAT)
Tablet	Supply two adverts: 1536px (width) x 1920px (depth) 1456px (width) x 180px (depth)	R 8 876
Mobile	640px (width) x 832px (depth) 640px (width) x 160px (depth)	



App users



Google Play



App Store

# De Rebus Social Media

Platform	Specifications: Full colour, 72 dpi, Format: Gif, PNG or Jpeg	Cost of placement on all social media platforms (including VAT)
Facebook LinkedIn WhatsApp X (Twitter)	1200px (width) x 627px (depth)	R 1 804



Facebook  
users



LinkedIn  
users



WhatsApp  
Channel



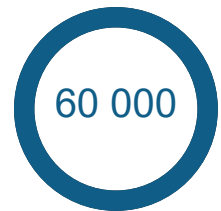
X (Twitter)  
users



# De Rebus newsletter

The *De Rebus* electronic newsletter is an opt-in service that is offered by *De Rebus*. Newsletters are sent weekly to inform subscribers of articles and news available on the *De Rebus* website. The newsletter contains summaries of articles published in a particular edition with direct web links to the full articles.

*De Rebus* also offers a newsletter take over service where all the adverts in the newsletter advertise your products and readers can click through directly to your website. Contact us for more information on this option.



**Newsletter subscribers**

## Rates

Advert	Specifications: Full colour, 72 dpi, Format: Gif, PNG or Jpeg	Cost of placement (including VAT)
Header	760 px (width) x 94 px (depth)	R 5 103
Side bar	270 px (width) x 540 px (depth)	R 5 954
Side bar (small)	270 px (width) x 225 px (depth)	R 4 253
Newsletter takeover	Three exclusive adverts placed in the <i>De Rebus</i> newsletter, and only your company is advertised. Only available on the second, third and fourth newsletter of the month.	R 15 500



## Newsletter publication dates for 2024

ISSUE	WEEK 1	WEEK 2	WEEK 3	WEEK 4
JANUARY/ FEBRUARY	1/2/2024	8/2/2024	15/2/2024	22/2/2024
MARCH	1/3/2024	8/3/2024	15/3/2024	22/3/2024
APRIL	2/4/2024	8/4/2024	15/4/2024	22/4/2024
MAY	2/5/2024	8/5/2024	15/5/2024	22/5/2024
JUNE	3/6/2024	10/6/2024	18/6/2024	24/6/2024
JULY	1/7/2024	8/7/2024	15/7/2024	22/7/2024
AUGUST	1/8/2024	8/8/2024	15/8/2024	22/8/2024
SEPTEMBER	2/9/2024	9/9/2024	16/9/2024	23/9/2024
OCTOBER	1/10/2024	8/10/2024	15/10/2024	22/10/2024
NOVEMBER	1/11/2024	8/11/2024	15/11/2024	22/11/2024
DECEMBER	21/12/2024	9/12/2024	17/12/2024	23/12/2024
JANUARY/ FEBRUARY 2025	3/2/2025	10/2/2025	17/02/2025	24/12/2025

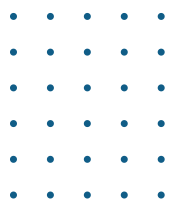
## Advert sizes

Side bar

270 px  
(width)  
x 540 px  
(depth)

Side bar (small)  
270 px (width) x  
225 px (depth)

Header  
760 px (width) x  
94 px (depth)



# De Rebus website

The *De Rebus* website offers numerous features for advertisers and readers alike. News items are published immediately and all other articles in the journal are published monthly. The website features an archive, where articles from 2012 onwards can be found. The website also features a resources and documents page where notices and advisories from legal stakeholders in the country can be found.

The website hosts a CV portal for graduates seeking articles. Employers seeking candidates legal practitioners can go through every CV and contact the candidate of their choice.

The *De Rebus* website also has additional pages relating to courses offered by the Legal Education and Development division of the LSSA, as well as a classifieds supplement printed online.

Should you publish your advert on our website, *De Rebus* will provide statistics for your advert. The *De Rebus* team can also give you insight on articles that will be published in upcoming issues so that you can align your advertising accordingly.

At September 2023, the total number of unique browsers stood at 61 000 with 249 000 page views. The *De Rebus* website is registered with the Audit Bureau of Circulations and the Interactive Advertising Bureau.



## Website publication dates

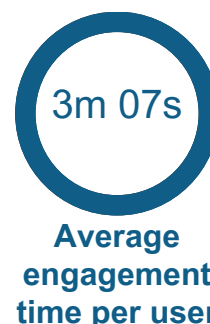
ISSUE	WEBSITE PUBLISHED
JANUARY/ FEBRUARY	1/2/2024
MARCH	1/3/2024
APRIL	2/4/2024
MAY	2/5/2024
JUNE	3/6/2024
JULY	1/7/2024
AUGUST	1/8/2024
SEPTEMBER	2/9/2024
OCTOBER	1/10/2024
NOVEMBER	1/11/2024
DECEMBER	2/12/2024
JANUARY/ FEBRUARY 2025	3/2/2025

## Advert sizes

Header  
728 px (width) x 90 px (depth)

Side Bar  
300 px  
(width) x  
600 px  
(depth)

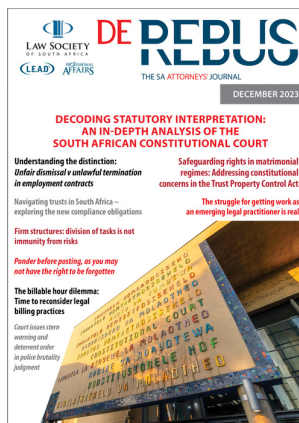
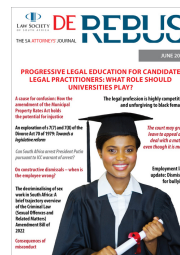
Home page  
300 px (width)  
x 250 px  
(depth)





## Rates

Advert	Specifications: Full colour, 72 dpi, Format: Gif, PNG or Jpeg	Cost of placement (including VAT)
Header – right position	728 px (width) x 90 px (depth)	R 9 615
Side bar – position 1	300 px (width) x 600 px (depth)	R 9 615
Side bar – position 2	300 px (width) x 250 px (depth)	R 9 615
Home page – top position	728 px (width) x 90 px (depth)	R 9 615
Home page – left side position 1	300 px (width) x 250 px (depth)	R 9 615
Home page – left side position 2	300 px (width) x 250 px (depth)	R 9 615
Specific article position (middle)	728 px (width) x 90 px (depth)	R 9 615
Advertorial	To publish an advertorial on the <i>De Rebus</i> website, contact the <i>De Rebus</i> offices for more information.	Contact <i>De Rebus</i>
Native Advertising		
Native advertising - option 1	Native article with homepage plug.	R 12 679
Native advertising - option 2	Native article with homepage plug, plus video/audio and newsletter push.	R 25 358
Native advertising - option 3	Native article with all the above plus social media push on all <i>De Rebus</i> social media platforms.	R 42 264



# De Rebus advertising terms and conditions

**IMPORTANT NOTICE: Please note that from 1 January 2023, all advertisers must pay a 50% deposit upfront to secure their advertisement in De Rebus.**

The advertiser's attention is drawn to the no liability for loss clauses in paragraphs 5, 7 and 12, the intention to increase the advertising rate in paragraph 10, the right to charge interest on overdue accounts in clause 11, and the indemnity in paragraph 13.

- 1 The Law Society of South Africa (the publisher), reserves the right to withhold publication in all circumstances of *force majeure*, in which case a refund for that insertion shall be given within 30 (thirty) business days of the proposed publication.
- 2 The publisher shall be held liable for all matters where their wilful or negligent act or omission results in serious losses (which losses will need to be substantiated) being suffered by the advertiser.
- 3 In a situation where an insertion is not included in the agreed month's journal, due to a fault of the publisher, the insertion shall either be included in the next month's journal or the advertiser shall receive a full refund for such insertion within 30 (thirty) business days of the proposed publication.
- 4 The advertiser shall only be entitled to a full refund of the agreed fee upon due cancellation of any insertions by the advertiser in writing, a full 6 (six) weeks prior to the publication date. Should the advertiser fail to cancel the publication 6 (six) weeks prior to the publication date, the publisher will still include the advertisement in the publication as planned, unless otherwise agreed between the parties in writing.
- 5 No liability is accepted for losses arising from publication of the wrong copy, typographical errors or any other mistake or error of whatsoever nature. The onus shall remain on the advertiser to ensure that all copy material is correct prior to the date of publication.
- 6 Insertions in particular issues cannot be guaranteed unless agreed surcharges apply. Furthermore, special positions for subsequent insertions are by negotiation only and cannot be guaranteed unless surcharged.
- 7 Although every care will be exercised in handling the advertiser's material, photographs and illustrations, the publisher accepts no responsibility for any loss or damage to such material, photographs or illustrations arising out of any cause whatsoever.
- 8 If the advertising material does not arrive by the deadline as set by the publisher, the publisher reserves the right to cancel the publication of the advertisement and return any material in their possession to the advertiser. The publisher will then retain 100% (one hundred percent) of the levy already agreed upon. The publisher further reserves the right to then utilise the reserved space as it deems fit.

- 9 Discounts are negotiated for multiple placements. If the contract is terminated before completion, the discounts granted in terms of the contract then become immediately due and payable and will be invoiced on the termination date.
- 10 This contract fixes the rate charged as well as the discount allowed for 12 (twelve) calendar months following the signature of this Contract ("the initial period"). Prior to expiry of the initial period, 3 (three) calendar months' written notice will be given by the publisher to the advertiser of any proposed rate changes. The advertiser may then elect to cancel this contract by providing written notice to this effect within 1 (one) calendar month prior to the expiry of the initial period. Should no notice indicating the advertiser's intention to cancel this contract be received by the publisher timeously, these terms and conditions will remain in full force and effect and the new rate change will thereafter immediately apply.
- 11 Payment is due within 30 (thirty) business days after date of invoice and interest at 9% (nine per cent) per annum will be charged on all overdue accounts.
- 12 The advertiser shall not be entitled to withhold payment of any amount due for any reason whatsoever, nor shall it be entitled to damages arising out of any omissions or errors of whatsoever nature that may appear in an advertisement placed on its behalf, save where such omissions or errors are caused by an unreasonable, negligent or wilful act or omission of the publisher.
- 13 The advertiser is liable for all damages and costs arising from any action that may be instituted against the publisher by reason of publication of the advertiser's advertisement, specifically advertisements that are *contra bonos mores*, fraudulent, illegal or in any other way, invalid.
- 14 The advertiser shall be entitled to terminate this agreement for convenience at any time by providing the publisher with 1 (one) calendar months' written notice to this effect indicating their reason for cancellation.
- 15 The advertiser hereby accepts all the terms and conditions contained in this contract and indemnifies the publisher, and holds it harmless, against any claim for damages, costs or expenses arising directly or indirectly out of the publisher placing an advertisement on behalf of the advertiser.



# De Rebus booking form

VAT REGISTRATION NUMBER:									
ORDER NUMBER:									



304 Brooks Street, Menlo  
Park, Pretoria.  
Tel: (012) 366 8800  
Fax: (012) 362 0969  
E-mail: derebus@derebus.org.za

Advertiser:											
Postal address:											
										Postal code:	
Street address:											
										Postal code:	
E-mail:											
Telephone number:						Fax number:					
Mobile phone number:											
Advertising avenue (tick appropriate box):				PDF and printed Journal		Newsletter		App		Website	
Insertion dates 20__	Jan/Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Insertion dates 20__	Jan/Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Size of advert:						Full colour		Process colour		Black and white	
Number of insertions:				Material deadline six weeks prior to publication date. Cancellation date six weeks prior to publication date.				Publication date: First day of the month of publication			
Other instructions:											
Cost per insertion (including VAT):											
50% deposit payment upfront :											

## General conditions:

**IMPORTANT NOTICE: Please note that from 1 January 2023, all advertisers must pay a 50% deposit upfront to secure their advertisement in De Rebus. The advertiser's attention is drawn to the no liability for loss clauses in paragraphs 5, 7 and 12, the intention to increase the advertising rate in paragraph 10, the right to charge interest on overdue accounts in clause 11, and the indemnity in paragraph 13.**

1. The Law Society of South Africa (the publisher), reserves the right to withhold publication in all circumstances of *force majeure*, in which case a refund for that insertion shall be given within 30 (thirty) business days of the proposed publication. 2. The publisher shall be held liable for all matters where their wilful or negligent act or omission results in serious losses (which losses will need to be substantiated) being suffered by the advertiser. 3. In a situation where an insertion is not included in the agreed month's Journal, due to a fault of the publisher, the insertion shall either be included in the next month's journal or the advertiser shall receive a full refund for such insertion within 30 (thirty) business days of the proposed publication. 4. The advertiser shall only be entitled to a full refund of the agreed fee upon due cancellation of any insertions by the advertiser in writing, a full 6 (six) weeks prior to the publication date. Should the advertiser fail to cancel the publication 6 (six) weeks prior to the publication date, the publisher will still include the advertisement in the publication as planned, unless otherwise agreed between the parties in writing. 5. No liability is accepted for losses arising from publication of the wrong copy, typographical errors or any other mistake or error of whatsoever nature. The onus shall remain on the advertiser to ensure that all copy material is correct prior to the date of publication. 6. Insertions in particular issues cannot be guaranteed unless agreed surcharges apply. Furthermore, special positions for subsequent insertions are by negotiation only and cannot be guaranteed unless surcharged. 7. Although every care will be exercised in handling the advertiser's material, photographs and illustrations, the publisher accepts no responsibility for any loss or damage to such material, photographs or illustrations arising out of any cause whatsoever. 8. If the advertising material does not arrive by the deadline as set by the publisher, the publisher reserves the right to cancel the publication of the advertisement and return any material in their possession to the advertiser. The publisher will then retain 100% (one hundred percent) of the levy already agreed upon. The publisher further reserves the right to then utilise the reserved space as it deems fit. 9. Discounts are negotiated for multiple placements. If the contract is terminated before completion, the discounts granted in terms of the contract then become immediately due and payable and will be invoiced on the termination date. 10. This contract fixes the rate charged as well as the discount allowed for 12 (twelve) calendar months following the signature of this Contract ("the initial period"). Prior to expiry of the initial period, 3 (three) calendar months' written notice will be given by the publisher to the advertiser of any proposed rate changes. The advertiser may then elect to cancel this contract by providing written notice to this effect within 1 (one) calendar month prior to the expiry of the initial period. Should no notice indicating the advertiser's intention to cancel this contract be received by the publisher timeously, these terms and conditions will remain in full force and effect and the new rate change will thereafter immediately apply. 11. Payment is due within 30 (thirty) business days after date of invoice and interest at 9% (nine per cent) per annum will be charged on all overdue accounts. 12. The advertiser shall not be entitled to withhold payment of any amount due for any reason whatsoever, nor shall it be entitled to damages arising out of any omissions or errors of whatsoever nature that may appear in an advertisement placed on its behalf, save where such omissions or errors are caused by an unreasonable, negligent or wilful act or omission of the publisher. 13. The advertiser is liable for all damages and costs arising from any action that may be instituted against the publisher by reason of publication of the advertiser's advertisement, specifically advertisements that are *contra bonos mores*, fraudulent, illegal or in any other way, invalid. 14. The advertiser shall be entitled to terminate this agreement for convenience at any time by providing the publisher with 1 (one) calendar months' written notice to this effect indicating their reason for cancellation. 15. The advertiser hereby accepts all the terms and conditions contained in this contract and indemnifies the publisher, and holds it harmless, against any claim for damages, costs or expenses arising directly or indirectly out of the publisher placing an advertisement on behalf of the advertiser.

**We, the advertiser, hereby confirm that the instructions given above are correct. We accept and acknowledge all the terms and conditions set herein, and further acknowledge that any alteration to this contract, for any reason whatsoever, shall have no effect or validity unless it is reduced to writing and signed by both the advertiser and the above publication.**

Signed on behalf of the advertiser				Signed on behalf of Ince (Pty) Ltd or De Rebus			
Signature:				Signature:			
Date:				Date:			
Full name:				Full name:			
Capacity:				Capacity:			



# De Rebus Classifieds

## DE REBUS CONTACT INFORMATION

### EDITORIAL OFFICE

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**Fax:** (012) 362 0969

**E-mail:** [derebus@derebus.org.za](mailto:derebus@derebus.org.za)

**Website:** [www.derebus.org.za](http://www.derebus.org.za)

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Law Society of South Africa

[www.LSSA.org.za](http://www.LSSA.org.za)

### ADVERTISING SALES – CLASSIFIEDS

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Production Editor

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**E-mail:** [classifieds@derebus.org.za](mailto:classifieds@derebus.org.za)

## OVERVIEW OF DE REBUS CLASSIFIEDS

The *De Rebus* Classifieds is a advertising supplement which accompanies the *De Rebus*, the South African attorneys' journal, which is published 11 times a year by the Law Society of South Africa.

The *De Rebus* journal and the Classifieds are available online to all, specifically targeting legal practitioners, candidate legal practitioners, magistrates, prosecutors, judges and a number of subscribers who are interested in the legal fraternity.

## WHO VIEWS THE *DE REBUS* CLASSIFIEDS?

The *De Rebus* Classifieds supplement is read by legal practitioners and their staff, candidate legal practitioners, judges of the Constitutional Court, Supreme Court of Appeal and High Courts, magistrates, legal advisers, legal academics and legal practitioners employed by corporates, government, municipalities and banks.

## WHY ADVERTISE IN *DE REBUS* CLASSIFIEDS?

The *De Rebus* Classifieds provides an advertiser the opportunity to make direct contact with individuals who are in need of the advertised services. Research has indicated that attorneys read the advertisements in the *De Rebus* Classifieds and find them useful.

The *De Rebus* Classifieds offers two advertising options, namely –

- a monthly PDF which runs concurrently with the *De Rebus* journal on the website; and
- a stand-alone online weekly option, which allows for immediate advertising.

The *De Rebus* Classifieds advertising is trackable, which means all engagements one's advertisement has with the profession through its advertising on the *De Rebus* website can be reported on.

The adverts can also be linked to a company website address or e-mail. There are six possible advertising sizes and all advertisements are in colour.



# Rates for legal practitioners

Size of the advert	Specifications: Full colour, 72 dpi, Format: Gif, PNG or Jpeg	Weekly rate including 25% discount (incl VAT)	1 month rate including 25% discount (incl VAT)	6-month consecutive rate including 30% discount (incl VAT)	12-month consecutive rate including 35% discount (incl VAT)
1/8 page	90 mm (width) x 60 mm (depth)	R 323	R 1 293	R 1 288	R 1 105
1/4 page	90 mm (width) x 130 mm (depth)	R 648	R 2 590	R 2 460	R 2 214
1/2 page (vertical)	90 mm (width) x 265 mm (depth)	R 1 289	R 5 157	R 4 899	R 4 409
1/2 page (horizontal)	185 mm (width) x 130 mm (depth)	R 1 289	R 5 157	R 4 899	R 4 409
Full page	185 mm (width) x 265 mm (depth)	R 2 578	R 10 308	R 9 792	R 8 813
Smalls					
30 words		R 131	R 521	R 495	R 446
Additional 10 words		R 44	R 174	R 166	R 149
Confidentiality codes		R 44	R 174		

# Rates for all other advertisers

Size of the advert	Specifications: Full colour, 72 dpi, Format: Gif, PNG or Jpeg	Weekly rate including 25% discount (incl VAT)	1 month rate including 25% discount (incl VAT)	6-month consecutive rate including 30% discount (incl VAT)	12-month consecutive rate including 35% discount (incl VAT)
1/8 page	90 mm (width) x 60 mm (depth)	R 465	R 1 853	R 1 760	R 1 584
1/4 page	90 mm (width) x 130 mm (depth)	R 929	R 3 710	R 3 524	R 3 172
1/2 page (vertical)	90 mm (width) x 265 mm (depth)	R 1 849	R 7 395	R 7 025	R 6 323
1/2 page (horizontal)	185 mm (width) x 130 mm (depth)	R 1 849	R 7 395	R 7 025	R 6 323
Full page	185 mm (width) x 265 mm (depth)	R 3 701	R 14 796	R 14 056	R 12 650
Smalls					
30 words		R 192	R 760	R 722	R 649
Additional 10 words		R 66	R 262	R 249	R 224
Confidentiality codes		R 44	R 174		



# Rates for foreign advertisers

Size of the advert	Specifications: Full colour, 72 dpi, Format: Gif, PNG or Jpeg	Weekly rate including 25% discount (excl VAT)	1 month rate including 25% discount (excl VAT)	6-month consecutive rate including 30% discount (excl VAT)	12-month consecutive rate including 35% discount (excl VAT)
1/8 page	90 mm (width) x 60 mm (depth)	R 485	R 1 262	R 1 199	R 1 079
1/4 page	90 mm (width) x 130 mm (depth)	R 967	R 2 520	R 2 394	R 2 154
1/2 page (vertical)	90 mm (width) x 265 mm (depth)	R 1 930	R 5 031	R 4 779	R 4 301
1/2 page (horizontal)	185 mm (width) x 130 mm (depth)	R 1 930	R 5 031	R 4 779	R 4 301
Full page	185 mm (width) x 265 mm (depth)	R 3 875	R 10 103	R 9 598	R 8 638
Smalls					
30 words		R 197	R 515	R 489	R 441
Additional 10 words		R 66	R 172	R 163	R 147



# De Rebus Classifieds booking form

VAT REGISTRATION NUMBER:									
ORDER NUMBER:									



304 Brooks Street, Menlo  
Park, Pretoria.  
Tel: (012) 366 8800  
Fax: (012) 362 0969  
E-mail: classifieds@derebus.org.za

Advertiser:											
Postal address:											
										Postal code:	
Street address:											
										Postal code:	
E-mail:											
Telephone number:						Fax number:					
Mobile phone number:											
<b>PDF – monthly advertising</b>											
Insertion dates 20__	Jan/Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Insertion dates 20__	Jan/Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Website – weekly advertising</b>											
Weekly advertising – date when advert starts:											
Weekly advertising – date when advert ends:											
<b>Specification of advert</b>											
Size of advert:											
Cost per insertion (excluding VAT):						Total (including VAT):					
<b>General conditions</b>											
<p>In the following clauses the consumer is required to waive certain of its rights, assume certain obligations of the publisher and agree to a limitation of the publisher's liability. The consumer acknowledges, understands and accepts that these terms may favour the publisher or require that the consumer waive rights, assume obligations or limit the publisher's liability.</p> <p>Advertisements are accepted subject to the following conditions: The right to withhold any advertisement from publication is reserved. No liability is accepted for failure to publish or for publication on dates other than those stipulated by the advertiser, or for any errors in publication or otherwise, or for any loss or damages to any person in consequence of any of the above. Unless electronic material is received for advertisements, layout and grammatical style will be in accordance with <i>De Rebus</i>' editorial style.</p> <p><b>PAYMENT:</b></p> <p>The rates for advertising are set out on the <i>De Rebus</i> website (<a href="http://www.derebus.org.za">www.derebus.org.za</a>) and are available above, while the different rate categories are set out below:</p> <ul style="list-style-type: none"> <li>• <b>Practising legal practitioners:</b> Practising legal practitioners receive a discounted rate. Legal practitioner rates will be charged if a law firm or a legal practitioner in their personal capacity is placing the advertisement.</li> <li>• <b>All other entities:</b> All other entities will be charged the non-legal practitioner rates.</li> <li>• <b>Foreign advertisers:</b> Foreign companies advertising in the <i>De Rebus</i>. Please note that the rates for the Classifieds do not include agency commission.</li> </ul> <p>For invoicing purposes, <i>De Rebus</i> requires all contact details, as well as the advertising firm's or company's VAT number when submitting advertisements.</p> <p><b>BILLING PROCEDURE</b></p> <ul style="list-style-type: none"> <li>• 5% discount on adverts taken over a consecutive period of six-months and 10% discount on adverts taken over a consecutive 11-month period.</li> <li>• Once we have received the completed booking form we will send out an invoice that must be paid.</li> <li>• Once the payment has been made please send proof of payment to: <a href="mailto:classifieds@derebus.org.za">classifieds@derebus.org.za</a>.</li> <li>• <b>NB: No advert will be placed without proof of payment.</b></li> </ul> <p><b>DEADLINES AND SPECIFICATIONS:</b></p> <ul style="list-style-type: none"> <li>• A booking form must accompany all advertisements. These can be found on our website at <a href="http://www.derebus.org.za">www.derebus.org.za</a> or e-mail <a href="mailto:classifieds@derebus.org.za">classifieds@derebus.org.za</a> or telephone (012) 366 8800 for a copy.</li> <li>• No advertisements will be accepted over the telephone.</li> <li>• Any cancellations must be made in writing.</li> <li>• If a logo is to be included in an advertisement, either print-ready material or a laser print must reach us before the placement of the advert.</li> <li>• Proofs are sent to advertisers before being published on the website, at which time extensive author's corrections cannot be made.</li> <li>• We reserve the right to publish advertisements with grammatical and style changes if no response is received from the advertiser with regard to proofs.</li> <li>• Advertisers requiring special layouts are advised to contact a graphic artist and submit print-ready art work for publication.</li> <li>• The size of the advertisement and the category in which it is to be placed must be clearly indicated on the booking form.</li> <li>• The name of a contact person and address must be supplied.</li> </ul>											
<p><b>We, the advertiser, hereby confirm that the instructions given above are correct. We accept and acknowledge all the terms and conditions set herein, and further acknowledge that any alteration to this contract, for any reason whatsoever, shall have no effect or validity unless it is reduced to writing and signed by both the advertiser and the above publication.</b></p>											
Signed on behalf of the advertiser						Full name					
Signature:											
Date:						Capacity:					



@DeRebusJournal



De Rebus, The SA Attorneys' Journal



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[www.derebus.org.za](http://www.derebus.org.za)



[derebus@derebus.org.za](mailto:derebus@derebus.org.za)



(012) 366 8800



LAW SOCIETY  
OF SOUTH AFRICA



PROFESSIONAL  
AFFAIRS

DE REBUS

[www.derebus.org.za](http://www.derebus.org.za)