



Mango Online Rates 2009

In May 2009, Chocolate Shoebox added the Mango airlines website to their stable. The advertising space that is now available on www.flyMango.com is highly noticeable and allows for maximum branding opportunities in a relevant environment.

Ad Rates for Homepage

Creative Size	Max Ad Size	Rate (CPM)
Left Skyscraper 120x600	35kb	CPM = R350
Right Skyscraper 120x600	35kb	CPM = R350

Ad Rates for All Other Sections on Site

Creative Size	Max Ad Size	Rate (CPM)
Left Skyscraper 120x600	35kb	CPM = R250
Right Skyscraper 120x600	35kb	CPM = R250

Mango's Monthly Newsletter

This newsletter gets distributed to 268 000 subscribers once a month and contains daily monthly highlights and specials.

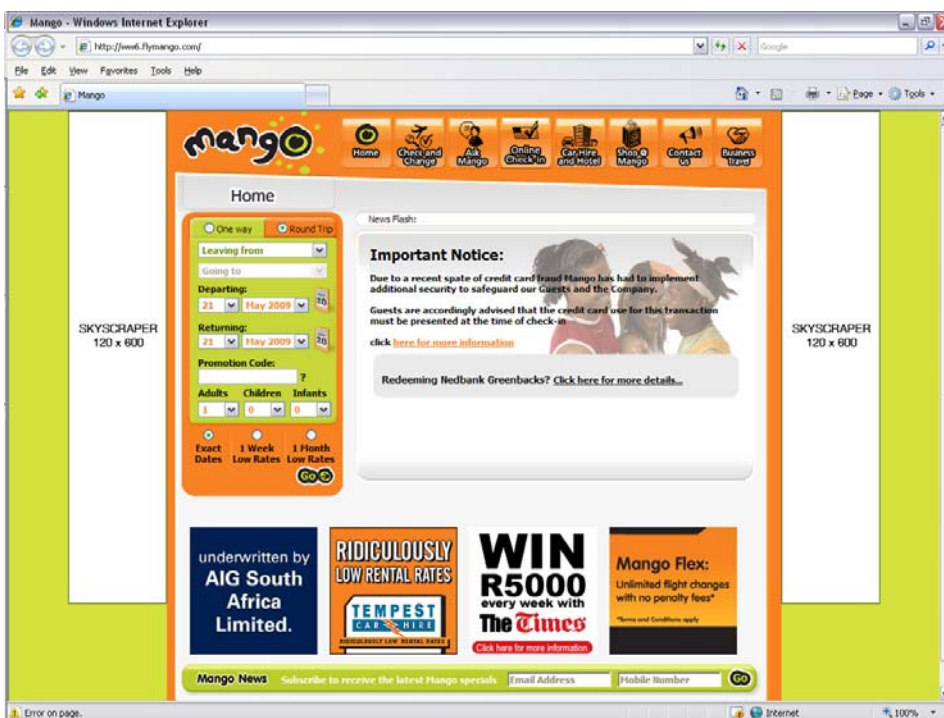
The newsletter contains exclusive ad positions throughout the page (600x100 pixels, max 35k) at a nominal advertising fee of R5 000 per newsletter.

For any other Rich Media or Sponsorship Advertising please contact the Online Sales Team.

Total monthly visitor figures

530 535 readers/unique browsers per month
Approximately 1 500 000 page impressions per month

About 268 000 subscribers receive our Mango Online newsletter monthly



Contact details

Online Sales Manager
Jain Mc Guigan
Tel+27(11) 887 8559
Cell +27 83 357 0925
Email: jain@chocolateshoebox.co.za

Sales Assistant
Justine Haralambous
Tel+27(11) 887 8559
Email Justine@chocolateshoebox.co.za

Terms and Conditions

1. The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by Chocolate Shoebox (CS) and further agrees that it shall be bound by the provisions of Mango's Rate Card (the rate card) for the publication in question as it pertains to all matters set out therein including but not limited to the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines and cancellation conditions.
2. All copy for advertisements/advertorials is subject to the approval of CS, who also reserve the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorial
3. No responsibility will be accepted by CS for loss arising from typographical or other errors. CS's responsibility is limited to industry standards of delivery. CS is not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full campaign price reflected on orders and/or copy instructions, should an error have occurred.
4. It is an advertiser's responsibility to supply material suitable for space bookings by CS's publication deadlines as set out in the Rate Card for the website in question. If copy/banner advertising is not forthcoming, CS has the right to make up copy for space booked or substitute a replacement advertisement. Furthermore, the cost of making up of the any material will be debited to the advertisers.
5. CS accepts no responsibility for incorrect material supplied.
6. CS shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
7. CS will use their best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failures in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. CS and Mango shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
8. While an enquiry service number may be supplied, this in no way forms part of the contract. CS are not responsible for an omission or an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
9. Whilst every effort will be made to place advertisements/advertorials /insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the Mango. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question otherwise no guarantees will be given.
10. Verbal cancellations will not be valid, only a written cancellation confirmed by CS will serve as notice.
11. Series rates quoted apply only to firm orders and insertions must be taken up within 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate, a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
12. Should CS agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all CS production costs will be for the account of the advertiser as per CS's advertiser service rates. This includes all imagery and layout expenses.
13. All amounts payable are due simultaneously with the confirmation or order, save where CS has approved, in writing, an account for the advertiser, in which event.
 - 13.1 Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;
 - 13.2 CS reserves the right to suspend services if payment is not received on due date.
 - 13.3 Nothing herein contained shall be interpreted as obliging CS to afford the advertiser any indulgence to effect payment after due date.
 - 13.4 All overdue accounts will bear interest at an interest rate being, if the National Credit Act 2005 ("NCA") applies to this agreement, the maximum permitted interest rate as determined by the NCA or any Regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
 - 13.5 In the event of CS instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations. If the National Credit Act, 2005 ("NCA") applies to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
14. Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collective/tracing fees and charges, thereafter to interest and finally to capital.
15. A certificate under the hand of any director, manager or account of CS whose valid appointment need not be proved by CS, in respect of any indebtedness of the advertiser to CS or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to CS and prima facie evidence of such other fact and prima facie evidence of the service rendered, for inter alia the purpose of summary judgement.
16. In all cases where the advertiser uses the postal service or any other services to effect payment, such service shall be deemed to be the agent of the advertiser.
17. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these Terms of Acceptance, mutatis mutandis.
18. The advertiser agrees that these Terms of Acceptance constitute a valid contract with CS and certifies that all information given herein by him/her/it to the representative of CS is true and correct.
19. This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. CS is allowed to instituted legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude CS at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
20. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by CS and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
21. No concession, latitude or indulgence allowed by CS to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
22. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.