

OUTDOOR ADVERTISING 2011/2012 TARIFFS

1. CLASS 1 ADVERTISEMENTS

SUPER BILLBOARDS, CUSTOM-MADE BILLBOARDS, LARGE BILLBOARDS, SMALL BILLBOARDS AND TOWER STRUCTURES

NEW APPLICATIONS	
<i>Application fee</i>	<i>Inspection fee</i>
R1 085.00 per sign	R108.00 per m ² of the total face of each sign
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	<i>Inspection fee</i>
R543.00 per sign	R108.00 per m ² of the total face of each sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	<i>Inspection fee</i>
R380.00 per sign	R108.00 per m ² of the total face of each sign

2. CLASS 2 ADVERTISEMENTS

2.1 LARGE POSTERS AND ADVERTISEMENTS ON STREET FURNITURE

NEW APPLICATIONS	
<i>Application fee</i>	
R325.00 per poster or sign	
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	
R163.00 per poster or sign	
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	
R163.00 per poster or sign	

BANNERS AND FLAGS

2.2.1 BANNERS AND FLAGS FOR FUNCTIONS OR EVENTS

NEW APPLICATIONS		
<i>Deposit</i>	<i>Application fee</i>	<i>Advertising fee</i>
R380.00 per event	R217.00 per event	R27.00 per event

2.2.2 BANNERS AND FLAGS FOR THE DISPLAY OF THE NAME, CORPORATE SYMBOL AND NATURE OF ENTERPRISES AND STREETSCAPING

NEW APPLICATIONS	
<i>Application fee</i>	
R55.00 per enterprise per sign with a minimum fee of R542.00	
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	
R54.30 per enterprise per sign with a minimum fee of R380.00	
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	
R54 per enterprise per sign with a minimum fee of R325.00	

2.3 SUBURBAN ADVERTISEMENTS

NEW APPLICATIONS	
<i>Application fee</i>	
R163.00 per sign	
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	
R108.00 per sign	
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	
R82.00 per sign	

2.4 ESTATE AGENT'S BOARDS

NEW APPLICATIONS	
<i>Deposit</i>	<i>Application fee</i>
R543.00 per agency	R1 085.00 per agency per annum
APPLICATIONS FOR AMENDMENTS	
<i>Deposit</i>	<i>Application fee</i>
R543.00 per agency	R543.00 per agency per annum

2.5 SALE OF GOODS OR LIVESTOCK (AUCTION SALES)

NEW APPLICATIONS	
<i>Deposit</i>	<i>Application fee</i>
R109.00 per event per sign	R109.00 per event per sign

2.6 PAVEMENT POSTERS AND NOTICES

2.6.1 CATEGORY 1 POSTERS

2.6.1.1 CATEGORY 1 POSTERS IN RESPECT OF PUBLIC, CHARITABLE, RELIGIOUS OR EDUCATIONAL EVENTS

NEW APPLICATIONS	
<i>Deposit</i>	<i>Application fee</i>
R27.00 per poster	R1.10 per poster with a minimum fee of R55.00 per event

2.6.1.2 CATEGORY 1 POSTERS IN RESPECT OF CULTURAL, POLITICAL, SOCIAL, SPORTING OR RECREATIONAL EVENTS

NEW APPLICATIONS	
<i>Deposit</i>	<i>Application fee</i>
R27.00 per poster	R5.00 per poster with a minimum fee of R217.00 per event

2.6.2 CATEGORY 2 POSTERS

NEW APPLICATIONS	
<i>Deposit</i>	<i>Application fee</i>
R28.00 per poster	R8.00 per poster with a minimum fee of R325.00 per event or enterprise

2.6.3 CATEGORY 3 POSTERS

NEW APPLICATIONS		
<i>Deposit</i>	<i>Application fee</i>	<i>Advertising fee</i>
R27.00 per frame	R5.50 per frame	R5.50 per frame per month

2.6.4 CATEGORY 4 POSTERS

NEW APPLICATIONS	
<i>Deposit</i>	<i>Application fee</i>
R27.00 per poster	R1.10 per poster with a minimum fee of R55.00 per event

2.6.5 CATEGORY 5 POSTERS

NEW APPLICATIONS	
<i>Deposit (refundable if all posters are removed as contemplated in the policy)</i>	
R542.00 per candidate	
R5 425.00 per political party	

2.7 PROJECT AND DEVELOPMENT BOARDS (If not exempted under S9)

NEW APPLICATIONS	
<i>Application fee</i>	
R54.30 per m ² of the total face of the display with a minimum fee of R542.00	
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	
R54.00 per m ² of the total face of the display with a minimum fee of R380.00	
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	
R54.00 per m ² of the total face of the display with a minimum fee of R325.00	

2.8 TEMPORARY WINDOW SIGNS

Exempted

2.9 STREET NAME ADVERTISEMENTS

Prohibited

2.10 NEIGHBOURHOOD WATCH AND SIMILAR SCHEMES

Exempted

2.11 PRODUCT REPLICAS AND THREE-DIMENSIONAL SIGNS

NEW APPLICATIONS
<i>Application fee</i>
R54.00 per m ² of the total face of each sign with a minimum fee of R543.00
APPLICATIONS FOR AMENDMENTS
<i>Application fee</i>
R54.00 per m ² of the total face of each sign with a minimum fee of R380.00
APPLICATIONS FOR EXTENSION OF TIME PERIOD
<i>Application fee</i>
R54.00 per m ² of the total face of each sign with a minimum fee of R325.00

3. CLASS 3 ADVERTISEMENTS

3.1 SKY SIGNS

Prohibited

3.2 ROOF SIGNS

NEW APPLICATIONS	
<i>Application fee</i>	<i>Inspection fee</i>
R543.00	R109.00 per m ² of the total face of each sign
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	<i>Inspection fee</i>
R380.00	R108.00 per m ² of the total face of each sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	<i>Inspection fee</i>
R325.00	R109.00 per m ² of the total face of each sign

3.3 FLAT SIGNS

NEW APPLICATIONS	
<i>Application fee</i>	<i>Inspection fee</i>
R543.00	R109.00 per m ² of the total face of each sign
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	<i>Inspection fee</i>
R380.00	R109.00 per m ² of the total face of each sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	<i>Inspection fee</i>
R325.00	R109.00 per m ² of the total face of each sign

3.4 PROJECTING SIGNS

NEW APPLICATIONS	
<i>Application fee</i>	<i>Inspection fee</i>
R543.00	R109.00 per m ² of the total face of each sign
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	<i>Inspection fee</i>
R380.00	R109.00 per m ² of the total face of each sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	<i>Inspection fee</i>
R325.00	R109.00 per m ² of the total face of each sign

3.5 VERANDA, BALCONY, CANOPY AND UNDERAWNING SIGNS (If not exempted under Section 9)

NEW APPLICATIONS	
<i>Application fee</i>	
R163.00 per sign	
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	
R109.00 per sign	
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	
R55.00 per sign	

3.6 SIGNS PAINTED ON WALLS AND ROOFS

Prohibited

3.7 WINDOW SIGNS

Exempted

3.8 SIGNS INCORPORATED IN THE FABRIC OF A BUILDING

Exempted

3.9 ADVERTISEMENTS ON FORECOURTS OF BUSINESS PREMISES

NEW APPLICATIONS	
<i>Application fee</i>	
R543.00 per enterprise per annum	

3.10 MISCELLANEOUS SIGNS FOR RESIDENTIAL ORIENTED LAND USE AND COMMUNITY SERVICE (If not exempted under Section 9)

NEW APPLICATIONS	
<i>Application fee</i>	
R325.00 per sign	
APPLICATIONS FOR AMENDMENTS	

<i>Application fee</i>
R163.00 per sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD
<i>Application fee</i>
R163.00 per sign

3.11 ON-PREMISES BUSINESS SIGNS

NEW APPLICATIONS
<i>Application fee</i>
R110.00 per m ² of the total face of the advertisement with a minimum fee of R200.00
APPLICATIONS FOR AMENDMENTS
<i>Application fee</i>
R82.00 per m ² of the total face of the advertisement with a minimum fee of R160.00
APPLICATIONS FOR EXTENSION OF TIME PERIOD
<i>Application fee</i>
R54.00 per m ² of the total face of the advertisement with a minimum fee of R108.00

3.12 ADVERTISEMENTS ON TOWERS, BRIDGES, GANTRIES AND PYLONS

NEW APPLICATIONS	
<i>Application fee</i>	<i>Inspection fee</i>
R1 085.00 per sign	R108.00 per m ² of the total face of each sign
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	<i>Inspection fee</i>
R543.00 per sign	R108.00 per m ² of the total face of each sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	<i>Inspection fee</i>
R380.00 per sign	R108.00 per m ² of the total face of each sign

4. CLASS 4 ADVERTISEMENTS

4.1 SPONSORED ROAD TRAFFIC PROJECTS

Exempted

4.2 SERVICE FACILITY SIGNS

NEW APPLICATIONS	
<i>Application fee</i>	<i>Inspection fee</i>
R1 085.00 per sign	R108.00 per m ² of the total face of each sign
APPLICATIONS FOR AMENDMENTS	
<i>Application fee</i>	<i>Inspection fee</i>
R543.00 per sign	R108.00 per m ² of the total face of each sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD	
<i>Application fee</i>	<i>Inspection fee</i>
R380.00 per sign	R108.00 per m ² of the total face of each sign

4.3 TOURISM SIGNS

NEW APPLICATIONS
<i>Application fee</i>
R163.00 per sign
APPLICATIONS FOR AMENDMENTS
<i>Application fee</i>
R108.00 per sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD
<i>Application fee</i>
R81.00 per sign

4.4 FUNCTIONAL ADVERTISEMENTS BY PUBLIC BODIES

Exempted

5. CLASS 5 ADVERTISEMENTS

5.1 AERIAL SIGNS

NEW APPLICATIONS
<i>Application fee</i>
R543.00 per sign
APPLICATIONS FOR EXTENSION OF TIME PERIOD
<i>Application fee</i>
R325.00 per sign

5.2 VEHICULAR ADVERTISEMENT

Exempted

5.3 TRAILER ADVERTISEMENT

NEW APPLICATIONS	
<i>Application fee</i>	<i>Advertising fee</i>
R325.00 per sign	R54.00 per sign per day

1. All tariffs are shown excluding value added tax, therefore value added tax will be levied over and above the aforesaid tariffs;
2. All fees levied in terms hereof, are payable in advance.