

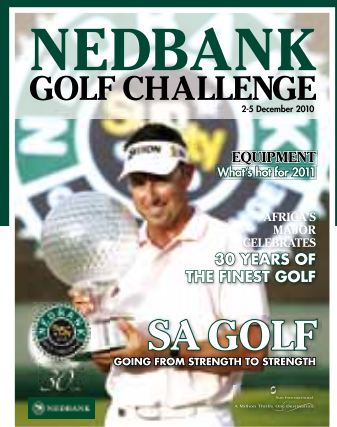
2011 Nedbank Golf Challenge Programme



Sun International

A Million Thrills. One Destination.

RATES AND SPECIFICATIONS FOR THE OFFICIAL NEDBANK GOLF CHALLENGE PROGRAMME: 1-4 DECEMBER 2011



PROFILE

The Nedbank Golf Challenge, now in its 31st year, continues to attract world-class golfers and enthusiastic crowds of up to 20 000 people a day, including the corporate and social who's who of South Africa. Held at the Gary Player Country Club at Sun City, the event still boasts one of the richest first prizes in the history of the game, and during its 30-year history has hosted some of the world's most beloved and revered golfers.

The Nedbank Golf Challenge Programme has become synonymous with this premier golf event, and has grown into something of a collector's item. It is a valued reference point during and after the tournament, as well as a great source of golf tips and equipment updates to give it additional longevity. It is a sought-after advertising medium for those companies and brands looking to associate themselves with an influential LSM 9 and 10 audience.

THE CONTENTS

Content includes in-depth profiles of the players, a detailed course guide, a review of the golfing year, as well as top-level instruction and equipment information to assist amateur golfers.

THE LOOK

The publication is a high-quality production, printed on 80gsm gloss paper, with a 200gsm UV-varnished cover.

DISTRIBUTION

The print order will be 20 000, distributed as follows:

- All corporate hospitality and sponsors' marquees.
- All rooms within the Sun City complex, in the Palace, Cascades, Sun City Hotel, Cabanas and Vacation Club.
- Visitors who book through Computicket or at the gate.

DIGITAL

A digital version of the Nedbank Golf Challenge 2010 programme will be available online at nedbankgolfchallenge.com from 6 May 2011. The 2011 programme will be available online from 28 November 2011. (From September 2010 to January 2011, the site received 441 963 visits from a total of 222 879 eager fans following the event.)

PUBLISHING ENQUIRIES)

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ADVERTISING RATES

| | |
|--------------------------|---------|
| FULL PAGE (FP) | R25 500 |
| DOUBLE PAGE SPREAD (DPS) | R48 000 |
| INSIDE FRONT COVER FP | R28 000 |
| INSIDE FRONT COVER DPS | R54 500 |
| OUTSIDE BACK COVER FP | R29 500 |

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|-------------------|-----------------|
| BOOKING DEADLINE | 24 OCTOBER 2011 |
| MATERIAL DEADLINE | 7 NOVEMBER 2011 |
| PUBLICATION DATE | 1 DECEMBER 2011 |

MATERIAL REQUIREMENTS

All material to be supplied in PDF/X-1a format delivered via Quickcut, or Websend 011 712 5700 or on Apple Mac-compatible disc as a hi-res 300dpi CMYK PDF, with fonts embedded. Please note that colour proofs or matchprints must be supplied with all advertisements to guarantee accurate colour reproduction. Costs for promotional items, inserts and gatefolds on application.

PAGE SPECIFICATIONS

| | TYPE | TRIM | BLEED |
|-----------|-----------|-----------|-----------|
| DPS | 240x396mm | 276x420mm | 286x430mm |
| FULL PAGE | 240x188mm | 276x210mm | 286x220mm |

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