



TOURISM GRADING COUNCIL
OF SOUTH AFRICA

the star guide

The TGCSA Star Guide is the only OFFICIAL accommodation guide, endorsed by South African Tourism and the Department of Tourism. The Star Guide is a comprehensive guide displaying a selection of graded establishments in South Africa within the accommodation and conference venue sector.

BOOKING CONFIRMATION

Ad Type	Rates	Tick
1/8 Page (Name, contact details, photo)	R1 500	
1/4 Page (Name, 40 words, contact details, photo)	R2 900	
Half Page (Name, 110 words, contact details, 2 photos)	R5 700	
Full Page (Name, 220 words, contact details, 3 photos)	R11 300	
Full Page (own material)	R15 900	
Inside Front/Back Cover	R21 500	
Outside Back Cover	R28 000	

(Rates exclude VAT and agency commission. Invoice on booking.)

Yes, please book my space in the next 3 editions of the guide at this year's rate each year, i.e. no increase for years 2 & 3! Payments for years 2 and 3 are only payable in that year. Early booking discounts are not applicable to year 2 and 3.	Tick
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Company/ Establishment name	
Authorising Name	
Signature	
Email Address	

Please fax back to 086 664 4787

PUBLICATION DATA

Book Size	A5 Booklet	Print Run	30 000 copies
Publication Date	April 2011	Frequency	Annual
Booking Deadline	24 February 2012	Material Deadline	14 March 2012

THE STAR GUIDE RATE CARD 2012 (9th edition)

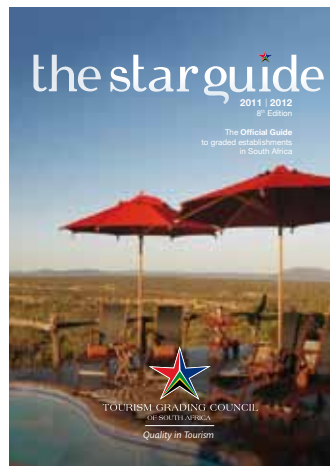
★ Style and Format

The Star Guide's content is designed in-house, allowing for a consistent, world-class look. Customised maps and the latest photographs enhance the visual impact. Larger features allow you to show more images and text. Government Departments now have to use star-graded establishments, and so use The Star Guide for placing bookings.

★ Distribution

TGCSA makes use of the official channels of SA Tourism, Department of Tourism and other structures to ensure distribution to optimal audiences:

Local Trade Shows	3 000
• Indaba • Meetings Africa • Getaway Show	
Local Travel Trade	3 840
• Inbound tour operators • Retail travel agents • Conference organisers • Corporate travel desks • Government procurement departments • Municipalities	
International Travel Trade	9 300
• SA Tourism international offices • International travel shows, including Top RESA (Paris), ITB (Berlin) & WTM (London) • SAT roadshows • Dept of Tourism • SA Embassies overseas	
Tourism bodies	4 660
• Provincial and local tourism offices • SATSA and other local tourism authorities • FEDHASA • SA Tourism head office	
Specialist audiences	4 200
• TGCSA • Graded establishments • Advertisers • Foreign embassies in SA • Other opportunities	
eGuide is the electronic version, easy to read by clicking through the pages on-screen (includes iPads and mobile devices). Emailed to 5 000 travel industry contacts.	5 000
Total	30 000



Waterberg ★★★★★
Beta-Beta (Warmbaths), Modimolle, Mookgongong, Vaalwater

BOTSEBOTSE BUSH RETREAT ★★★★★
Beta-Beta (Warmbaths)

MONATO LODGE ★★★★★
Beta-Beta (Warmbaths)

AFRIQUE DU SUD GUEST HOUSE ★★★★★
Mookgongong

BOMBAB LODGE ★★★★★
Beta-Beta (Warmbaths)

300 Limpopo ★★★★★
Wartburg

TECHNICAL SPECIFICATIONS FOR FP AND DPS

Material requirements: Press-optimised PDF file, 300 dpi

AD SIZE (NO BLEED)	
Double page spread	210 x 296 mm (plus 3mm bleed all round)
Full page	210 x 148 mm (plus 3mm bleed all round)

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