

## **8 BELOW THE LINE MARKETING & PROMOTIONAL MATERIAL:**

### 8.1 **SCOPE**

Applies to all Below-The-Line marketing material visible to the general public where Access Channels are displayed.

Some examples include, but are not limited to:

- Promotional Flyers/Leaflets
  
- CD's
  
- Flash Drives
  
- Promotional Stickers
  
- Scratch cards
  
- Business-card sized leaflets
  
- Small Z-cards
  
- Promotional materials and products, including promotional materials printed on/displayed on any FMCG products. e.g. executive gifts, cool drink tins, beer cans, bottle tops, wrappers, boxes etc

(NOTE: this is not an inclusive list. **Any** Below-The-Line promotional material is covered)

## 8.2 DISPLAY RULES FOR COST & T&C INFORMATION

### 8.2.1 COST OF ACCESS & T&C DISPLAY RULES

#### 8.2.2 Formatting Of Cost Text

- The size of the text showing the cost of access must be in **11 point font size**

This is 11 point Arial Font

- The access cost text must be in a non-serif font, preferably 'Arial' font.
- All access cost information must be placed horizontally

#### 8.2.2.1 Formatting of the T&C Text

- The size of the text showing the T&C must be in **9 point font size**

This is 9 point Arial Font

- The T&C cost text must be in a non-serif font, preferably 'Arial' font
- All T&C information must be placed horizontally

#### 8.2.2.2 Position Of The Text Showing Access Cost and T&C

- For each unique access number, the full and final cost of the access must be displayed **immediately below, or above, or adjacent to the unique access number** in a non-serif font.
- This T&C text must be placed close as possible to the unique access number.
- If multiple offers are made on the same advertisement and the cost and T&C differ with each offering, each offering must show the cost & T&C separately and clearly.
- If the access number has the ability to be torn off or detached from the promotional text and used independently, pricing information must also be displayed on both the remaining and detachable portions.

Illustrative Text:

**Correct**

<b>Content-Header</b>	<b>34xxx</b> R5/SMS + WAP Charges
Content Content Content Content Content Content	
T&C - T&C - T&C - T&C - T&C - T&C	

**Incorrect**

<b>Content-Header</b>	<b>34xxx</b>
Content Content Content Content Content Content	
R5/SMS + WAP Charges T&C - T&C - T&C - T&C	