

Sunday Times

# CSI

COLLABORATION ENGAGEMENT IMPACT



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# CORPORATE SOCIAL INVESTMENT



## ADVERTISING RATES 2017 (Excluding agency commission and VAT)

Corporate Social Investment (CSI) encompasses projects that are external to the normal business activities of a company. Social investment (responsibility) programmes have a strong developmental approach and utilises company resources to benefit and uplift communities.

During the past decade CSI spend has taken on many new interpretations and companies are now aligning programmes with Broad-Based Black Economic Empowerment (B-BBEE) codes.

There are areas of change and positive impact in the social responsibility arena as government, private companies and corporates come together to create pockets of excellence in communities, often with the emphasis on innovative, collaborative and sustainable ways to work together and create a legacy of upliftment and goodwill throughout SA.

The conversation is no longer about where – or on whom the money should be spent – but rather how to support projects and with whom to collaborate.

The October 2017 issue of the *Sunday Times CSI* will focus on collaborative programmes and creative innovations, as well as interventions that are building more meaningful and sustainable impact.

Core focus areas include public-private partnerships and sustainable collaborative interventions in the areas of:

- education;
- mining, construction and agriculture;
- access to health and welfare; and
- job creation and training.

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SIZE	TRIM	BLEED	SAFE TYPE AREA
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Full Page	235 x 297mm	241 x 303mm	215 x 277mm
1/2 Page – H	138 x 225mm	no bleed	134 x 221mm
1/2 Page – V	109 x 289mm	no bleed	97 x 277mm
1/4 Page	138 x 107mm	no bleed	128 x 97mm
<b>Format:</b> CMYK PDF (Compliant PDF/x – 1a standard for mag web printing)			
<b>Resolution:</b> 300dpi			
<b>Max Total Ink:</b> 270%			

## ADVERTISING CONTACT

Project Manager: Jeanette Nicholson

Direct tel: +27 21 469 2566 | Switchboard: +27 21 469 2400

Email: [jeanetten@picasso.co.za](mailto:jeanetten@picasso.co.za)