

CSI

COLLABORATION • ENGAGEMENT • IMPACT

Sunday Times

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CORPORATE SOCIAL INVESTMENT



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 create ‘shared-value’.

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, sustainable collaborative interventions and shared-value in the areas of:

- Education
- Youth and Sport Development
- Funding
- Bursaries/Scholarships
- Access to Health and Welfare
- Job Creation & Training
- Skills Development

ADVERTISING RATES 2019 (Excluding agency commission and VAT)

SIZE	RATE
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MATERIAL REQUIREMENTS

SIZE	TRIM (h x w)	BLEED	SAFE TYPE AREA
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Full Page	297 x 232mm	307 x 242mm	253 x 210mm
1/2 Page – H	138 x 222mm	no bleed	134 x 218mm
1/2 Page – V	287 x 104mm	no bleed	283 x 100mm
1/4 Page	138 x 104mm	no bleed	134 x 100mm

Format: CMYK PDF (Compliant PDF/x – 1a standard for mag web printing)
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