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The Karoo Battlefields Route Guidelines for advertisers

The Karoo Battlefields Route has been launched by the KDF to promote heritage awareness, tourism, education and livelihoods in the Karoo area. Please see our **KDF Profile** on this web page.

We welcome any participation and support by interested parties, including accommodation and hospitality providers, schools, tourists, municipalities and NGOs.

Please contact the project manager, Prof Doreen Atkinson, on karoo@intekom.co.za.

Also check out our Facebook page: <https://web.facebook.com/KarooBattlefields/>

The project received initial funding by the National Heritage Council, and we are very grateful for this support.

An advertising opportunity for Karoo service providers

We welcome *bona fide* Karoo businesses to advertise on this website. Not only will this boost tourism to the area and increase revenue to the advertisers, but it will promote the sustainability of the project and the website.

All advertisements will be placed on the website under a TOWN HEADING (e.g. "Colesberg"). The various towns will be available on a drop-down menu on the relevant page.

At the bottom of each web page describing heritage in a specific town, a link will be provided to the accommodation page, for easy referral.

Our guidelines:

1. Service providers can provide us with an advertisement, designed in a square format, sized 4x4cm. Please provide it in a Word or PDF format.
2. The advertiser can include a logo, basic contact information, physical address, and a website link. We will provide a hyperlink to your preferred website.

3. Fees are payable on an ANNUAL basis. You will receive 12 months' coverage.
4. We will send you an invoice on a KDF letterhead, a month before the expiry of your 12 months period. You can then decide whether you would like to enrol for another 12 months.
5. Fees payable (per annum):
 - 5.1 **Restaurants:** R25 per month = R300 per annum
 - 5.2 **Guest houses and B&Bs:** R50 per month = R600 per annum
 - 5.3 **Guest farms:** R50 per month = R600 per annum
 - 5.4 **Guest farms on which there are heritage assets which can be visited:** R100 per month = R1 200 per annum
 - 5.5 **Municipalities** which host museums and other tourist facilities: R100 per month = R1 200 per annum (this would include one payment for several possible facilities within a municipality)
 - 5.6 **NGOs and CBOs:** R25 per month = R300 per annum
 - 5.7 **Retail stores, garages etc:** R100 per month = R1200 per annum (separate payment for each specific store, in different towns).
6. The project is in an experimental phase. The KDF will review the effectiveness of the financial system on an annual basis. We will always strive to increase the accessibility of the website to the people of the Karoo (advertisers and users), but also with due regard to the financial sustainability of the project.
7. We will request establishments to gather information (in an easy format we will provide) to collect data on visitors who mention an interest in the Karoo Battlefields. We will use this to determine trends regarding the growth of this tourist sector. This will be a voluntary contribution by the service providers.
8. Any suggestions are always welcome. Please contact Doreen Atkinson at karoo@intekom.co.za.