

ROVOS RAIL

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ROVOS RAIL E: reservations@rovos.co.za W: www.rovos.com • ST JAMES E: guesthouses@rovos.co.za W: www.stjamesguesthouses.com



MEDIA HOSTING APPLICATION FORM

We welcome media on board *The Pride of Africa* and trust that an enjoyable journey will be had. For quality control purposes, and in an effort to keep our media archive up to date, please complete the form below at least 14 days before your proposed departure date.

1. Your full name, address, email address and full contact details of the publication/company you represent:

2. Please list, if any, the names and contact details of colleagues travelling with you:

3. Which journey/guesthouse would you like to travel on/to and on what date?

4. Have you, or a colleague from the same publication, previously stayed with us and produced material for Rovos Rail? If yes, the please list date/s of travel and which journey/s or guesthouse/s:

5. Describe the publication for whom you are producing the material:

6. If print media, please advise the size of readership, type of publication, circulation figure and frequency. If broadcast media, the number of viewers/listeners, where will the programme be broadcast and when will it be viewed. If online media, please provide information on web/blog traffic per month.

7. Who is your target audience? Please provide details on their demographics.

8. What kind of exposure can Rovos Rail expect as a result of hosting you on board the train and/or in our guesthouses in St James, Cape Town?

9. What is the envisaged duration/word count and page size of the article/film/television/radio programme?

10. What is the projected date for material submission?

TERMS AND CONDITIONS FOR MEDIA HOSTING

Please familiarise yourself with the terms and conditions listed below before submitting your application:

- Rovos Rail Tours (PTY) Ltd endeavours to assist to the best of its ability, but reserves the right to refuse assistance.
- Each request will be carefully reviewed in order to determine the level of assistance.
- Media hosted by Rovos Rail (PTY) Ltd must have projects aimed at the target markets and segments in which we operate.
- Examples of current work/letter of endorsement from your company must accompany this application.
- The onus lies with the media company/individual to ensure adequate insurance. Rovos Rail (PTY) Ltd will not be held liable for any claims, accidents, injuries or loss etc, arising from the period that we may be hosting the media company’s representatives/individual.
- Rovos Rail Tours (PTY) Ltd expects to receive feedback regarding the end product of the project (i.e. article, book, published material, film/video footage, etc).

TYPES OF ASSISTANCE ROVOS RAIL (PTY) Ltd CAN PROVIDE

- Interview opportunities
- Fact-checking
- Accommodation
- Site visit of our private railway station, Rovos Rail Station, in Pretoria
- Full online gallery of professional high resolution digital images and logos for pictorial requirements
- Media/press pack information

Please submit the completed application to the Rovos Rail representative with whom you are in contact, or email reservations@rovos.co.za or fax +27 (0) 12 315 8320.

NAME: -----

COMPANY: -----

DESIGNATION: -----

SIGNATURE: -----

DATE: -----