

RATE CARD

Website Channels	CPM (SA Rand per 1000 impressions)															
	Half Page Interstitial Ad	Leaderboard	Leaderboard	Content Box	Wide Skyscraper	Skyscraper	Island Ad	Mini Skyscraper	Fat Banner	Banner (Top)	Banner (Bottom)	Rectangle	Wide Banner	Button	Mobile Banner	WAP Banner
iafrica.com	R 400	R 350	-	R 320	R 320	R 300	-	R 250	R 300	R 280	R 250	-	-	R 200	-	-
Rugby365	-	R 380	-	R 350	-	R 320	R 300	R 260	R 300	R 280	R 250	-	-	R 220	-	-
Ster Kinekor	-	-	R 380	-	R 350	-	-	-	-	-	-	-	-	-	-	280
Exact Mobile	-	R 380	-	-	-	-	-	-	-	-	-	-	-	-	-	280
Entertainment Africa	-	-	-	-	R 350	R 320	-	-	-	-	-	-	-	-	-	-
KFM	-	-	-	-	-	R 350	-	-	-	-	-	-	-	-	-	-
Talk Radio 702	-	-	-	-	-	R 350	-	-	-	-	-	-	-	-	-	-
94.7 Highveld Stereo	-	-	-	-	-	R 350	-	-	-	-	-	-	-	-	-	-
567 Cape Talk	-	-	-	-	-	R 350	-	-	-	-	-	-	-	-	-	-
Eye Witness News	-	-	-	-	-	-	R 350	-	-	-	-	-	-	-	-	-
Hoteljobs.co.za	-	R 350	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cape Business News	-	R 380	-	R 350	-	R 320	-	-	-	-	-	-	-	-	-	-
Gauteng Business News	-	R 380	-	R 350	-	R 320	-	-	-	-	-	-	-	-	-	-
Sharenet.co.za	-	-	-	R 350	R 320	-	-	-	-	R 300	-	-	-	-	R 280	-
Biz Cast	-	-	-	R 320	R 350	-	-	-	-	R 300	-	-	-	-	-	-
Tech Smart	-	R 350	-	R 320	-	-	-	-	-	-	-	R 280	-	-	-	-
Cosmopolitan	-	R 380	-	R 350	R 320	-	-	-	-	-	-	-	-	-	-	-
Cosmopolitan Mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	R 280	-
Jobs.co.za	-	-	-	-	-	R 350	-	-	-	-	-	-	R 320	-	-	-
Celebration.co.za	-	R 350	-	R 320	-	-	-	-	-	-	-	-	-	-	-	-
Marie Claire	-	R 380	-	-	R 320	-	-	-	-	-	-	-	-	-	-	-
O Magazine	-	R 380	-	R 350	R 320	-	-	-	-	-	-	-	-	-	-	-
Handicaps.co.za	-	R 350	-	R 300	R 320	-	-	-	-	-	-	-	-	-	-	-
Aficionado	-	R 380	-	R 320	R 350	-	-	-	-	-	-	-	-	-	-	-
WeatherSA	-	R 350	-	-	R 320	-	-	-	-	-	-	-	-	-	-	-

Newsletters	Creative Size	Cost
Promo Mailer	600x600 pixels, max file size 60kb	R1 per subscriber
iafrica Newsletters	468x60 pixels, max file size 15kb	30 cents per subscriber
iafrica Newsletters	300x250 pixels, Max file size 20kb	35 cents per subscriber
Ster Kinekor Newsletter	560x60 pixels, Max file size 20kb	35 cents per subscriber
Cosmopolitan	728x90 pixels, Max file size 15kb	50 cents per subscriber
Celebration	728x90 pixels, Max file size 15kb	70 cents per subscriber
ShareNet	728x90 or 160x600 pixels, Max file size 15kb	40 cents per subscriber
Handicaps.co.za	728x90, 300x250 or 468x60 pixels, Max file size 15kb	50, 40 & 30 cents per subscriber
Jobs.co.za	Newsletter Sponsorship 120x600 or 468x60 + 200 Words Text	R15000 (includes entire data base)

Rich Media	
Video Ads	R 500
Peel Backs	R 450
Expanding Ad	R 400
Floating Ad	R 400

Max file size for rich media : 50kb

Concept	Creative specifications	Cost
Advertorial page	Section Landing page blurb: 140 x 70 pixel image and 15 word blurb Advertorial page: Unlimited copy and two 300x200 pixel images	R5,000 per week (Exclusive on Section)
Competitions	Section Landing page blurb: 140 x 70 pixel image and 15 word blurb Competition page: Blurb & Unlimited copy and two 300x200 pixel	R6,000 per week & Prize value of R2000
Sponsored Link	19 Character Tag Line & 20x20 Logo	R20,000 per month (Exclusive Run of Site)
In Club Terminal Advertising	Splash Screen: (1366x768 or 1024x768)	R4,200 per week