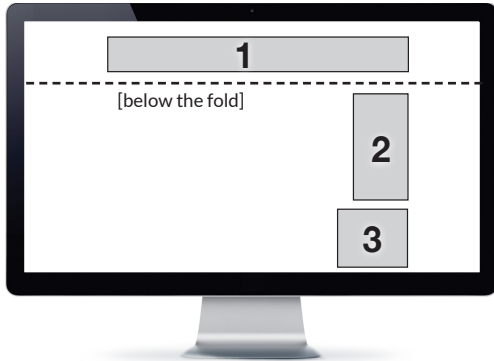




## 2018 DIGITAL ADVERTISING RATES

With effect from 1 April 2018. Excluding VAT. Ad sizes are subject to change.



**Web format**  
JPG / GIF / SWF / 3rd Party tag  
Size: 50kb max

**Mobile format**  
JPG / GIF  
Size: 14kb max



1. Leaderboard 728 x 90
2. Skyscraper 300 x 600
3. Medium Rectangle 300 x 250
4. Mobile Top Banner 300 x 50 - 120 x 20
5. Billboard Banner 300 x 250

- \* All rates reflected are CPM (cost per thousand impression) and exclude VAT.
- \* CPM - Cost per thousand. This is the amount charged to the advertiser per 1000 impressions.
- \* An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a users screen, the ad server counts that loading as one impression.
- \* An impression is recorded irrespective whether the user clicks on the ad or not.
- \* Impressions are booked for a time period stipulated by the client. This time period can be for one day, a week, month, year, or any date range specified. The ad server defaults to serving these impressions evenly over this time period, unless otherwise instructed by the client in terms of time or day-part targeting.

PLACEMENT	SIZE	COST
Desktop Leaderboard	728x90	R290
Desktop Skyscraper	300x600	R375
Desktop Medium Rectangle	300x250	R320
Mobile Top Banner	120x20; 300x50; 320x106; 300x100	R200
Mobile Billboard Banner	300x250	R320
Desktop HPTO	320x600, 728x90, 300x250, 1440x750 (background skin)	R20 000
Mobile HPTO	320x100, 300x100, 300x250	R45 000
Desktop + Mobile HPTO	All banners + background skin	R50 000
Section Takeover	All banners + background skin	Price on Request
Rich Media Options	Available on Request	No Additional Cost
Social Post	Facebook Incl hyperlink	R25 000
Social Post	Twitter incl Hyperlink and Hashtag	R5 000
Custom Solutions	Available on Request	Price on Request
Content Opportunities	Available on Request	Price on Request

Cancellations carry a pro rata card penalty. All inventory and positioning subject to availability upon booking confirmation.