

S O U T H A F R I C A N

GARDEN AND HOME 2017

Digital rate card

ELEMENT	PLACEMENT	SIZES	COST
WEB BANNERS	Extended leaderboard/expanded premium leaderboard	970x90 / 970x250	R350 CPM / R450 CPM
	Leaderboard	728x90	R350 CPM
	Half page/expanded premium half page	300x600 / 300x2500	R350 CPM
	MPU/island	300x250	R350 CPM
	ROS with standard leaderboard	728x90, 300x250, 300x601	R350 CPM
	ROS with extended leaderboard	970x90, 300x250, 300x600	R450 CPM
	Mobile standard banner	320x50	R150 CPM
	Mobile MPU/medium rectangle	300x250	R350 CPM
	Mobile adhesive banner	320x51	R350 CPM
	Programmatic banners	Automatically target audiences and demographics across our network	*POA
RICH MEDIA	Pop up/InStream	Supplied	R450 CPM
PAGE TAKEOVERS	Home page wallpaper - only available on certain sites	CPM rate for 1 week maximum	R750 CPM
	Road block (with standard leaderboard)	Cost per day flat rate	R5 000
	Road block (with extended leaderboard)	728x90, 300x250, 300x601	R650 CPM
	Site takeover - road block and wallpaper (wallpaper not available on all sites)	970x90, 300x250, 300x600 CPM rate	R750 CPM R2 000 CPM
		Flat rate, dependent on page views	From R3 000 per day
VIDEO	Sponsored editorial video (without product placement)	Max length: 1 min. Client logo on pre and post roll. Created by our videographer in house. No animation	R15 000
	Sponsored editorial video (with product placement)		R18 000
	Commercial quality video	Shot professionally in editorial style	From R30 000
	Animated stills for social media	10-second video	R12 000
	GIFs for social media	3-second loop	R8 000
EMAIL MARKETING	Newsletter editorial mention	Image and blurb, linking to article or digital	R1.50 p/subscriber
	Newsletter banner	Size depending on newsletter	R1.70 p/subscriber
	Promo mailer	Special offer/discount	R2.00 p/subscriber
	Sponsored content newsletter	Branded newsletter linking to sponsored content	R2.50 p/subscriber
SPONSORED CONTENT	Editorial content "brought to you by [client]"	1 article	R 12 000
	Sponsored content box	4 articles Client-branded home page banner housing 3 articles (content creation not included)	R 40 000 R1 000 CPM or flat rate of R30 000 p/week
COMPETITION PAGE	1 page with entry form	Prize value must be over R2500	R 4 500
DIGITORIALS	Standard digitorial	1 client-branded page, includes 1 month hosting	R9 000
	Premium digitorial	Page with up to 5 tabs, includes 1 month hosting	R12 000
SOCIAL MEDIA	Facebook	Cost p/post (no ad spend) - max 1 post per week per campaign. Includes creative design	R 4 500
	Twitter	Cost p/post (no ad spend). Includes creative design	R 4 000
	Instagram	Cost p/post (no ad spend) - max 1 post per week per campaign. Includes creative design	R 3 000
	Facebook post/video ad spend	Recommended ad spend of R3000 per campaign per brand	R 4 025
	Twitter ad spend	Recommended ad spend of R5000 per campaign per brand	R 5 750
	Instagram ad spend	Recommended ad spend of R5000 per campaign per brand	R 5 750
	Facebook endorsement	Sharing client posts on our social media platforms. No ad spend and no metrics. At editorial discretion	R 8 000
	Twitter endorsement		R 7 500
	Instagram endorsement		R 7 000