

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	Button	Mobile WAP site
	968x270 pix , 40kb max	728x90 pix, 35kb max	760 x 60 pix, 35kb max	300x250 pix, 35kb max	160x600 pix, 35kb max	120x600 pix, 35kb max	250x250 pix, 30kb max	120x300 pix, 30kb max	468x120 pix, 35kb max	468x60 pix, 30kb max	468x60 pix, 30kb max	300x100 pix, 30kb max	120x120 pix, 25kb max	400 x 80 pix JPG, 8kb max
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	-	-	-	-	-	-	-	-
Biz Cast	-	-	-	R 320	R 350	-	-	-	-	R 300	-	-	-	-
Tech Smart	-	R 350	-	R 320	-	-	-	-	-	-	-	R 280	-	-
Cosmopolitan	-	R 380	-	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
Rugby 365 Newsletter	468x60 pixels, max file size 15kb	35 cents per subscriber

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)

RICH MEDIA

Video Ads	R 500
Peel Backs	R 450
Expanding ads	R 400
Floating ads	R 400

Max file size for Rich Media: 50kb

Rates include Agency Commission of 16.5%
All prices exclude VAT, and are subject to the standard Terms & Conditions of Primedia Online