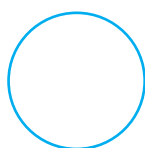


DIGITAL RATE CARD



**RATE CARD EFFECTIVE
01 JULY 2017**

mediamark
Radio | Digital | TV | Events



Mediamark Digital Rate Card

	Element	Specifications	CPM	CPC	CPI	MS	CPE	Sites
Web Banners	Banner	468x60 max 39k	R185					MSN; Engineering News; Mining Weekly; Polity
	Billboard	970x250 max 39k	R375					MSN
	Content Box	120x120 max 39k	R185					Engineering News; Mining Weekly; Polity
	Custom Header	1272x328 max 39k	R375					MSN; East Coast Radio; Jacaranda FM
	Double Banner	468x120 max 39k	R220					MSN; Engineering News; Mining Weekly; Polity
	Half Page	300x600 max 39k	R335					MSN; Skype; East Coast Radio; Jacaranda FM; Inspiring Women; Entrepreneur
	Leaderboard	728x90 max 39k	R295					MSN; East Coast Radio; Jacaranda FM; Inspiring Women; Engineering News; Mining Weekly; Polity; Entrepreneur
	Medium Rectangle	300x250 max 39k	R295					MSN; Skype; East Coast Radio; Jacaranda FM; Inspiring Women; Engineering News; Mining Weekly; Polity; Entrepreneur
	Mini Skyscraper	120x360 max 39k	R185					Engineering News; Mining Weekly; Polity
	Skyscraper	160x600 max 39k	R220					Outlook; Skype
Mini-Skyscraper	120x600 max 39k	R185					Engineering News; Mining Weekly; Polity	
Rich Media	Expanding Medium Rectangle	300x250/500x300 max 1MB	R375					MSN; Skype
	Expandable Connection Hub	728x90/728x315 max 1MB	R335					Skype
	Expanding Billboard	970x250/ 970x600 max 1MB	R420					MSN
	Expanding Half Page	300x600/ 600x600 max 1MB	R420					MSN
	Expanding Leaderboard	728x90/944x600 max 1.5MB	R335					MSN
	Expanding Leaderboard	728x90/728x210 max 39k	R360					East Coast Radio; Jacaranda FM
	Filmstrip	300x600 max 1MB	R420					MSN
	Flip 3/6	300x600/ 900x1200 1MB	R500					MSN
	In Banner video	300x250 (Skype), 300x600, 728x90, 160x600 max 1MB	R420					MSN; Outlook; Skype
	Masthead Expanding	650x170/ 650x340 max 1MB	R460					Skype
Masthead in Banner	650x170 max 150kb	R500					Skype	
Content	Content Block	Skin + Implementation; Article; Social Shares	POA					East Coast Radio; Jacaranda FM
Mobile Web	Banner	300x50 max 39k	R125					MSN; Engineering News; Mining Weekly; Polity; Jacaranda FM; East Coast Radio
	Banner	320x50 max 39k	R125					MSN; Engineering News; Mining Weekly; Polity; Jacaranda FM; East Coast Radio
	Medium Rectangle	300x250 max 39k	R190					East Coast Radio; Jacaranda FM
Mobile Apps	Banner	300x250 max 39k	R270					MSN
	Banner (expandable)	320x50/ 320x480 max 39k	R170					MSN, Skype Mobile App,
	Banner	640x100 max 39k	R125					Skype Mobile App, MSN Mobile App
	Banner (expandable)	480x80/ 480x480 max 39k	R170					Windows Mobile Apps
	Banner (expandable)	480x80/ 480x480 max 39k	R170					Windows Mobile Apps

Mediamark Digital Rate Card

	Element	Specifications	CPM	CPC	CPI	MS	CPE	Sites	
Please Call Me	General	Text - 110 Characters	R6					Vodacom	
	50%/50%	Text - 110 Characters	R7					Vodacom	
	Receiver	Text - 110 Characters	R10					Vodacom	
	Sender	Text - 110 Characters	R5					Vodacom	
App Store	Banner	300x50 max 39k	R33	R4.50	R12			Vodacom	
	Block	241x241 max 39k	R33	R4.50	R12			Vodacom	
Vlive! Feature	Vlive! All banners	241x241 max 39k or 300x50 max 39k		R4.50				Vodacom	
	Premium	300x50 max 39k	R28					Vodacom	
	Bottom	300x50 max 39k	R12					Vodacom	
	Splash	Splash/Interstitial		R35					Vodacom
		Splash Home		R65					Vodacom
	Top	300x50 max 39k	R26					Vodacom	
	Middle	300x50 max 39k	R18					Vodacom	
Vlive! Smart	Block	241x241 max 39k	R25					Vodacom	
	Bottom	241x241 max 39k	R25					Vodacom	
Video Play	Carousel			R4.50				Vodacom	
Blue Bulls App	Banner	300x50 max 39k		R4.50				Vodacom	
Soccer App	Banner	300x50 max 39k		R4.50				Vodacom	
SwitchOn Stargate	Block	241x241 max 39k		R5.50				Vodacom	
Voicemail	Voicemail	77 Characters Text Including Spaces				R10000		Vodacom	
Bulk SMS	Intelligent SMS	160 Characters Text Including Spaces	R670					Vodacom	
	SMS	160 Characters Text Including Spaces	R270					Vodacom	
Bulk MMS	MMS	Multimedia	R760					Vodacom	
	Intelligent MMS	Multimedia	R1900					Vodacom	
Soccer USSD	Soccer USSD	Game Sponsorship		R1				Vodacom	
USSD Games	Sponsor Game	Game Sponsorship					R80	Vodacom	
Vouchercloud	Vouchercloud Tenancy	Vouchercloud Tenancy				R500		Vodacom	
GoMetro	Banners	300x50 max 39k	R170					Vodacom	
	Text based link			R8				Vodacom	

AUDIO FILE: *DISCOUNT SLIDING SCALE BASED ON 1 MONTH BOOKING, LONG TERM BOOKING COMMITMENTS TO BE NEGOTIATED ON A CASE BY CASE BASIS

	SPEND BRACKET	CPM					SITES
*MP3 audio file	> R10,000	R400					East Coast Radio; Jacaranda FM
	R10,000 – R39,999	R350					East Coast Radio; Jacaranda FM
	R40,000 – R69,999	R300					East Coast Radio; Jacaranda FM
	R70,000 – R99,999	R250					East Coast Radio; Jacaranda FM
	R100,000 +	R200					East Coast Radio; Jacaranda FM

*CPM = Cost per Thousand Impressions

*CPC = Cost per Click

*CPI = Cost per Install

*CPE = Cost per Engagement

*MS = Monthly Slot

This is a **NETT RATE CARD** and excludes any negotiated incentives and/or discounts.

This rate card is subject to Mediamark's standard terms and conditions,

these may be viewed at www.mediamark.co.za/terms-conditions.



To view our Terms and Conditions, please visit www.mediamark.co.za/terms-conditions.

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