

DIGITAL RATE CARD

EFFECTIVE **01 AUGUST 2020**





	Element	Specifications	CPM	Sites
Web Banners	Banner	468x60 max 39kb	R185	MSN
	Billboard	970x250 max 39kb	R375	MSN
	Custom Header	1272x328 max 39kb	R400	East Coast Radio; Jacaranda FM; MSN
	Double Banner	468x120 max 39kb	R220	MSN
	Half Page	300x600 max 39kb	R335	East Coast Radio; Inspiring Women; Jacaranda FM; MSN; Skype
	Leaderboard	728x90 max 39kb	R295	East Coast Radio; Inspiring Women; Jacaranda FM; MSN; Skype
	Medium Rectangle	300x250 max 39kb	R295	East Coast Radio; Inspiring Women; Jacaranda FM; MSN; Skype
	Skyscraper	160x600 max 39kb	R220	Outlook; Skype
Rich Media	Expanding Medium Rectangle		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 39kb	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 39kb	R150	East Coast Radio; Jacaranda FM; MSN
	Banner	320x50 max 39kb	R150	East Coast Radio; Jacaranda FM; MSN
	Medium Rectangle	300x250 max 39kb	R190	East Coast Radio; Jacaranda FM
Mobile Apps	Banner	300x250 max 39kb	R270	MSN
	Banner (expandable)	320x50/320x480 max 39kb	R170	MSN, Skype Mobile App,
	Banner	640x100 max 39kb	R125	MSN Mobile App; Skype Mobile App
	Banner (expandable)	480x80/480x480 max 39kb	R170	Windows Mobile Apps



Standard	Elements	Specifications	CPM	Sites
	Display	970x250 max 39kb; 300x600 max 39kb; 728x90 max 39kb; 300x250 max 39kb; 300x250/500x300 max 1MB; 300x50 max 39kb;	R65	Adjoin Media
	In-Banner Video	As per display	R80	Adjoin Media
	Native In-article Video	As per display	R90	Adjoin Media

High Viewability	Display	As per display	R95	Adjoin Media
	In-Banner Video	As per display	R110	Adjoin Media
	Native In-article Video	As per display	R120	Adjoin Media

High Viewability & Data	Display	As per display	R130	Adjoin Media
	In-Banner Video	As per display	R150	Adjoin Media
	Native In-article Video	As per display	R170	Adjoin Media

	Specifications	CPM	Sites
d6 Connect	216x36, 320x50, 468x60, 728x90	R150	d6 Connect
d6 Communicator	216x36, 320x50, 468x60, 728x90	R150	d6 Communicator
User Based Campaigns	216x36, 320x50, 468x60, 728x90	POA Subject to: • Numbers of users targeted • Months	d6 Communicator

	Elements	Specifications	CPM	Sites
Web Connect	Billboard	970x250 max 39kb	R400	Gumtree
	Custom Header	1272x328 max 39kb		Gumtree
	Half Page	300x600 max 39kb	R380	Gumtree
	Leaderboard	728x90 max 39kb	R280	Gumtree
	Medium Rectangle	300x250 max 39kb	R300	Gumtree
	Skyper	160x600 max 39kb	R280	Gumtree
Mobile Web	Banner	300x50 max 39kb	R200	Gumtree
Mobile Apps	Banner (expandable)	320x50/320x480 max 39kb	R170	Gumtree

CPM = Cost per Thousand Impressions |

CPC = Cost per Click



Impressions	Packages		Price		Sites
	Gold				
500 000	R37		R18 500		Second Screen Mobile
1 000 000	R33		R33 000		Second Screen Mobile
1 500 000	R30		R45 000		Second Screen Mobile
2 000 000	R27		R54 000		Second Screen Mobile
3 000 000	R25		R75 000		Second Screen Mobile
4 000 000	R24		R96 000		Second Screen Mobile
5 000 000	R22		R110 000		Second Screen Mobile
	Element	Specifications	CPM	CPC	Sites
Please Call Me	Receiver/Sender	Text - 110 Characters	R5		Vodacom
App Store	Banner (Top & Middle)	320x50	R35	R4.50	Vodacom Mobile
Vlive! Feature	Banner	320x50	R50	R4.50	Vodacom Mobile
	Block	189x189	R25	R4.50	Vodacom Mobile
	Splash	241x241	R75		Vodacom Mobile
Vlive! Smart	Bottom	728x90	R45	R4.50	Vodacom Mobile
	Block	189x189	R25	R4.50	Vodacom Mobile
	Splash	300x600	R125		Vodacom Mobile
	Top/ Slider	415x246	R35	R4.50	Vodacom Mobile
VideoPlay	Carousel	300x250	R80	R4.50	Vodacom Mobile/ Web
Blue Bulls App	Banner	Various		R4.50	Vodacom Web
Soccer	MPU - Bottom	300x250	R50		Vodacom Mobile/ Web
	MPU - Top	300x250	R80		Vodacom Mobile/ Web
	Video	640x480	R130		Pre, Mid, Post- Roll, Overlay
	USSD	Text - 145 Characters	R7		Vodacom Mobile
Chomi	Banner	320x50	R50		Vodacom Mobile
	Video	640x480	R130		Pre, Mid, Post- Roll, Overlay
	USSD	Text - 110 Characters	R7		Vodacom Mobile
All Out Rugby	Leaderboard	970x90	R80		Vodacom Web
	Billboard	970x250	R100		Vodacom Web
	Leaderboard	728x90	R80		Vodacom Web
	Banner	468x60	R70		Vodacom Web
	MPU - Bottom	300x250	R50		Vodacom Web
	MPU - Top	300x250	R80		Vodacom Web
	Half Page	300x600	R125		Vodacom Web
	Sky Scraper	160x600	R70		Vodacom Web
StreamIT360	Video	640x480	R130		Pre, Mid, Post- Roll, Overlay
Bulk SMS	Standard	Text - 160 Characters	R168		
	Intelligent	Text - 160 Characters	R210		
Voicemail	Standard	77 Character Limitations, Excl. prefix (AD)	R7		Vodacom Mobile
		Bespoke	POA		Vodacom Mobile
USSD Games	Sponsored (Game paid for by client)	300x250	R80		Vodacom Web

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



Native Content	
Basic Advertorial	
Article provided by client and published on website	R15 000
Standard Advertorial	
Basic + social media platform share per article	R20 000
Sponsored Advertorial	
Standard + newsletter feature + newsletter banner	R25 000

Display	
Display Run of Site (ROS)	
Desktop & Mobile (ROS).	R215 CPM
Mobile Only (ROS)	R290 CPM
Desktop Only (ROS)	R398 CPM
Vertical - Specific Campaigns	
News	R215 CPM
Finance, Travel, Motoring	R258 CPM
Sport	R269 CPM
Lifestyle & Tech	R280 CPM
Lotto	R301 CPM
All Others (eg Crypto, Opinion, SA Abroad)	R215 CPM

Display	
Desktop Sponsorship	
All Display positions on vertical plus: Wallpaper (desktop) additional	R450 CPM
Mobile Sponsorship	
(Mobile/ Desktop Strictly only)	R305 CPM

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Mediamark Johannesburg

mediamark house. 36 homestead road.
rivonia. po box 5981.
rivonia. 2128.
tel: +2711 235 7600.

Mediamark Cape Town

mediamark. 9 parklane avenue.
century city.
milnerton. 7441.
tel: +2721 529 4140.