



mediamark

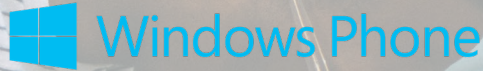
DIGITAL
RATE CARD

EFFECTIVE JANUARY 2021

DIGITAL | DIGITAL AUDIO | MOBILE | PODCASTS | SOCIAL MEDIA

BRINGING YOU SOME OF THE MOST LOVED DIGITAL BRANDS IN SA

NEWS & SPECIAL INTEREST



AUDIO & DISPLAY



INTENDER BASED AUDIENCE ENVIRONMENTS



COMMUNICATION SERVICES



PROGRAMMATIC



NEWS & SPECIAL INTEREST



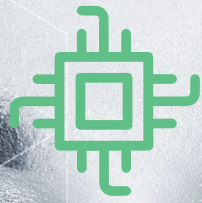
PLATFORM	ELEMENT	SPECIFICATIONS	CPM			
			MSN	WINDOWS MOBILE APP	THE SOUTH AFRICAN	INSPIRING WOMEN
DESKTOP DISPLAY	Wallpaper				R500	
	Billboard	970 x 250 max 39kb	R375		-	
	Custom Header	1272 x 328 max 39kb	R400		-	
	Half Page	300 x 600 max 39kb	R335		R350	R335
	Leaderboard	728 x 90 max 39kb	R295		R300	R295
	Super Leaderboard	970 x 90 max 39kb			R350	
	Medium Rectangle	300 x 250 max 39kb	R295		R300	
	Skyscraper	160 x 600 max 39kb	R220			
VIDEO	Bannerstream	Aspect ratio 16:9, creative size 300x250, more detailed specs at request	R300			
	Instream	Vast 3.0, aspect ratio 16:9, more detailed specs at request	R400			
	Outstream	Aspect ratio 16:9, creative size 480x270 more detailed specs at request	R350			
RICH MEDIA	Expanding Medium Rectangle	300x250 / 500x300 max 1MB	R375		R500	
	Expanding Billboard	970 x 250/ 970 x 600 max 1MB	R420		-	
	Expanding Half Page	300 x 600/ 600 x 600 max 1MB	R420		R500	
	Expanding Leaderboard	728 x 90/ 944 x 600 max 1,5 MB	R335		R500	
	Filmstrip	300 x 600 max 1MB	R420		R500	
	Flip 3/6	300 x 600/900 x 1200 1MB	R500		R500	
	In Banner Video	300 x 250, 300 x 600, 728 x 90, 160x600 max 1MB	R420		-	
MOBILE WEB	Medium Rectangle	300x250 max 39k			R200	
	Mobile Banner	300 x 50 max 39 kb	R150			
	Mobile Banner	320 x 50 max 39 kb	R150		R200	
MOBILE APP	Native	Main Image - Aspect Ratio 1.91:1 200 KB Logo - Aspect Ratio 1:1 60KB Sponsor (Brand) Text - <25 characters	R180			
CONTENT	Expanding Banner	480 x 80/ 480 x 480 max 39kb		R170		
	Basic Advertorial	Article provided by client and published on website			R15 000	
	Standard Advertorial	Article provided by client and published on website + Social Media Share per Platform			R20 000	
	Sponsored Advertorial	Article provided by client and published on website + Social Media Share per Platform + Newsletter Feature + Newsletter Banner			R25 000	

AUDIO & DISPLAY



PLATFORM	ELEMENT	SPECIFICATIONS	CPM				
			JACARANDA FM	EAST COAST RADIO	EAST COAST GOLD	KAYA FM	SMILE
DIGITAL AUDIO	Audio Only: Pre-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R195	R195	R195	COMING SOON	R200
	Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R195	R195	R195	COMING SOON	R200
	Audio+ Playlist companion Ad + Small Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Leaderboard 728x90 max 39kb / Medium Rectangle 300x250 max 39kb	R300	R300	R300	COMING SOON	COMING SOON
	Audio+ Playlist companion Ad + Large Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Billboard (970x250 max 39k)	R350	R350	R350	COMING SOON	COMING SOON
	Audio + Video	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Video	R400	R400	R400	COMING SOON	COMING SOON
	Billboard	970 x 250 max 39kb	R400	R400		R375	
	Half Page	300 x 600 max 39kb	R335	R335		R335	
	Leaderboard	728 x 90 max 39kb	R295	R295		R295	
	Large Leaderboard	970x90 max 39kb					R325
	Medium Rectangle	300 x 250 max 39kb				R295	R300
	Homepage banner	851x315 max 39kb					
	Side Banner	400x600 max 39kb					
RICH MEDIA	Expanding Leaderboard	728 x 90/ 944 x 600 max 1,5 MB	R375	R375			
MOBILE WEB	Mobile Banner	300 x 50 / 320x50 max 39 kb	R150	R150		R150	
	Medium Rectangle	300x250 max 39k	R190	R190			
MOBILE APP	Opening Billboard	1360x1360 max 39kb					R400

INTENDER BASED AUDIENCE ENVIRONMENTS



PLATFORM	ELEMENT	SPECIFICATIONS	CPM	
			GUMTREE	PRICE CHECK
DESKTOP DISPLAY	Wallpaper	Request detailed specs for each platform		R500
	Banner	468 x 60 max 39kb		R200
	Billboard	970 x 250 max 39kb	R400	
	Custom Header	1272 x 328 max 39kb	R450	
	Half Page	300 x 600 max 39kb	R380	
	Leaderboard	728 x 90 max 39kb	R280	R250
	Medium Rectangle	300 x 250 max 39kb	R300	R220
	Skyscraper	160 x 600 max 39kb	R280	R200
MOBILE WEB	Medium Rectangle	300x250 max 39k		R200
	Mobile Banner	300 x 50 max 39 kb	R200	
MOBILE APP	Expanding Banner	320 x 50/320 x 480 max 39kb	R170	

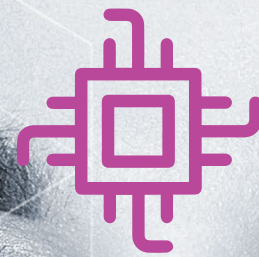
COMMUNICATION SERVICES



PLATFORM	ELEMENT	SPECIFICATIONS	CPM						
			D6 CONNECT	D6 COMMUNICATOR	OUTLOOK	VODACOM	VLIVE FEATURE	VLIVE SMART	MTN
DESKTOP DISPLAY	Banner	468 x 60 max 39kb							
	Billboard	970 x 250 max 39kb							R145
	Half Page	300 x 600 max 39kb			R375	R125			
	Leaderboard	728 x 90 max 39kb		R200	R300	R125			R95
	Medium Rectangle	300 x 250 max 39kb			R300				
	Skyscraper	160 x 600 max 39kb			R220				
VIDEO	Vodacom Videoplay Carousel	300 x 250 max 39kb				R80			
	Vodacom Soccer App Video	640 x 80 max 3mb				R130			
	Vodacom Chomi	Pre/ Mid/ Post-Roll / Overlay				R130			
RICH MEDIA	Mobile Banner Rich Media	320x100 max 39mb							R100
	Medium Rectangle Rich	300x250 max 39kb							R95
MOBILE WEB	Mobile Banner	300 x 50 max 39kb	R150						
	Mobile Banner	320 x 50 max 39 kb			R170		R50		
	Double Mobile Banner	320 x 100 max 39kb							R75
	Mobile Expanding Banner	320 x 100px to 320 x 480 max (39KB max)							R120
	Medium Rectangle	300x250 max 39kb							R55
	Content Block	216 x 36 max 39kb	R150						
	Block	189 x 189 max 39kb					R25	R25	
	Splash	241 x 241 max 39kb					R75		
	Leaderboard	728 x 90 max 39kb						R45	
	Splash	300 x 600 max 39kb						R125	
Slider	415 x 246 max 39kb						R35		
MOBILE APP	Vodacom Soccer MPU	300 x 250 max 39kb				R80			

D6 User Based Campaigns - POA Subject to numbers of users targeted - Months

COMMUNICATION SERVICES



TEXT MESSAGING	Please Call Me Untargeted	Text 110 Characters				R5			R4
	Please Call Me Targeted	Text 110 Characters							R350
	Please Call Me Untargeted with Image	Text 110 Characters + Link to Image (320x300 39KB Max)							R550
	Please Call Me Untargeted with Video	Text 110 Characters + Link to Video Interstitial 4:6 10-15 sec 3MB							R800
	Please Call Me Targeted with Image	Text 110 Characters + Link to Image (320x300 39KB Max)							R850
	Please Call Me Targeted with Video	Text 110 Characters + Link to Video Interstitial 4:6 10-15 sec 3MB							R1 100
	Bulk SMS Untargeted	Text 160 Characters				R168			R200
	Bulk SMS Untargeted with Image	Text 160 Characters + Link to Image (320x300 39KB Max)							R700
	Bulk SMS Untargeted with Video	Text 160 Characters + Link to Video Interstitial 4:6 10-15 sec 3MB							R950
	Bulk SMS Targeted	Text 160 Characters				R210			R500
	Bulk SMS Targeted with Image	Text 160 Characters + Link to Image (320x300 39KB Max)							R1 000
	Bulk SMS Targeted with Video	Text 160 Characters + Link to Video Interstitial 4:6 10-15 sec 3MB							R1 250
VOICE MAIL	Standard	77 Character Limitations, excl. prefix (AD)				R7			
	Bespoke	77 Character Limitations, excl. prefix (AD)				POA			
USSD	Sponsorship (Game Production paid for by Client - POA)	300x250 max 39kb				R80			
	Vodacom Soccer App	Text 145 Characters				R7			
	Vodacom Chomi	640 x 480 max - 20 characters for menu + 144 characters for message				R7			

D6 User Based Campaigns - POA Subject to numbers of users targeted - Months

PLATFORM	IMPRESSIONS	CPM RATES	PRICE
SECOND SCREEN PROGRAMMATIC PACKAGES	500 000 +	R37	R18 500
	1 000 000 +	R33	R33 000
	1 500 000 +	R30	R45 000
	2 000 000 +	R27	R54 000
	3 000 000 +	R25	R75 000
	4 000 000 +	R24	R96 000
	5 000 000 +	R22	R1 100 000

DIGITAL - TERMS AND CONDITIONS

1 The Parties

1.1 The parties to this agreement Mediamark and the party whose details are fully set out on the Insertion Order as part of this agreement hereinafter referred to as the "Advertiser".

1.2 The Advertiser hereby acknowledges and agrees that the Advertiser will be responsible to fulfil or procure fulfillment of all its obligations as set out in this agreement and that the Advertiser will ultimately be liable to Mediamark for fulfillment of all of its obligations under this agreement.

1.3 Annexures, addendums or schedules to this agreement form an integral part hereof. If any provision in an annexure, addendum or schedule is in conflict with a provision(s) in this agreement, effect shall be given to the other provision(s) in this agreement.

2 Definitions

2.1 For the sake of convenience and clarity, the following words shall bear the meanings assigned to them below :

2.1.1 "Advertisement(s)" means any text, graphics, image, content or any other marketing or promotional material provided by the Advertiser to Mediamark for placement within Mediamark's digital properties as set out on the first page;

2.1.2 "Campaign(s)" means all of the advertisements that shall be placed within Mediamark's web properties in accordance with the details set out in this agreement collectively;

2.1.3 "Insertion Order" means the document headed "Online Advertising Agreement" and/or "IO" stipulates the details of the Advertiser and the placement of the advertisements; and

2.1.4 "This agreement" means the first page, all additional numbered pages, the terms and conditions set out herein and any annexure, schedule or addendum attached hereto.

2.1.4 "This agreement" means the first page, all additional numbered pages, the terms and conditions set out herein and any annexure, schedule or addendum attached hereto

3 Placement of Advertisements

3.1 Material, image and/or content, required by Mediamark to give effect to this agreement, needs to be supplied to Mediamark, in such format as Mediamark may specify, at least 3 (three) working days prior to the campaign commencing. Mediamark shall not be obliged to place any advertisement that does not satisfy its technical requirements with regards to advertising creative dimensions, le type and le size.

3.2 Mediamark will provide Advertiser with reports on advertisements placed within Mediamark's digital properties as per Auto Campaign Frequency Reporting field specified on Insertion Order.

3.3 The placing of advertisements is subject to availability of inventory. Whilst every effort will be made to serve all advertisements as indicated in this agreement, strict compliance will not always be possible and Mediamark cannot be held liable for any advertisements not placed as set out in this agreement and/or any changes in the placement of advertisements.

3.4 Mediamark reserves the right to :

3.4.1 Serve any advertising on Mediamark's digital properties, including (without being limited to) advertising relating to competing products and/or services;

3.4.2 Change the format, layout and/or look-and-feel of Mediamark's digital properties;

3.4.3 Include any link in the web pages within Mediamark's web properties that Mediamark, in its sole discretion, deems appropriate;

3.4.4 Reject any advertisement that is improper, immoral or unlawful. The client will be duly informed of such decision and allowed 48 hours to rectify the advertisement, failing which the client will remain liable for the total campaign value whilst Mediamark will not be liable to serve any advertising on such campaign until the rectified material has been received.

3.4.5 Reject any campaigns and/or advertisements that are not appropriate to Mediamark's viewers, or in conflict with Mediamark's business interests. The client will be duly informed of such decision and the applicable campaign will be cancelled with immediate effect with no obligations to the client or Mediamark;

3.5 All bookings are subject to availability on receipt of a signed Insertion Order (IO).

3.6 All bookings are subject to approval by the individual media owners.

3.7 IO's together with all relevant creative/material must be received no less than three (3) days before campaign starts.

3.8 If Creative/material is not supplied in the stipulated three (3) day deadline the campaign will be charged for in full.

3.9 In cases where campaign placements are being shifted from one site to another, a signed amendment document must be submitted.

3.10 Rates are nett and exclude all negotiated discounts and incentives

3.11 Please note that impressions are booked on a daily basis, therefore your invoice will reflect the billing per day, for the current month only.

3.12 All campaigns shall be monitored, reported on and invoiced based on Mediamark's inventory management system.

4 Duration & Cancellation

4.1 This agreement shall come into effect on the date when it is counter signed by an authorized representative of Mediamark ("the effective date") and shall endure until the end date set out on the Insertion Order (unless otherwise agreed in writing), subject to the right of either party to terminate the agreement by means of twenty-eight (28) days prior written notice to such effect to the other party.

4.2 In the event of termination of this agreement for any reason whatsoever, Mediamark shall forthwith remove all advertisements that may appear on Mediamark's digital properties in terms of this agreement.

4.3 Cancellation by the Advertiser will only be effected through the submission of a written cancellation notice, which must reach Mediamark twenty-eight (28) days before the effective date of cancellation. The Advertiser shall remain liable for all adver-

tisements placed until the effective date of cancellation. Should the Advertiser insist on a waiver of the cancellation notice period, i.e. immediate cancellation of the campaign, Mediamark will be entitled to hundred percent (100%) of the originally booked campaign value, i.e. the full Online Advertising Agreement value will be payable.

5 Consideration

5.1 In consideration for the advertisements served in terms of this agreement, the Advertiser will pay Mediamark the amounts set out in this agreement

5.2 Mediamark shall provide the Advertiser with a monthly VAT invoice. The amounts set out in the VAT invoice will be payable within the agreed payment period.

5.3 Mediamark shall be entitled to give the Advertiser reasonable written notice which may include an e-mail notification of any increase in any amount set out in this agreement.

5.4 Should the Advertiser fail to pay any amount to Mediamark by due date, Mediamark shall be entitled, in its discretion and without prejudice to any other rights which it may have in law, forthwith cancel this agreement or suspend performance of its obligations without notice to the Advertiser.

6 Intellectual Property Rights

6.1 The Advertiser hereby grant to Mediamark a worldwide, royalty free license to use the advertisement, Advertiser name, trademark, logo, brand name and/or domain name to the extent necessary to give effect to the provisions of this agreement.

6.2 The Advertiser hereby warrant that the Advertiser is, and at all relevant times will be, the lawful owner of the copyright of the advertisement and all the material and content provided by the Advertiser to the Web for the purposes hereof and hereby irrevocably and unconditionally indemnify Mediamark and agree to hold Mediamark harmless against any claim made by any person, howsoever arising from any infringement of copyright and/or infringement of any other intellectual property rights or other third party rights by the advertisements and/or any other material provided by the Advertiser to Mediamark.

6.3 The parties agree that, except where specifically provided otherwise in this agreement, no party shall obtain any rights of whatsoever nature in or to the intellectual property rights of the other party and that any intellectual property rights developed during the term of this agreement by Mediamark or by the parties acting jointly, shall vest exclusively in Mediamark.

6.4 The Advertiser will not be entitled to use any of Mediamark trademarks, logos, brand names, domain names or other marks without Mediamark's prior written approval.

7 Limitation of Liability

7.1 The Advertiser acknowledge that neither Mediamark nor its respective Publishers has no knowledge of, nor in any way contributes to, nor approves the advertisement and/or any other content provided to Mediamark or its respective Publishers in terms of this agreement and that certain kinds of advertisements, content and conduct may be offensive, unlawful, in breach of codes of conduct binding on Mediamark, violations of legislation, violations of the common law generally or violations of the requirements or rules of any regulatory authority and that certain kinds of advertisements, content and conduct may cause harm to the name, goodwill and reputation of Mediamark or its respective Publishers. The Advertiser therefore agrees that Mediamark or its respective Publishers may, without derogating from any other rights that it may have, terminate this agreement with immediate effect and without notice to the Advertiser, should Mediamark or its respective Publishers, in their sole discretion, be of the opinion that the Advertiser's advertisement and/or any of the content accessible via link from the advertisement or any conduct within the website accessible via a link from the advertisement is offensive, unlawful or harmful.

7.2 The Advertiser agrees that nothing that Mediamark does in the exercising of its rights or the performance of its obligations in terms of this agreement or in the carrying on of its business generally shall be construed as an assumption of responsibility or liability by Mediamark for the advertisement and/or the content accessible via a link from the advertisement and/or the conduct carried on the website accessible via a link from the advertisement.

7.3 The Advertiser hereby warrant to and in favour of Mediamark that the performance by Mediamark of its obligations under this agreement will not result in the breach of any applicable law or any third party rights and the Advertiser hereby irrevocably and unconditionally indemnify Mediamark and agree to hold Mediamark harmless from and against any loss, costs, damages and/or claims suffered or incurred by or instituted against Mediamark as a result of a breach of this warranty.

7.4 Nothing herein or that Mediamark does in performance of its obligations in terms hereof, shall be interpreted so as to give Advertiser any form of entitlement in respect of Mediamark's web properties, other than as provided for herein.

7.5 Notwithstanding any other provision under this agreement, neither party shall be liable to the other party for any indirect and/or consequential damages directly or indirectly resulting from (relating to) this agreement in any manner whatsoever.

8 Confidentiality

Notwithstanding termination of this agreement, the parties agree to treat all information, in whatever form and howsoever recorded, that may reasonably be argued to have commercial value and that a party receives from the other party as a result of this agreement ("confidential information"), as private and confidential and safeguard it accordingly. The parties furthermore agree not to use or disclose or divulge or copy or reproduce or publish or circulate or reverse engineer and/or decompile or otherwise transfer, whether directly or indirectly, any confidential information to any other person and shall take all such steps as may be reasonably required to prevent confidential information falling into the hands of unauthorised persons..