





# Digital Audio, Online And Social Media Advertising

## CONTENT BLOCK PACKAGES

Content blocks are pieces of client dedicated content published and promoted across the platform on which it is running. This content may take the form of articles, videos, podcasts, or infographics, and is aimed at educating viewers, positioning client as the expert, and promoting product offerings.

CONTENT BLOCK PACKAGES						
Product:						Elements:
<b>Content Block Standard Package</b>	Investment	R45 360	R46 620	R46 423	R24 825	*4 x Article Summary, 4 x Social Media Posts
	Value	R50 400	R51 800	R48 650	R26 250	
<b>Content Block incl. Digital Premium Package</b>	Investment	R86 480	R88 720	R71 053	R65 633	*4 x Article Summary, 6 x Social Media Posts & Digital Banners (Leaderboard ROS & MPU ROS)
	Value	R108 100	R110 900	R75 050	R70 925	

*\*NOTE: Quoted costs exclude Article Scripting Fees @ approx R 1500 per Article per Station, Script Editing Fees @ approx R 500 per Article per Station.*