

A black and white photograph of a woman with dark, curly hair, wearing large headphones and glasses. She is smiling and looking directly at the camera. The background is a plain, light-colored wall.

Mediamark

DIGITAL **RATE CARD**

Effective July 2021

RADIO | 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 ENVIRONMENT



COMMUNICATION SERVICES



PROGRAMMATIC



Audio And Display

PLATFORM	ELEMENT	SPECIFICATIONS	JACARANDA FM	EAST COAST RADIO	EAST COAST GOLD	Kaya 959	Smile 90.4FM
DIGITAL AUDIO	Audio Only: Pre-Roll	15 - 30 Second Audio File:mp3 / wma / aac / ogg or wav	R205	R205	R205	R220	R200
	Audio Only: Mid-Roll	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R205	R205	R205	R320	COMING SOON
	Audio+ Playlist companion Ad + Small Format Companion Ad	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: N140x260 max 39k Player Companion Ad: Leaderboard 728x90 max 39kb / Medium Rectangle 300x250 max 39kb	R315	R315	R315	R350	
	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)	R368	R368	R368	R450	R450
	Audio + Video	15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav Playlist Companion Ad: 140x260 max 39k Player Companion Ad: Video	R420	R420	R420		
Podcast: Audio On Demand		15 - 30 Second Audio File: mp3 / wma / aac / ogg or wav	R450	R450	R450	R450	R450
DISPLAY ADS: CPM	Billboard	970 x 250 max 39kb	R420	R420	R421	R375	
	Half Page	300 x 600 max 39kb	R352	R352	R422	R335	
	Leaderboard	728 x 90 max 39kb	R310	R310	R423	R295	R295
	Large Leaderboard	970 x 90 max 39 kb					R325
RICH MEDIA	Expanding Leaderboard	728 x 90/ 944 x 600 max 1,5 MB	R394	R394	R424		
MOBILE WEB	Mobile Banner	300 x 50 / 320x50 max 39 kb	R158	R158	R425	R295	R300
	Medium Rectangle	300x250 max 39k	R200	R200	R426	R150	
	Mobile App	2560 x 2560 max 39 kb					R400



Intender Based Audience Environments

PLATFORM	ELEMENT	SPECIFICATIONS	CPM	
			GUMTREE	PRICE CHECK
DESKTOP DISPLAY	Wallpaper			
	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 COMMUNIC-ATOR	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				
	Leaderboard	728 x 90 max 39kb		?	R300				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 ???				R130			
	Vodacom Chomi	Pre/ Mid/ Post-Roll / Overlay				R130			
RICH MEDIA	Mobile Banner Rich Media	320x100 max (??)							R100
	Mobile Expanding Banner Rich	320 x 100px to 320 x 480 max (??)							R150
	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 (??)							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			

Communication Services

PLATFORM	ELEMENT	SPECIFICATIONS	CPM						
			D6 CONNECT	D6 COMMUNIC- ATOR	OUTLOOK	VODACOM	VLIVE FEATURE	VLIVE SMART	MTN
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 (specs??)							R550
	Please Call Me Untargeted with Video	Text 110 Characters + Link to Video (specs??)							R800
	Please Call Me Targeted with Image	Text 110 Characters + Link to Image (specs??)							R850
	Please Call Me Targeted with Video	Text 110 Characters + Link to Video (specs??)							R1 100
	Bulk SMS Untargeted	Text 160 Characters				R168			R200
	Bulk SMS Untargeted with Image	Text 160 Characters + Link to Image (specs??)							R700
	Bulk SMS Untargeted with Video	Text 160 Characters + Link to Video (specs??)							R950
	Bulk SMS Targeted	Text 160 Characters				R210			R500
	Bulk SMS Targeted with Image	Text 160 Characters + Link to Image (specs??)							R1 000
	Bulk SMS Targeted with Video	Text 160 Characters + Link to Video (specs??)							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 ???				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

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 fulfilment of all its obligations as set out in this agreement and that the Advertiser will ultimately be liable to Mediamark for fulfilment of all 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 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 Mediamarks’ digital properties as set out on the first page.

2.1.2 “Campaign(s)” means all the advertisements that shall be placed within Mediamarks’ 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.

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.

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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, ie type and ie size.

3.2 Mediamark will provide Advertiser with reports on advertisements placed within Mediamarks’ 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 Mediamarks’ 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 Mediamarks’ digital properties.

3.4.3 Include any link in the web pages within Mediamarks’ 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 Mediamarks’ 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 Mediamarks’ digital properties in terms of this agreement.

4.3 Cancellation by the Advertiser will only be affected 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 advertisements 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.

CONVERSION TABLES:

Loadings	Live Read	Feature	Pref Spot
Multiply generic rate by	1.6	1.3	1.4

Rates exclude VAT, Standard Terms and Conditions apply. E&OE.

Duration	5”	10”	15”	20”	25”	30”	35”	40”	45”	50”	55”	60”
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.33	1.5	1.67	1.83	2.0

Durations over 50” to be approved by Stations prior to booking and broadcast.

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 Advertisers’ 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 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.

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