



# Rate Card

DIGITAL AUDIO | VIDEO | MARKETPLACE



EFFECTIVE 1 SEPTEMBER 2025

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# Display & Native



ELEMENT	SPECIFICATIONS	MSN	OUTLOOK	Jacaranda FM	East Coast Radio	Timeout	Viu	Multilocal
		Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM
Leaderboard	728x90 max 39k	R290	R290	R365	R362	R350	R430	Note: Multilocal Marketplace rates vary based on the target market, and the element utilised (Display; Video; Native; Audio. Advertiser will always receive the recommended CPM Bid Guidance, and this will be the base rate provided by Mediamark with no additional mark ups
Large Leaderboard	728x250 max 39k / 728x180 max 39k						R430	
Medium Rectangle	300x250 max 39k	R290	R290	R366	R363	R350	R430	
Half Page Advertisement	300x600 max 39k	R375	R375	R414	R411	R400		
Custom Header	1272x328 max 39k	R375						
Billboard	970x250 max 39k	R375		R495	R491	R475		
Skyscraper	160x600 max 39k		R290					
Social display	Surfacing client-owned social content across Time Out network					R300		
Contextual Ad	16:9 - Min. resolution 682x384px png, gif, jpeg Max. file size 60kb						POA	
Squeezeback	16:9 - Image, Ad duration 10-20sec png, gif, jpeg max 1MB						R430	
Pop Up Ad	Mobile: 320x480 png, gif, jpeg 1MB <1000 KB Tablet: 1024x768 png, gif, jpeg 1MB <1000 KB Web: 480x320 png, gif, jpeg 1MB <1000 KB						R630	
Mobile Banner	300x50 max 39k	R150		R185	R184	R295		
Mobile Banner	250x510 max 39k	R150						
Mobile Banner	250x250 max 39k	R150						
Mobile Banner	480x80 max 39k	R150						
Mobile Banner	320x50 max 39k		R150	R185	R184		R430	
Mobile Medium Rectangle	300x250 max 39k			R235	R233		R430	
Mobile Banner	320x100 max 39k						R430	
Display Banners (Tablet)	Tablet: 728x250, 728x90, 728x180 png, gif, jpeg 1MB						R430	
Spotlight Banner (Mobile Only)	Mobile 360x203 png.gif.jpeg max 1MB						R430	
Push Notification (Mobile Only)	600x300 png.jpeg max 40kb						R430	

ELEMENT	SPECIFICATIONS	MSN	OUTLOOK
Native Desktop CPM	<b>Title:</b> The first 25 characters render; No hard character limit; <b>Description:</b> The first 40 characters render; with a hard limit of 300 characters; Sponsor (Brand): < 25 characters; <b>Icon:</b> Sizes 150x150; 300x300; 100x100; 50x50 max 39k	R300	
Mobile Native CPM	<b>Logo:</b> 100x100 and 296x184 max 60k <b>Title:</b> 75 Character limit; Sponsor(Brand): <25 Character limit.		R300

## Multilocal

**Note:** Multilocal Marketplace rates vary based on the target market, and the elememnt utilised (Display; Video; Native; Audio. PHD will always receive the recommended CPM Bid Guidance, and this will be the base rate provided by Mediamark with no additional mark ups

# Digital Audio



ELEMENT	SPECIFICATIONS	JACARANDA FM	EAST COAST RADIO	EAST COAST GOLD	ADWAVE	PODWAVE	KATZ MEDIA	ODEEO
		Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM	Rate Card CPM
Audio Only: Pre-Roll	15 – 30 Second Audio File:mp3 / wma / aac / ogg or wav	R256	R254	R238	R205		R256	
Audio Only: Mid-Roll	15 – 30 Second Audio File: mp3 / wma / aac / ogg or wav	R256	R254	R238	R205			
Audio+ Playlist companion Ad + Small Format Companion Ad	<b>15 – 30 Second Audio File:</b> cmp3 / wma / aac / ogg or wav <b>Playlist Companion Ad</b> : 140x260 max 39k <b>Player Companion Ad</b> : Leaderboard 728x90 max 39kb or Medium Rectangle 300x250 max 39kb	R394	R391	R367				
Audio+ Playlist companion Ad + Large Format Companion Ad	<b>15 – 30 Second Audio File:</b> cmp3 / wma / aac / ogg or wav <b>Playlist Companion Ad</b> : 140x260 max 39k <b>Player Companion Ad:</b> Leaderboard 728x90 max 39kb or Medium Rectangle 300x250 max 39kb	R459	R456	R427				
Gaming Audio & Companion Advertisement	<b>15 – 30 Second Audio File:</b> cmp3 / wma / aac / ogg or wav <b>Playlist Companion Ad</b> : 140x260 max 39k <b>Player Companion Ad:</b> Leaderboard 728x90 max 39kb or Medium Rectangle 300x250 max 39kb	R459	R456	R427				R320
Podcast Bespoke	Pre Roll 15 – 30 Second Audio File:mp3 / wma / aac / ogg or wav	R600	R600			R205	R400	
	Mid Roll 15 – 30 Second Audio File:mp3 / wma / aac / ogg or wav	R600	R600			R205	R400	
	Post Roll 15 – 30 Second Audio File:mp3 / wma / aac / ogg or wav	R300	R300			R205	R400	
Podcast: On Demand	Pre Roll 15 – 30 Second Audio File:mp3 / wma / aac / ogg or wav	R400	R400					
	Post Roll 15 – 30 Second Audio File:mp3 / wma / aac / ogg or wav	R200	R200					

# Video



ELEMENT	SPECIFICATIONS	MSN	WMG	VIU	TIMEOUT
<b>Pre/Mid/Post Roll AD</b>	1280x720 60sec Max; mp4 Supported VAST versions: VAST 2.0, VAST 3.0, VAST 4.0			R630	
<b>In-Feed Video</b>	Video served in-feed across Time Out network				R475
<b>Social Video</b>	Surfacing client-owned social content across Time Out network				R475
<b>Instream (Pre Roll)</b>	VAST 3.0; Aspect Ratio 16:9	R500			
<b>Outstream (Native Video)</b>	480x270 (16:9) max 1GB; VPAID; Html5;	R450			
<b>Cross Platform_WMG YT Pre-Roll Skip</b>	Standard YouTube Specs: Pre Rolls appear directly before the video you want to watch. These short video ads can be up to two minutes long, but the sweet spot for most advertisers is between 15 and 25 seconds		R420		
<b>Cross Platform_WMG YT Pre-Roll Bumper</b>	Standard YouTube Specs: YouTube's bumper ad is a six-second, unskippable video ad that plays before a YouTube video. It is one of YouTube's six different advertising formats. Due to their short length, bumper ads are best for creating brand awareness and reach		R420		
<b>WMG Integrated Sponsorship</b>	Live Stream Integration Your brand will receive prominent media & logo placement across the live stream itself. Co-Branded Promotion: Additionally, your brand will be prominent throughout all of the promotion for the Songkick Presents live stream - from co-branded emails to display media to editorial.		R450		

ELEMENT	PODCAST & CHILL WITH MAC G	SPREADING HUMOURS	PNC	ON SIDE	AMAPIANO PULSE
<b>The Podcast &amp; Chill Network</b>	<p>The Podcast and Chill Network is home to South Africa's biggest vodcasts — including Podcast &amp; Chill with MacG, Spreading Humours, PNC (People Need Comedy), Onside, and Amapiano Pulse.</p> <p>From Live Reads and Product Placements to Animated Posters, Pop-up Banners, Skits, and Outside Broadcasts, the Network offers a full spectrum of impactful ad formats tailored to your brand.</p> <p>Connect with your Mediamark Account Manager to create a custom solution that hits the right note</p>				

# Targeting and Tools

TARGETING AND TOOLS	DEFINITION	ADD TO CPM
Shake Me	ShakeMe™ is a motion-activated and interactive audio ad format that invites listeners to shake their phones or smartwatches to complete a desired action, such as downloading a coupon, placing a call, or opening a web link. Because we so often listen to audio while exercising, working, commuting, or cooking, we can't always stop and pick up our phones to visit a brand's website. With ShakeMe™, listeners can interact directly with the ad without unlocking their phone or even looking at their screens – providing immediate measurement of a conversion.	15%
Digital Attribution Tracking	AudioPixel is a digital tracking pixel that enables advertisers to measure the success of their ad campaigns by matching the users who heard the ads to the users who subsequently performed a certain action – like visiting a website, making a purchase, or downloading an app. AudioPixel was designed specifically for “audio first” campaigns and can help advertisers make data-driven decisions on audience targeting, delivery frequency, creatives, and more. Optimize on the fly	R40 CPM
Audio Targeting Filters available:	Age, gender, HH, Children, Occupation, Geotargeting	10%
Microsoft BT Segments	Microsoft behavioural targeting	10%
WMX Targeting Upcharge	This is the additional rate added to the CPM when including a level of targeting such as device, demo, audience segment, content language etc. This charge applies to each of the additional targeting layers applied.	R16,45

## 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.

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 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.



## 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.