

LIFESTYLE DIVISION 2013 DIGITAL RATE CARD



RATES & SIZES:

Banners	Leaderboard 728 x 90	R 350 CPM
	Half page 300 x 600	
	Island ad 300 x 250	
Road block	All 3 of the above	R 850 CPM
Site takeovers	All elements on the page	R1 450 CPM
Site skins	Two 120 x 900 banners	R 950 CPM

Standard rich media	728 x 90 -> 728 x 180	R 450 CPM
	300 x 250 -> 600 x 250	
	300 x 600 -> 600 x 600	

Complex rich media and Overlays	Maximum duration of 10 sec including fade	R 550 CPM
	Frequency of 4 with clear close button	

Email marketing	Newsletters	50c per subscriber
	Promo mailers	R 1 per subscriber

Text links	R5 000 pm
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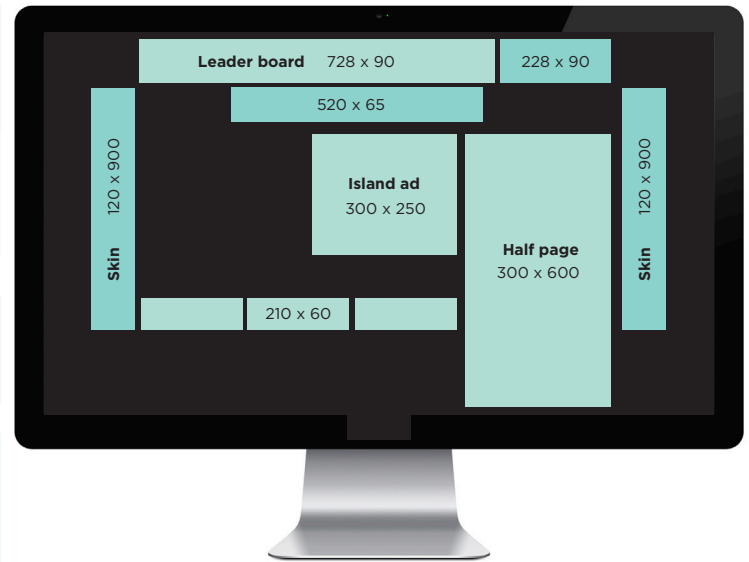
Digitorials	With 50 000 IM	R35 000
	With 30 000 IM	R30 000
	With 20 000 IM	R25 000
	With 10 000 IM	R20 000

Social media	FB & Twitter mentions	At editorial discretion
	Guaranteed reach (FB)	TBC
	Tabs within Facebook	Development fee

Mobi sites	Ad sizes available:	R 220 CPM
	305 x 64	
	215 x 34	
	213 x 114	
	167 x 30	
	112 x 20	

- 30 Characters of text for the heading + click thru URL
- Creative can be static or animated .gif only

EXAMPLE OF BANNER SIZES:



LETS ALSO TALK ABOUT...

MBASE MARKETING Cross network targeted demographic marketing (emailing, sms's, mms)
CUSTOM CREATIVE EXECUTIONS
 SECTIONAL SPONSORSHIPS (FASHION, BEAUTY, FOOD, HEALTH, MOTOR ETC)
HYPER LINK WORDING
CONTENT Social media application
SYNDICATION development
 digital magazine Ads / enriched option
DEVELOPMENT (MOBILE, WEBSITES)

TERMS & CONDITIONS: 1. Rates, unless specified, are exclusive of VAT. 2. Cancellation of contracts must be in writing at least one month prior to going live. Thereafter contracts will not be cancelled and will be charged for. 3. Media24 Magazines is not responsible for the design, maintenance or content of an advertiser's banners and/or website, unless specifically agreed upon between client and Media24 Magazines. 4. Creative elements must not exceed 39 Kb. All material must reach Media24 Magazines 72 hours before the campaign is due to go live. The deadline for campaigns going live on a weekend, is Friday 12:00. 5. Media24 Magazines reserves the right to take their network of sites off-line for up to two days, for upgrading or maintenance without notice or compensation. 6. All advertising will be served using an external company called DFP. Media24 Magazines shall not be held responsible for errors committed by DFP. 7. Media24 Magazines can, at its discretion, reject an advertisement if it is deemed to be untruthful or objectionable in subject matter or wording or unsuitable for any other reason. 8. The advertiser indemnifies Media24 Magazines against any claim by any third party arising out of the design, form, content or other attributes of the advertisement. For example, if the advertisement infringes the intellectual property rights of any person, this indemnity shall apply to Media24 Magazines against any claim in respect of that infringement. 9. Any amount due and payable by the advertiser not paid within the agreed term (30 days), the advertiser shall be liable for interest at the maximum usury rate. 10. In the event of Media24 Magazines instructing attorneys to collect from the Advertiser an amount owing to Media24 Magazines, the Advertiser agrees to pay all costs on the scale as between attorney and own client, including collection charges. 11. Any agreement purporting to vary the terms of these conditions, or any consensual cancellation, shall not be valid unless reduced to writing and signed by both the Advertiser and Media24 Magazines.

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