

Web Channels	Leaderboard	Half-Page Ad	Medium Rectangle	Skyscraper	Wide Skyscraper	Banner	Double-Banner	Mini-skyscraper	Streaming Video (Pre/Post-Rolls)
	(728x90 pixels, 39k max.)	(300x600 pixels, 39k max.)	(300x250 pixels, 39k max.)	(120x600 pixels, 39k max.)	(160x600 pixels, 39k max.)	(468x60 pixels, 39k max.)	(468x120 pixels, 39k max.)	(120x240 pixels, 39k max.)	(15', FLV Format)
24.com - Albums	-	-	-	-	-	R 220	-	-	-
24.com - Answerit	-	-	R 350	-	-	R 220	-	-	-
24.com - Blogs	-	R 450 (Homepage Only)	R 350	-	-	-	-	-	-
24.com - Games	-	-	R 350	-	-	-	-	-	-
24.com - Laakit	-	-	R 350	-	-	-	-	-	-
24.com - Mail	-	-	-	-	-	R 220	-	-	-
24.com Home Page	-	-	R 380	-	-	-	-	-	-
Beeld.com*	R 320	R 450	R 350	-	-	-	R 260	-	-
Blueworld	R 350	R 450	R 380	-	-	-	-	-	-
Channel24	R 350	R 450	R 380	-	-	R 220	R 250	-	-
CityPress.co.za	R 320	R 450	R 350	-	-	-	R 260	-	-
DieBurger.com*	R 320	R 450	R 350	-	-	-	R 260	-	-
DSTV	R 350	-	R 400	-	-	-	-	-	R 400
Fin24	R 350	R 450	R 400	-	-	R 220	R 260	-	-
Food24	R 350	R 450	R 380	-	-	R 220	R 260	-	-
GoTravel24	R 350	-	R 380	R 320	R 320	R 220	R 260	R 250	-
Health24	R 350	R 450 (Excl. Homepage)	R 400	-	-	R 220	R 260	R 250 (excl. Homepage & Medical)	-
Mobile24 (web site)	R 350	-	-	R 300	-	-	-	-	-
Mnet	R 350	-	R 400	-	-	-	-	-	R 400
MWeb	-	-	R 380	-	-	R 220 (Homepage only)	-	-	-
Netads24	R 320	-	-	R 300	R 300	-	-	-	-
News24	R 320	R 450	R 350	-	-	R 220	R 250	-	-
Nuus24*	R 320	R 450	R 350	-	-	R 220	R 250	-	-
Parent24	R 350	R 450	R 380	-	-	R 220	R 260	-	-
Rapport.co.za*	R 320	R 450	R 350	-	-	-	R 260	-	-
Sake24.co.za*	R 320	R 450	R 350	-	-	R 220	R 260	-	-
Sondag.co.za*	R 320	-	-	-	-	-	-	R 250 (Home Page only)	-
Sport24	R 350	R 450	R 380	R 300	R 300	R 220	R 250	-	-
SuperSport.co.za	R 350	-	R 400	-	-	-	-	-	R 400
TheWitness.co.za	R 320	-	-	-	-	R 220	-	R 250	-
Volksblad.co.za*	R 320	R 450	R 350	-	-	-	R 260	-	-
Weather24	R 350	-	R 380	-	-	-	-	-	-
Wheels24	R 350	R 450	R 380	R 320	R 320	R 220	R 260	-	-
Women24	R 350	R 450	R 380	-	-	R 220	R 260	-	-

Wap Channel	Standard sizes required: 305x64 / 215x34 / 167x30 / 112x20 per ad placement. The appropriate size is delivered to corresponding handset screensize.	
	Spend (Monthly Mobile Campaign)	Rate (CPM)
All Mobile: News24, Sport24, Fin24, Wheels24, Women24, Channel24, Food24, Health24, Parent24, Nuus24, Beeld, Burger, Volksblad, Sake, isiZulu, Mweb, Blueworld, SuperSport	< R15 000	R80
	R15 000 – R25 000	R50
	> R25 000	R30

* Strictly Afrikaans advertising material

All rates reflected are CPM (cost per thousand impressions), include agency commission and exclude VAT

> CPM = Cost Per thousand impressions. (M is the Roman numeral 1,000.) The amount charged to the advertiser per 1,000 impressions.

> An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a users screen, the ad server counts that loading as one impression. An impression is recorded whether the user clicks on the ad or not.

> Impressions are booked for a time period stipulated by the client. This time period can be for one day, a week, month, a year or any date range specified. The ad server defaults to serving these impressions evenly over this time period, unless otherwise instructed by the client in terms of time- or day-part targeting.

All rates applicable to standard "in-page" advertising only, ie JPEG, animated GIF or Flash

Advanced Rich media executions are subject to % loadings which are to be confirmed at the time of proposal

ADVANCED RICH MEDIA

Motif Category	Loading on standard rate	Category Description
Category A	20%	video ads
Category B	16%	floating ads, fixed with floating ads, pop-up ads, pop-under ads and any other ad type not defined as Category C or Category D
Category C	14%	expanding ads delivered through Motif, or required to be delivered through Motif
Category D	10%	fixed flash ads delivered through Motif, or required to be delivered through Motif

Ad size limit: 80KB