

# Digital Advertising Rate Card

Version: INT2019.10v3

## Media Services

Standard IAB Sizes				
Platform	Placement	Size	Comment	Rate Card
Mobile & Web	Leaderboard - Top	728x90		R 80.00
Mobile & Web	Leaderboard - Middle & Bottom	728x90		R 50.00
Mobile & Web	MPU - Top	300x250		R 80.00
Mobile & Web	MPU - Bottom	300x250		R 50.00
Mobile & Web	MPU - Top (In Banner Video)	300x250		R 150.00
Mobile & Web	MPU - Bottom (In Banner Video)	300x250		R 100.00
Mobile & Web	Banner - Top	320x50		R 50.00
Mobile & Web	Banner - Middle & Bottom	320x50		R 30.00
Mobile & Web	Half Page	300x500		R 125.00
Mobile & Web	Sticky Banner	320x50	* Coming Soon	R 70.00
Mobile & Web	Sticky Banner	728x90	* Coming Soon	R 100.00
Non Standard Sizes				
Platform	Placement	Size	Comment	Rate Card
Mobile & Web	Banner	189x189		R 25.00
Mobile & Web	Splash	241x241		R 75.00
Mobile & Web	Banner	415x246		R 35.00
CPC				
Platform	Placement	Size	Comment	Rate Card
Mobile & Web	Various	Various		R 4.50
Video				
Platform	Placement	Size	Comment	Rate Card
CPM	Pre-roll (15")	640x480	100 MB	R 130.00
	Mid-roll (5")			R 110.00
	Post Roll (15")			R 110.00
	Dynamic Ad Insertion			R 170.00
CPV	Pre-roll (15")	640x480	100 MB	R 1.00
	Mid-roll (5")			R 1.00
	Post Roll (15")			R 1.00
	Dynamic Ad Insertion			R 2.00
Sponsorship				
Platform	Placement	Size	Comment	Rate Card
Viive - 1 day (Smart & Feature)	Splash & Home Page	Homepage take-over	Total inventory value > R200,000	R100,000
Various	Various	Various	Cost Per Day (Ad Slot Take Over)	PCR
Standard SMS				
Platform	Placement	Size	Comment	Rate Card
SMS	SMS Standard	160 Characters		R 0.12
SMS	SMS Link	160 Characters		R 0.12
SMS	SMS Video	160 Characters		R 0.20
SMS	SMS Interactive	160 Characters		R 0.20
SMS	SMS Long	320 Characters		R 0.24
Alphanumeric SMS				
Platform	Placement	Size	Comment	Rate Card
SMS (Vodacom only via API bind)	Alpha Numeric Sender SMS	160 Characters	R500,000 minimum monthly spend	R 0.20
* Once off-setup fee and monthly fee apply				
Location Based SMS				
Platform	Placement	Size	Comment	Rate Card
SMS	Real Time SMS	160 Characters		R 1.50
Text Notification				
Platform	Placement	Size	Comment	Rate Card
PCM	PCM Standard	110 Characters		R 5.00
PCM	PCM with Video	110 Characters		R 8.00
MCK	Voicemail & Missed Call Keeper	72 characters		R 5.00
Network Notifications	Recharges	72 characters		R 5.00
USSD	Chomi, Soccer, SwitchOn Benefits	20 + 144 characters		R 5.00
Visual Notification				
Platform	Placement	Size	Comment	Rate Card
Visual MCK	Voicemail & Missed Call Keeper	300x250 and 160 characters	300 KB	R 50.00
API's				
Platform	Placement	Size	Comment	Rate Card
SMS	SMS via API (with response)	160 Characters		POA
PCM	PCM via API	110 Characters		POA
MMS	MMS via API	<300KB		POA

## Campaign Boosters

Site Builder				
Platform	Placement	Size	Comment	Rate Card
Small to Medium	Development of Custom Landing Pages			R 5,000
Large with Integration	Template based (4+ options)	Max 3 pages incl data collection		R 10,000
Large with Integration	Integration to another system	Max 3 pages & integration		R 10,000
Data Prices - ON NET				
VODACOM				
Platform	Placement	Size	Validity	Rate Card
Data Bundles	Data Reward	50MB	3 day	R 7.60
Data Bundles	Data Reward	100MB	7 day	R 14.34
Data Bundles	Data Reward	50MB	30 day	R 19.75
Data Bundles	Data Reward	100MB	30 day	R 24.46
Data Bundles	Data Reward	250MB	30 day	R 53.14
Data Bundles	Data Reward	500MB	30 day	R 84.35
Data Bundles	Data Reward	1GB	30Day	R 125.68
Sponsored Data	Sponsored Data	Various	Various	R0.16 per MB (>300GB)
Data Prices				
MTN				
Platform	Placement	Size	Validity	Rate Card
Data Bundles	Standard	50MB	1 day	R 6.96
Data Bundles	Standard	120MB	7 day	R 14.78
Data Bundles	Standard	50MB	30 day	R 17.39
Data Bundles	Standard	100MB	30 day	R 25.22
Data Bundles	Standard	300MB	30 day	R 52.17
Data Bundles	Standard	600MB	30 day	R 86.09
Data Bundles	Standard	1GB	30day	R 129.57
Data Prices				
CELL C				
Platform	Placement	Size	Validity	Rate Card
Data Bundles	Standard	60MB	30 day	R 17.39
Data Bundles	Standard	100MB	30 day	R 25.22
Data Bundles	Standard	200MB	30 day	R 42.61
Data Bundles	Standard	500MB	30 day	R 86.09
Data Bundles	Standard	1GB	30day	R 129.57
Data Prices				
TELKOM				
Platform	Placement	Size	Validity	Rate Card
Data Bundles	Standard	50MB	30 day	R 12.74
Data Bundles	Standard	100MB	30 day	R 25.43
Data Bundles	Standard	250MB	30 day	R 34.35
Data Bundles	Standard	500MB	30 day	R 60.87
Data Bundles	Standard	1GB	30Day	R 86.96

<b>Media Services</b>	All Display and text based advertising products like PCM and vLive
<b>Campaign Boosters</b>	Extras to enhance your campaign
<b>Targeting</b>	All targeting on Age, Gender and Most Visited Location will be included in the above pricing
<b>Targeting on additional parameters</b>	25% uplift on channel, irrespective of number of targeting criteria selected eg ARPU, Device, etc
<b>Audience segmentation</b>	CPM uplift, pricing on request and based on available audiences.
<b>SMS</b>	Pricing based on submitted SMS's
<b>Pricing</b>	Valid until March 2020

