

living & loving Pregnancy · Babies · Tots

# *Rate Card*

2020



## DIGITAL RATES

### DISPLAY BANNERS: ROS & SECTIONS

- LEADERBOARD	728 x 90	R 200 cpm
- EXTENDED / SUPER LEADERBOARD	970 x 90	R 200 cpm
- MEDIUM RECTANGLE (MPU)	300 x 250	R 200 cpm
- HALF PAGE	300 x 600	R 200 cpm

### SECTION SPONSORSHIP BELT

728 x 90

728 x 90

R 200 cpm

### TAKEOVERS

HOMEPAGE TAKEOVER	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 6 500 per day
SECTION – PREGNANCY	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day
SECTION – BIRTH	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day
SECTION – BABY	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day
SECTION – TODDLER	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day
SECTION – PRE-SCHOOL	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day
SECTION – WIN	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day
SECTION - LIFESTYLE TAKEOVER	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day
SECTION – ME	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000 per day

### ROADBLOCKS

All the banners (excluding skins)

R 650 cpm

### ADHESIVE BANNER

970 x 90

R 250 cpm

### MOBI RATES AND SIZES Max 50KB

MPU	300 x 250	R 190 cpm
SUPER LEADERBOARD	320 x 50	R 190 cpm
MOBILE ADHESIVE BANNER	320 x 50	R 190 cpm
SECTION SPONSORSHIP BELT	320 x 50	R 190 cpm

### SOCIAL MEDIA

VIDEO	Per execution	R 375 cpm
INSTAGRAM	Per post	R 1 900
FACEBOOK*	Per post	R 1 900
TWITTER	Per post	R 1 900

\* In conjunction with a display ad-sponsored content campaign.

### NEWSLETTERS

MPU	300 x 250	<b>15 cents</b>
SUPER LEADERBOARD	320 x 50	per newsletter

SPONSORED CONTENT AND NATIVE ADVERTISING

Price on application.

PROGRAMMATIC BUYING

Price on application.

### ARTWORK

Artwork may be sent in the following ways:

**E-MAIL:** tyronl@citizen.co.za or rolande@citizen.co.za

### CONTACTS

Digital Sales Manager:

010 492 5221/071 255 2188

### DISCLAIMER

Rates effective from 1 July 2020. | Please note, this is a net-based rate card and excludes VAT. | Rates exclude agency commission. | Rates for special positions and special creative spaces are excluded from any negotiated volume discount | A 100% cancellation fee will be charged for any late cancellations after deadline.