



Web Channels	Leaderboard	Half-Page Ad	Medium Rectangle	Skyscraper	Wide Skyscraper	Banner	Double-Banner	Content-box	Island Ad	Square Block	Vertical Rectangle	Mini-skyscraper	Button
	(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.)	(220x120 pixels, 39k max.)	(225x240 pixels, 39k max.)	(250x250 pixels, 39k max.)	(290x310 pixels, 39kb max)	(120x240 pixels, 39 max)	(160x90 pixels, 39 max)
Rapport.co.za*	R 320	R 450	R 350	-	-	-	R 260	-	-	-	-	-	-
Sake24.co.za*	R 320	R 450	R350	-	-	R 220	R 260	-	-	-	-	-	-
Sondag.co.za*	R 320	-	-	-	-	-	-	-	-	-	-	R250 (Home Page only)	-
Speakerbox	R 350		R 380										
Sport24	R 350	R 450	R 380	300	300	R 220	R 250	-	-	-	-	-	-
SuperSport.co.za	-	-	-	-	-	-	-	-	-	R 350	R 350	-	-
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	320	320	R 220	R 260	-	-	-	-	-	-
Women24	R 350	R 450	R 380	-	-	R 220	R 260	-	-	-	-	-	-

Wap Channel

m.24.com (mobile internet)	R220 [standard sizes required: 305x64 / 215x34 / 167x30 / 112x20 per ad placement. The appropriate size is delivered to corresponding handset screensize]
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* 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