

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)
Food24	R 350	R 450	R 380	-	-	R 220	R 260	-	-
Women24	R 350	R 450	R 380	-	-	R 220	R 260	-	-
GoTravel24	R 350	R 450	R 380	R 320	R 320	R 220	R 260	R 250	-
Health24	R 350	R 450	R 400	-	-	R 220	R 260	-	-
Wheels24	R 350	R 450	R 380	-	-	R 220	R 260	-	-
Car Blog	R 350	R 450	R 380	-	-	-	-	-	-
Parent24	R 350	R 450	R 380	-	-	R 220	R 260	-	-
Channel24	R 350	R 450	R 380	-	-	R 220	R 250	-	-
Bandwidth Blog	R 350	R 450	R 380	-	-	-	-	-	-
24.com Home Page	-	-	R 380	-	-	-	-	-	-
News24	R 320	R 450	R 350	-	-	R 220	R 250	-	-
Nuus24 *	R 320	R 450	R 350	-	-	R 220	R 250	-	-
Fin24	R 350	R 450	R 400	-	-	R 220	R 260	-	-
Sport24	R 350	R 450	R 380	-	R 300	-	R 250	-	-
SuperSport.co.za	R 350	-	R 400	-	-	-	-	-	R 400
OGames	R 350	-	R 350	-	-	-	-	-	-
Mnet	R 350	-	R 400	-	-	-	-	-	R 400
MWeb	R 320	R 450	R 380	-	-	-	-	-	-
DSTV Online	R 350	-	R 400	-	-	-	-	-	R 400
Blueworld	R 350	R 450	R 380	-	-	-	-	-	-
Weather24	R 350	-	R 380	-	-	-	-	-	-

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

* Strictly Afrikaans advertising material

ADVANCED RICH MEDIA (WEB)	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

> Advanced Rich media executions are subject to % loadings which are to be confirmed at the time of proposal. Ad size limit: 80KB

NON STANDARD WEB ADVERTISING OPPORTUNITIES	Please talk to our sales team to find out about these great opportunities
	<ul style="list-style-type: none"> - Background branding - Retail bar - Transitional ad - Peel back - Portrait ad - Bespoke ads / user generated

MOBILE WEB	News24, Sport24, Fin24, Wheels24, Women24, Channel24, Food24, Health24, Parent24, Nuus24*, isiZulu, Mweb, Blueworld, SuperSport	Standard CPM	Minimum Monthly Mobile Campaign Cost	Standard Banners	Standard sizes, per ad placements: XL (300x50), Large (216x36), Medium (168x28), Small (120x20) The appropriate size is delivered to corresponding handset screensize. Standard Banners are static in-mobile/app ads with a singular action i.e. click to mobile site or dial.
			< R5 000	R 120	
			R5 000 – R15 000	R 80	
			R15 000 – R25 000	R 50	
			> R25 000	R 30	

MOBILE RICH MEDIA	News24, Sport24, Fin24, Wheels24, Women24, Channel24, Food24, Health24, Parent24, Nuus24*, isiZulu, Mweb, Blueworld, SuperSport	Rich Media	Rich Media Banners refer to: Expanding, Video, Form, Gallery i.e. Any banner not a standard image banner (as above).
		Standard CPM: R 180 Bulk Buy: <i>by negotiation</i>	

- > 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.



The SpaceStation, South Africa's leading digital media sales company provides advertisers and media planners with an enhanced, single point of access through which to increase the reach and effectiveness of their online and mobile marketing.

The SpaceStation offers creative, innovative and commercially appealing advertising solutions across a diverse range of highly successful digital platforms including internet, mobile, email and interactive TV. The SpaceStation's strategic relationship with DSTV Media Sales enables advertisers to better integrate and leverage their existing TV campaigns across the related web and mobile media platforms.

The SpaceStation represents 22 of South Africa's favourite websites including News24 (SA's largest site), MWEB, Sport24, Fin24, Channel24, SuperSport and DSTV.com, and two of SA's most popular mobile sites (SuperSport.mobi and m.news24.com), that boast unrivaled access to South Africa's online population with a combined audience of more than 4 million South Africans each month.

Email info@spacemail.co.za or visit www.thespacestation.co.za