



Kagiso New Media Publisher Rate Card

Brand	Website	Leader Board (ATF)	Power Banner (ATF)	Wide Skyscraper (ATF)	Super Banner (BTF)	MPU (ATF)	MPU (ROS)
		728x90 pixels, 39kb max		300x600 pixels, 39kb	728x90 pixels, 39kb max	300x250 pixels, 39kb max	300x250 pixels, 39kb max
Jacaranda FM	www.jacarandafm.com	R350 CPM	R450 CPM	R450 CPM	R200 CPM	R350 CPM	R300 CPM
East Coast Radio	www.ecr.co.za	R350 CPM	R450 CPM	R450 CPM	R200 CPM	R350 CPM	R300 CPM
Zalebs	www.zelebs.com	R350 CPM				R350 CPM	R300 CPM
Wine Wizard	www.winewizard.co.za	R350 CPM				R350 CPM	R300 CPM
JA.fm	www.ja.fm	R350 CPM				R350 CPM	R300 CPM

Sponsorships

Brand	Website	Home Page Take Over	Sponsored Polls	Sponsored Text Links	Sponsored Editorial
		Skins	138x45 pixels, 39kb max	300x20 / 20 words	2000 words
Jacaranda FM	www.jacarandafm.com	R10000 Flat Rate Per Day	R5000 Flat Rate Per Month	R5000 Flat Rate Per Month	R2000 Flat Rate Per Article
East Coast Radio	www.ecr.co.za	R10000 Flat Rate Per Day	R5000 Flat Rate Per Month	R5000 Flat Rate Per Month	R2000 Flat Rate Per Article
Zalebs	www.zelebs.com	R10000 Flat Rate Per Day	R5000 Flat Rate Per Month		R2000 Flat Rate Per Article
Wine Wizard	www.winewizard.co.za	R10000 Flat Rate Per Day	R5000 Flat Rate Per Month		R2000 Flat Rate Per Article
JA.fm	www.ja.fm				R2000 Flat Rate Per Article

Rich Media	Cost	Type
	At No Cost	video ads
	At No Cost	Floating ads, fixed with floating ads, pop up Development Under ads and any other ad type not defined
	At No Cost	Expanding ads delivered through OpenX, or required to be delivered through OpenX
	At No Cost	Fixed flash ads delivered through OpenX, or required to be delivered through OpenX

Mobile Media		Leader Board	Return Path SMS	Text Links
	jacaranda.mobi, ecr.mobi, zalebs.mobi, winewizard.mobi	300x100 max 35kb		
		R200 CPM	R3500 Flat Rate Per Week	R2450 Flat Rate Per Month

Terms & Conditions

Additional Ad Elements Available on Request
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.
is a single appearance of an
period stipulated by the client.
ATF = Above the Fold
BTF = Below the Fold

