

| Creative Element | Pixels | CPM Rate |
|-----------------------------------|---|----------|
| Desktop Leaderboard | 728 x 90 | R290.00 |
| Desktop Half Page | 300 x 600 | R375.00 |
| Desktop Medium Rectangle | 300 x 250 | R320.00 |
| Desktop Billboard | 950 x 31; Expanding to 950 x 250 | R500.00 |
| Mobile Top Banner | 320 x 50 | R100.00 |
| Mobile Billboard | 300 x 250 | R320.00 |
| Mobile App Top Banner | 220 x 40, 320 x 50 | R150.00 |
| Mobile App Billboard | 300 x 250 | R320.00 |
| Tablet App Leaderboard | 728 x 90 | R335.00 |
| Table App Halfpage | 300 x 600 | R335.00 |
| Tablet App Medium Rectangle | 300 x 250 | R335.00 |
| Desktop Homepage Takeover | 1280 x 800; 728 x 90; 300 x 600; 300 x 250 | POR |
| Section Takeover | All banners + background skin (728 x 90; 300 x 600; 300 x 250; 320 x 50 + 1440 x 900) | POR |
| Desktop Homepage Takeover | 1280 x 800; 728 x 90; 300 x 600; 300 x 250 | POR |
| Mobile Homepage Takeover | 300 x 50; 120 x 20 | POR |
| Desktop Mobile Homepage Takeover | All available sizes | POR |
| Email Newsletter Medium Rectangle | Available on request, please contact Ads24 | POR |
| Email Promo Mailers | Available on request, please contact Ads24 | POR |
| Rich Media Options | Available on request, please contact Ads24 | POR |
| Custom Solutions | Available on request, please contact Ads24 | POR |
| Social Media | Available on request, please contact Ads24 | POR |
| Content Opportunities | Available on request, please contact Ads24 | POR |
| Desktop Retail Bar | 12 products - 250 characters, URL, Pictures | POR |