

Execution	Placement	Size	CPM Rate
Mobile Web Banners	Medium Rectangle	300 x 250	R320.00
Mobile App Banners	Medium Rectangle	300 x 250	R320.00
Web Banners	Leaderboard	728 x 90	R290.00
Web Banners	Half Page	300 X 600	R375.00
Web Banners	Medium Rectangle	300 x 250	R320.00
Social Display Non Video	Facebook Instagram Twitter	Relevant Social Link	R200.00
Social Display Video	Facebook Instagram Twitter	Relevant Social Link	R300.00
Programmatic	Leaderboard	728 x 90	Price on Application
Programmatic	Medium Rectangle	300 x 250	Price on Application
Programmatic	Half Page	300 x 600	Price on Application
Page Takeovers	Background Branding	1280 x 800 (variable)	Price on Application
Page Takeovers	Road Block	728 x 90; 300 x 600; 300 x 250	Price on Application
Page Takeovers	Retail Bar	12 Products - 250 char, URL, Pic	Price on Application
Rich Media Web	Transitional Ad	800 x 600	R500.00
Rich Media Web	Interstials Floating Peelback Slider Push Down Cascade Sidekick Billboard	Variable	R500.00
Rich Media Mobile App	Expander 360 Carousel Form Ad Store Locator Click to call Social Share	Variable	R500.00
Video	Pre Post Rolls	536 x 400, 15"16:9	R400.00
Video	Inread	537 x 400, 15"16:9	R400.00
Email	Promo Mailers	Responsive Design	R1 per sub