

ADVERTISING RATES 2016

Website

A free link to your website is included.

Position	Size in pixels	Price per month
Lead Banner 1	486 (w) x 70 (h)	R15 000
Lead Banner 2	650 (w) x 80 (h)	R15 000
Standard Banner	280 (w) x 250 (h)	R10 000
Footer Banner	728 (w) x 90 (h)	R6 500

Design costs (all sizes)

Static banner	R1 000
Animated banner	R1 300

Material requirements

- Banner formats: JPG or GIF

Deadlines

Booking deadline: 48 hours prior to publication
Material deadline: 24 hours prior to publication

Video

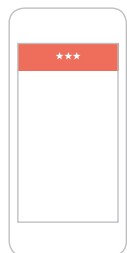
Weekly video package

Flat rate per week	R8 000
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The weekly video package consists of: The video will be placed in the Weekly Newsletter that goes out every Thursday, as well as on the home page of the **FOCUS** website for the week running Thursday to Wednesday. Thereafter the video will be placed in a video library on the website. Finally will upload the video to our Facebook page and You Tube Channel.

Mobile app

Available on iOS and Google Play. A free link to your website is included.

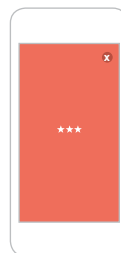


Banner - Phone

Size in pixels	1-3 months	4-6 months	7-12 months
640 (w) x 100 (h)	R4 500	R4 000	R3 500

Banner - Tablet

Size in pixels	1-3 months	4-6 months	7-12 months
On request	R5 500	R5 000	R4 500

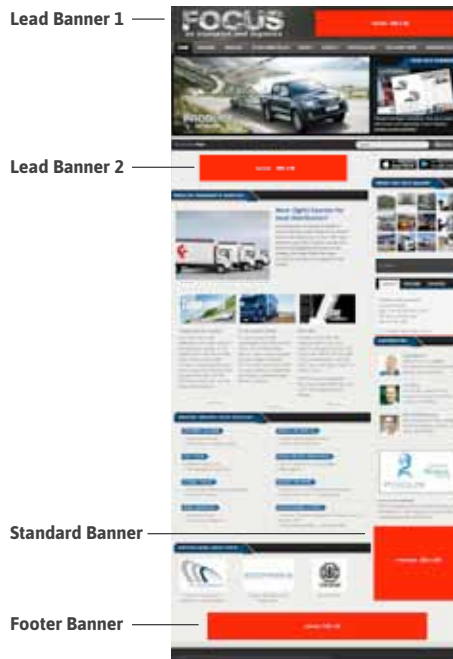


Splashscreen – Phone

Size in pixels	1-3 months	4-6 months	7-12 months
On request	R7 500	R7 000	R6 500

Splashscreen - Tablet

Size in pixels	1-3 months	4-6 months	7-12 months
On request	R8 500	R8 000	R7 500



Newsletter

Position	Description/Size	Price per week
Featured Banner + Article	Top Picture + Main Story	R10 500
Standard Article	Column Article	R8 000
Lead Banner	550 (w) x 70 (h)	R3 000
Standard Banner	280 (w) x 250 (h)	R1 800
Foot Banner	550 (w) x 70 (h)	R1 000

* The FOCUS Newsletter is published weekly excluding weeks 1, 51 and 52

Terms of Payment

- Advertising agencies – strictly 45 days
 - Direct clients – strictly 30 days
- Thereafter, two percent interest will be levied monthly.

