

Your online all-media rate card library!

For advertising: Shayne Dowling 083 258 7300 sales@ratecard.co.za



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**SPECIAL OFFERS**

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**RATECARD.CO.ZA**      **Rate card 2009/10**      **\*\*All rates exclude Agency Commission and VAT.**

Ad Position      Ad Size (in pixels)      3 Insertions\*      7 Insertions\*      12+ Insertions\*

**Run of site**  
**Includes Landing Page, Home Page and all Navigation pages (15 FACINGS ONLY)**

Top Banner	468px x 80px	R 7,500.00	R 6,750.00	R 6,075.00
Bottom Banner	468px x 80px	R 6,000.00	R 5,400.00	R 4,860.00
Skyscraper	120px x 240px	R 6,750.00	R 6,075.00	R 5,460.00
Button 1	120px x 90px	R 3,750.00	R 3,375.00	R 3,035.00
Button 2	120px x 90px	R 3,750.00	R 3,375.00	R 3,035.00
Button 3	120px x 60px	R 3,000.00	R 2,700.00	R 2,430.00
<b>SPECIALS ALLOWED</b>	<b>(30 DAY PERIOD):</b>	<b>1</b>	<b>2</b>	<b>3</b>

**SPECIALS:** Specials are exceptional advertising opportunities offered by the product to the advertiser. Placing specials is an added-value to the ratecard.co.za advertiser and the number of specials per 30 day period depends on the advertising package taken. These are indicated in the table above.

**MATERIAL REQUIREMENTS:** .gifs, .jpps and .png files (animated gifs also accepted)

Maximum size: 50kb We reserve the right to re-size material to comply with our specs and to meet your booking if necessary.

**Cancellation policy**

Any Advertiser or its Advertising Agency may not cancel advertising after Insertion Order has been confirmed, within 10 days of the initial 30 day period and within 10 days of any 30 day period of the agreed term thereafter. Cancellations prior to the agreed insertion date must be in writing. Verbal (including telephonic) cancellations will not be accepted. If the Advertiser cancels any booking, he relinquishes any right to that option or discount (if any) to which he was previously entitled and Advertisements will be paid for at the appropriate rate. A new invoice will be issued for any surcharges relating to Advertisements that have already been invoiced at the discounted rate. The payment date for any previous invoices, however, remains unaffected



Prime Banner  
468 x 80  
R8500/  
month

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NEWSLETTER ADVERTISING RATES 2010  
Excluding VAT and Agency Commission

Featured Rate-card Pic, Logo  
Max 25 Words  
R3500/Newsletter

All newsletter advertising is available on a contract basis only.

Minimum of 6 months.

Minimum of two newsletters sent out per month.

7000 media and advertising recipients per newsletter.

We will make one material change per month at no cost to the advertiser.

Button  
120 x 90  
R3000/  
month

Tower  
120 x 240  
R5500/  
month

All featured advertising is available per newsletter only.  
Multiple bookings can be made

Main Feature  
Logo, two pics  
Max. 150  
words R4000/  
Newsletter

Mini-Skyscraper  
120 x 300  
R6500/

Mini Feature  
Logo, one pic  
Max. 90 words  
R3000/News-  
letter

Lower Banner  
468 x 80  
R4500/

For advertising:  
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083 258 7300  
sales@ratecard.co.za

\*\*We reserve the right to sub and/or edit any copy that where necessary.