



DIGITAL EVENT PACKAGE

DIGITAL

TimesLIVE

Sowetan
LIVE

Times
SELECT

HeraldLIVE

DispatchLIVE

SundayTimes

BusinessLIVE

BusinessDay

financialmail

PROUD BRANDS OF **ARENA** HOLDINGS

DIGITAL EVENT PACKAGE

ARENA DIGITAL EVENT PACKAGE				
Items	Descriptions	Package 1	Package 2	Package 3
Costs		R100,000	R250,000	R500,000
Value				
Web TV	Video player on an Arena Holding publications		Up to 60 mins live feed on selected publication	Up to 60 mins live feed on selected publication
TV	Feature on Business Day TV or The Home Channel		Up to 60 mins Live TV broadcast with 1 x repeat	3 x 10 mins inserts on TV Channel 5 x 2 minutes vignettes (each vignette will repeat 4 times over 2 week period on TV Channel)
Articles	Written for specific audience and run across the network	2 x articles boosted on social media & included in email newsletter (one pre-event, one post-event)	2 x articles boosted on social media & included in email newsletter (one pre-event, one post-event)	5 x articles boosted on social media & included in email newsletter (one pre-event; one post-event; 3 for thought leadership/ interviews etc.)
Display Campaign	Will run across desktop, mobile and APP inventory as run of network	100,000 Impressions (excluding HPTO)	500,000 Impressions (HTPO & Display)	1 million Impressions (HTPO & Display)
Video	Content produced and to live on Arena Holdings publications	Archived webstream	Archived webstream 2 x Post Video highlights (max duration 5 mins per video)	Archived webstream 5 x Post Video (max duration 5 mins per video)
Podcast	Content produced and to live on Arena Holdings multimedia	1 x Post Audio (max duration 30 mins)	2 x Post Video (max duration 30 mins per video)	5 x Post Video (max duration 30 mins per video)
Campaign Page	Bespoke campaign page on Arena Holdings publication		All content can be collected on single landing page linked to all content elements	All content can be collected on single landing page linked to all content elements
Campaign Duration pre-event		1 week	2 weeks	4 weeks
Pre-Production		2 weeks	2 weeks	4 weeks

Please contact Geoff Masuta on masutag@arena.africa

All prices exclude VAT & include agency commission

Terms and Conditions Apply.