

# 2020

## RATE CARD

### DIGITAL

TimesLIVE

Sowetan  
LIVE

Times  
SELECT

HeraldLIVE

DispatchLIVE

SundayTimes

BusinessLIVE

BusinessDay

financialmail

PROUD BRANDS OF **ARENA** HOLDINGS



## SALES CONTACTS

Head: Advertising Sales	Eben Gewers (PA Marlene Smalberger)	011 280 5462 011 280 3186	gewerse@arena.africa marlenes@arena.africa
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Digital Portfolio Manager	Nivesh Singh	011 280 3462	singhn@arena.africa
Digital Portfolio Manager (Cape Town)	Neil Bales	021 488 1796	balesn@arena.africa
Ad Operations and Technology Manager	Dianne Clark	076 037 1137	clarkd@arena.africa
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Junior Ad Operations Trafficker	Mndeni Buthelezi	011 280 5769	buthelezim@arena.africa

## DIGITAL

### DISPLAY RATES

### CPM

1. RUN OF NETWORK / All sizes (728x90, 300x250, 300x600)	R 166.00
2. RUN OF NETWORK / High Impact (Billboard 1000x250, 300x600)	R 198.00
3. RUN OF NETWORK / Video Pre-Roll	R 254.00

### ADDITIONAL COST FOR LAYERING:

- + Geo targeting (we target ZA national by default)
- + Section specific
- + Viewability targeting
- + Audience targeting

## 24 HOUR SPONSORSHIP (HPTO) DESKTOP & MOBILE

### RATE

<b>TIMESLIVE</b> – 250 000 impressions	R 66 150.00
<b>SUNDAY TIMES</b> – 17 000 impressions	R 5 513.00
<b>ST LIFESTYLE</b> – 28 000 impressions	R 8 820.00
<b>BUSINESSLIVE</b> – 35 000 impressions	R 22 050.00
<b>BUSINESS DAY</b> – 44 000 impressions	R 27 563.00
<b>BUSINESS TIMES</b> – 5 000 impressions	R 2 205.00
<b>SOWETANLIVE</b> – 35 000 impressions	R 66 150.00
<b>TSHISALIVE</b> – 25 000 impressions	R 8 400.00
<b>SPORT</b> – 13 000 impressions	R 4 725.00
<b>HERALDLIVE</b> - 20 000 impressions	R 6 064.00
<b>DISPATCHLIVE</b> - 14 000 impressions	R 3 859.00

\* 100% Share of voice

For more info, please contact Geoff Masuta on [masutag@arena.africa](mailto:masutag@arena.africa)

Amounts quoted are excluding vat (not added) and including agency settlement discount (not deducted) to qualifying customers.

Terms and Conditions Apply.



## DIGITAL NATIVE PACKAGE

### STANDARD DIGITAL NATIVE CONTENT PACKAGE:

### RATE

1x Article Or Video Or Podcast

1x Facebook post

2x Tweets

1x Newsletter

In-article companion banners (1000x250 or 728x90, 300x600, 300x250-max file size 60KB)

Social media boosting

R 36 750.00

### DIGITAL PRINT COMBO

Package as above + space in relevant print title

Print rate less 15%

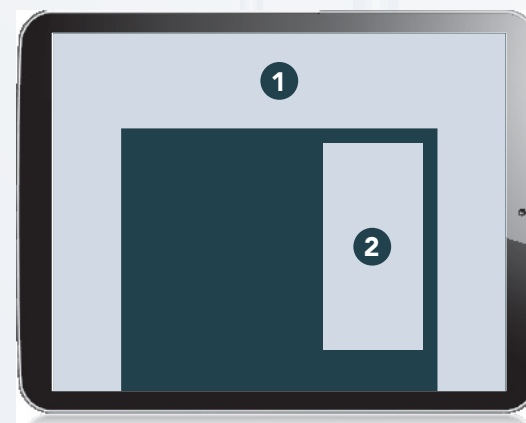
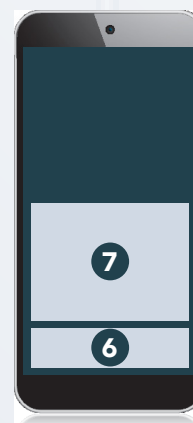
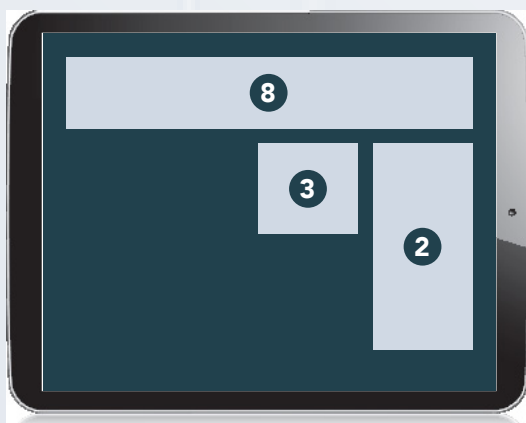
App and other packages available upon request. Please contact Geoff Masuta on [masutag@arena.africa](mailto:masutag@arena.africa)

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1	2	3	4	5	6	7	8
Home Page Take Over Available on desktop, laptop and tablet devices	Half Page 300 x 600	Medium Rectangle 300 x 250	Mobile Web Banner 320 x 50 320 x 100	Mobile Medium Rectangle 300 x 250	Mobile App Banner 320 x 50 320 x 100	Mobile App Medium Rectangle 300 x 250	Leaderboard 728 x 90





## TERMS AND CONDITIONS

1. Standard ARENA Holdings Terms and Conditions will apply.
2. All bookings are subject to availability with the receipt of a signed ARENA Holdings Insertion Order. 3. No responsibility will be accepted by Arena Holdings for loss arising from typographical or other errors.
3. Cancellations: Campaign cancellations must be received by ARENA Holdings in writing, no less than fourteen days prior to the scheduled start date. Failure to comply will result in 50% of campaign value being charged. Sponsorship Conditions apply.
4. Postponements: Campaign postponements outside the scheduled duration must be received by ARENA Holdings in writing no less than seven days prior to start date. Failure to comply will result in 50% of campaign value being charged.
5. Approved settlement discount (previously referred to as agency commission) is linked to payment terms granted. Failure to adhere to the approved payment terms will result in settlement discount being forfeited.
6. Material Specifications: Strictly in keeping with the websites sales kit
7. Advertisers/Agencies with approved credit facilities shall adhere to the payment terms granted. If the advertiser does not hold an account with ARENA Holdings, payment must be made prior to the campaign being activated.
8. Rich Media and special positions will have a 50% loading.
9. ARENA Holdings reserves the right to reject creative if not suitable to our audience.
10. If no targeting criteria is stipulated, ARENA Holdings will reserve the right to apply local targeting.
11. If payment is made in any currency other than South African ZAR (Rands), conversion at time of payment must be equal to the ZAR value billed. Bank charges are for the advertiser's account and may not be shared. Should payment in ARENA Holdings's bank account reflect short against the value invoiced, you will be required to settle the balance.
12. All prices are quoted excluding Value Added Tax and include settlement discount.