
Sunday Times
Business Day
Sowetan
Times LIVE
DIGITAL 2026
PROUD BRANDS OF ARENA HOLDINGS

DIGITAL

DISPLAY RATES	CPM
1. RUN OF NETWORK / All sizes (728x90, 300x250, 300x600)	R 233.00
2. RUN OF NETWORK / High impact (Billboard 1000x250, 300x600)	R 290.00
3. ARENA video display	R 500.00
ADDITIONAL COST FOR LAYERING:	
+ Geotargeting (we target ZA national by default)	R 56.00
+ Section specific	R 56.00
+ Viewability targeting	R 56.00
+ Audience targeting	R 56.00
+ Premium uplift on business sites	R 56.00
IN-IMAGE Ad Unit	R 389.00
The ad unit displays to the user between the page views as they navigate from one page to the next on the same website	
Logo in vector formats (.svg, .ai, .eps or png)	
Desktop sizes: 1200x600	
INTERSTITIAL Ad Unit	R 389.00
Appears between content pages. It captures user attention before they continue to their next page or action, providing a high-impact advertising experience	
Desktop sizes: 728x90 / 970x90 / 300x250 / 300x600 / 320x50 / 160x600	
Mobile: 300x250 / 300x 600 / 320x50	
NEWSLETTER In-Article Ad Unit	R 330.00
In-article banner featured on a newsletter to reach targeted, opted-in audience	
Desktop sizes: 300x250	
Mobile: 300x250	
IN-BANNER VIDEO	R 400.00
Non-intrusive and sits naturally within news or article environments. It can auto-play on mute as the banner loads orremain static until the user chooses to click and play.	
Desktop and Mobile: 728 x90/ 300x250 / 300x600	

Amounts quoted are excluding VAT and including agency settlement discount to qualifying agencies.
Terms & conditions apply.

24 HOUR SPONSORSHIP (HPTO) DESKTOP & MOBILE

		RATE
TIMESLIVE	250 000 impressions	R 80 769.00
SUNDAY TIMES	17 000 impressions	R 6 730.00
ST LIFESTYLE	28 000 impressions	R 10 769.00
BUSINESS DAY	44 000 impressions	R 33 650.00
BUSINESS TIMES	5 000 impressions	R 2 775.00
SOWETAN	250 000 impressions	R 80 769.00
TSHISALIVE	25 000 impressions	R 10 256.00
TIMESLIVE SPORT	13 000 impressions	R 5 769.00

24 HOUR SPONSORSHIP (SECTION TAKEOVER) DESKTOP & MOBILE

		RATE
TIMESLIVE	250 000 impressions	R 40 385.00
SUNDAY TIMES	17 000 impressions	R 3 365.00
BUSINESS DAY	44 000 impressions	R 21 032.00
BUSINESS TIMES	5 000 impressions	R 1 735.00
SOWETAN	250 000 impressions	R 40 385.00
TIMESLIVE SPORT	13 000 impressions	R 3 606.00

NATIVE PACKAGES

PREMIUM PACKAGE:	R 67 000.00
1x Article	
2x Days Home Page exposure, 6 Days Section Page exposure	
2x Sponsored Facebook posts	
3x Sponsored tweets	
1x Newsletter in-article banner	
In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)	
150 000 ROS /RON impressions	
STANDARD PACKAGE:	R 50 000.00
1x Article	
1x Day Home page exposure, 7 Days Section Page exposure	
1x Sponsored Facebook post	
2x Sponsored tweets	
1x Newsletter In-article	
In-article companion banners (1000x250 or 728x90, 300x600, 300x250 – max file size 60KB)	
Optional social media boosting	
SPONSORED CONTENT:	R 34 000.00
1x Article	
1x Sponsored Facebook post	
1x Sponsored tweet	
LISTICAL PROFILES:	R150 000.00
A specialised page in a list format that highlights a brand's identity including its products, services and key information, to promote visibility and engagement.	
6-12 Profiles	
HPTO	
Display Banners / ROS an RON	

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VODCAST:	Price available upon request
A vodcast (video + podcast) is a podcast that includes visual content. Usually in the form of recorded video.	
Instead of only listening (like a tradition audio podcast)	
PARTNER HUB:	R 55 000.00 PM
A centralised platform for managing and sharing your content such as articles, podcasts, videos and more. Contact your account executive for more information	
Hosting fee per month on news and business platforms	
PODCASTS:	Price available upon request
CLIENT CURATED - A bespoke podcast created for a client where their business / services are at the core of the podcast. Contact your account executive for more infomation	
SPONSORED - An established Arena Holdings podcast is sponsored by a client via a live read by the host and opening / closing billboard. Contact your account executive for more information	
PROGRAMMATIC - Contact your account executive for more information	

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1

Home Page Take Over
Wall Paper 1366x728

2

Half Page
300x600

3

Medium Rectangle
300x250

4

Mobile Web Banner
320x50
320x100

5

Mobile Medium Rectangle
300x250

6

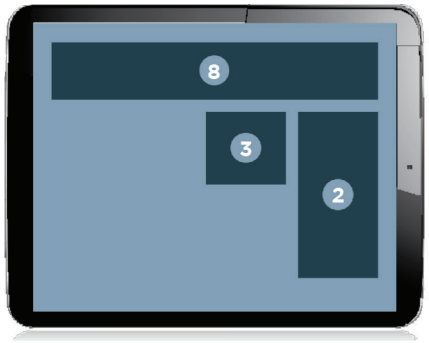
Mobile Leaderboard
320x50

7

Mobile App Medium Rectangle
300x250

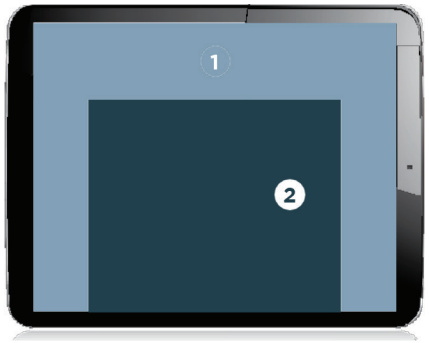
8

Leaderboard
728x90









SALES CONTACTS

Motoring Lead	Colin Khanye	062 890 3667	khanyec@arena.africa
Telecommunications & Other Account Manager	Bonolo Dimapo	082 732 6564	dimapob@arena.africa
Direct & International Lead	Khuthala Makhubela	063 593 3818	makhubelek@arena.africa
Direct Account Manager	Athanathi Nonganga	082 529 0559	nongangaa@arena.africa
Direct Account Manager	Siphiwe Tsheu	061 370 0439	tsheus@arena.africa
Financial Services Lead	Lesego Ranamane	076 039 4063	ranamanel@arena.africa
Financial Services Account Manager	Kgomotso Molehane	083 497 0244	molehanek@arena.africa
Financial Services Account Manager	Kgomotso Mosome	071 143 4935	mosomek@arena.africa

TERMS & CONDITIONS

1. Standard Arena Holdings Terms & Conditions will apply.
2. All bookings are subject to availability, with the receipt of a signed Arena Holdings Insertion Order. 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 14 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 the start date. Failure to comply will result in 50% of the campaign value being charged.
5. Approved settlement discount (previously referred to as agency commission), is linked to the payment terms granted. Failure to adhere to the approved payment term will result in the settlement discount being forfeited.
6. Material Specifications: Strictly in keeping with the website's 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 carry a 50% loading.
9. Arena Holdings reserves the right to reject creative if not suitable for 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 the 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 including settlement discount.
13. Once an account has been handed over for collection, all payments made shall firstly be allocated towards collection / tracing fees and charges, thereafter to interest and finally to capital.
14. A certificate under the hand of any director, manager or accountant of Arena Holdings whose valid appointment need not be proved by Arena Holdings, in respect of any indebtedness of the advertiser to Arena Holdings or in respect of any other fact, including but without limiting the generality of the aforegoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to Arena Holdings and prima facie evidence of such other fact, and prima facie evidence of the services rendered, for inter alia the purpose of summary judgment.
15. In all cases where the advertiser uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the advertiser.
16. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication website, the authorising individual who signs any order as contemplated herein, shall hereby bind himself / herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due, as a result of this contract and shall bind himself / herself to the provisions of these Terms of Acceptance, mutatis mutandis.
17. The advertiser agrees that these Terms of Acceptance constitute a valid contract with Arena Holdings and certifies that all information given by him / her to the Arena Holdings representative is true and correct.
18. The agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. Arena Holdings is allowed to institute legal proceedings for the recovery of any amount owing, in the magistrate's court of any district, which by virtue of Section 28 of the Magistrate's Court Act, has jurisdiction over the advertiser, but this does not preclude Arena Holdings at its own discretion, from instituting legal proceedings in the Supreme Court of South Africa, which has jurisdiction over the advertiser.
19. All terms & conditions relating to the services are set out herein. All other terms & conditions are excluded unless agreed to in writing by Arena Holdings. No other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
20. No concession, latitude or indulgence allowed by Arena Holdings to the advertiser shall be construde as a waiver or abandonment of any of its rights hereunder. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.

For comprehensive details and guidelines, please refer to the specifications, terms & conditions document on **adroom.arena.africa**

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ADVERTISING:

21. The advertiser acknowledges and agrees that discrepancies of up to 10% regarding the number of impressions served are common, due to a variety of technical reasons. In the event of any disagreement regarding the number of impressions served, the advertiser agrees that the figures provided by Arena Holdings' applicable third party provider will be final and binding.
22. Arena Holdings cannot guarantee the number of impressions. In the event the number of impressions served during the campaign period is more than 10% less than the number of impressions booked by the advertiser, Arena Holdings shall, as the advertiser's sole remedy, and provided the advertiser has notified Arena Holdings in writing of such under-delivery, continue to serve the advertisements after the end of the campaign period, until the number of booked impressions is reached. Arena Holdings will not be liable for any over-delivery of impressions (including without limitation in relation to any ad-serving costs) where such over-delivery is 10% or less. Where any such over-delivery exceeds 10%, Arena Holdings will not be liable unless such over-delivery arises due to Arena Holdings act or omissions.
23. Arena Holdings cannot guarantee viewability percentages of a campaign. In the event that a viewability statistic is agreed to in the contract, the publisher's choice of verification vendor will apply.
24. Arena Holdings agrees that all advertisements will be targeted at individuals in South Africa, unless otherwise agreed in writing between the parties, at the time of booking.
25. Where non-RSA targeting is required, Arena Holdings will endeavour to target the advertisement at individuals in the geolocation specified at the time of booking.
26. The advertiser guarantees to Arena Holdings that any landing page and / or destination site linked to, from the advertisements ("advertiser's site") will be legal, decent, honest and truthful, (i) not be contrary to the provisions of any applicable law, regulation or code of practice (including the CAP code), (ii) not be libellous or obscene, (iii) not infringe the rights of any person (including any person's intellectual property rights); (iv) not be prejudicial to the image or reputation of Arena Holdings or the website or the newspapers; (v) be free from viruses, adware, malware, and / or bit torrents, (vi) not cause an adverse effect on the operation of the website, and (vii) have a conspicuous privacy policy, which complies with all applicable data protection and privacy laws, regulations and codes of practice.
27. To the extent that Arena Holdings sets cookies on the devices of users of the advertiser's site(s) or uses any other data collecting technology (such as pixels, tags, javascript or other code, including the tags of third party service providers) for the purpose of tracking impressions and related data ("advertiser data"). The advertiser shall ensure that it has a lawful basis for the use of such data collecting technology and the collection of advertiser data from visitors to the advertisers site and that the advertiser and the advertiser's site complies with all applicable data protection and / or privacy laws, regulations and codes of practice.
28. Arena Holdings and its service providers will only use any advertiser data solely in relation to the advertiser's particular advertising campaign. All such advertiser data collected by Arena Holdings will be treated as the confidential information of the advertiser and will not be disclosed by Arena Holdings to any third party (other than Arena Holdings service providers, for the purpose of Arena Holdings complying with its obligations under these terms without the consent of the advertiser. In no event will any advertiser data be combined with information collected from other sources, except where the advertiser has agreed otherwise.
29. In the event advertising copy is received after midday on the day before an advertisement is due to be published, the number of impressions booked will be reduced on a pro rata basis for every 24 hours that the copy for the advertisement is supplied, after this deadline. For example, if copy is provided 2-days late for a campaign that is due to serve 100 000 banners in a 10-day period, the number of impressions will be reduced by 20 000. There will be no reduction in the fee payable.
30. Except where specified, Arena Holdings does not guarantee that advertisements booked through its network will appear on any particular website and / or that impressions will be spread evenly across any particular websites. Furthermore, Arena Holdings does not guarantee that inventory meeting any criteria selected by the advertiser will necessarily be available nor that it will be available in the volume desired by advertiser. Where non-standard ad creatives (i.e. outside of IAB Leaderboard, Halfpage & MPU) are not accepted by an ad exchange, the advertiser shall submit standard creative in order for Arena Holdings to fulfil the booking.
31. Arena Holdings will implement its default brand safety measures in respect of the sites on which advertisements are booked. Arena Holdings serves all advertising on a whitelist, which has been

TERMS & CONDITIONS

manually vetted to ensure the quality of the sites. Notwithstanding the foregoing, Arena Holdings makes no guarantees regarding the quality and / or suitability of any of our sites, on which the advertisements appear.

32. The advertiser may implement its own brand safety measures and site filters in addition to the default brand safety measures provided by Arena Holdings. Any such additional brand safety measures and filters implemented by the advertiser shall operate by blocking the relevant advertisement from appearing on the relevant site, after it has been served by Arena Holdings and will therefore not affect the number of impressions deemed to have been served, in any campaign period.

COOKIE USAGE ON ARENA HOLDINGS NETWORK:

33. Where an advertiser wishes to drop cookies on users' computers or use pixels, web beacons or other data collecting technology (the "data collecting technology") for the purpose of displaying or providing advertising on the website and tracking impressions, analytics, measurement and verification of advertising campaigns (together, "analytics data"), it shall notify Arena Holdings ahead of booking an advertisement and provide all information requested by Arena Holdings regarding such data collecting technology.
34. If Arena Holdings agrees to the advertiser's disclosed use of data collecting technology to collect analytics data, Arena Holdings will provide written authorisation to the advertiser. Subject to the foregoing, advertiser agrees to use such data collecting technology and all data collected from it, solely in the manner disclosed to Arena Holdings.
35. All analytics data collected by the advertiser through such data collecting technology will be confidential information owned by Arena Holdings and will not be disclosed by the advertiser to any third party without Arena Holdings prior written consent.
36. In no event shall data collecting technology or the data collected from it: (i) be used by the advertiser for the purposes of profiling users' interests, segmentation, or tracking or targeting users when they leave the website; or (ii) be combined with information collected from other sources; in each case except where Arena Holdings has given agreement in writing. Arena Holdings reserves the right to scan the advertisements to ensure advertiser's compliance with the data clauses.
37. The advertiser shall procure that all other partners and entities in the supply chain with which advertiser works or contracts, in relation to an advertisement (collectively, the "advertiser partners"), shall comply with these terms.
38. The advertiser shall ensure it complies with all applicable laws and regulations with respect to such data collecting technology and that all analytics data will be deleted from its servers upon the end of the relationship between Arena Holdings and the advertiser.
39. By placing an advert, you acknowledge that you consent to the publishing of the advertisement, including any personal information, in a public online newspaper.