



Why you need to be featured in online publications – in general

Any marketer will tell you that an economic recession almost ALWAYS leads to dramatic slashes in marketing budgets. It is the number one casualty in any business – which is both understandable and extremely dangerous. Understandable, because companies need to economize. And dangerous, because the lack of advertising results in a loss of market share, which later results in the company's inability to recover once the recession is over.

For many, this places enormous pressure on marketers as to where and how they spend their budget. An obvious choice at the moment is definitely online – because it is just so much cheaper than any other platform available. And it is transparent in terms of tracking the response.

The bottom line – why advertise with us at all?

That being said – where do you begin to play in the online space? Do you choose sites with high volumes of traffic? Or do you select more targeted sites that produce smaller volumes of traffic but a higher acquisition rate?

The answer lies in asking the question: "What do I want to achieve?" If it is branding – then go for high volume sites. If it is ROI – then select sites with a loyal database. If you want OUR opinion – we suggest collaborating with an online brand that offers both creativity and flexibility. A company that goes beyond the rate card and conceptualises an offering that is tailor-made to fit the needs of your business, and one that allows you to change the creative – and the concept – to ensure that the response you receive each week is something worth paying for.

And we can categorically state that we are the only online publication that provides this level of creativity and flexibility in the country.



About us

Joburg.co.za, Cape.town.co.za and Durbs.co.za are dynamic online initiatives providing up-to-date information on places to go, people to see and things to do. Comprising weekly emails and comprehensive websites, the three properties have completely transformed the way people spend their free time.

Our Offering

Our offerings include three weekly newsletters that are emailed to subscribers, our current base being 213 000 for Joburg, 38 000 for Cape Town, and 32 000 for Durban. The newsletters provide up-to-date details on everything from theatre production, comedy events, live music concerts and expos to brand new restaurants, 4x4 trails and romantic picnic spots. Should subscribers wish to view further details of a particular event, they can simply click through to the relevant section of the website.

Additional opportunities

Velocity Media prides itself on being creative and flexible. In addition to our standard weekly mailers, we are also able to offer clients exclusive opportunities to advertise, either through our internal dedicated mailers, which focuses on 10 – 15 establishments/businesses at a time, or alternatively an exclusive client-branded dedicated mailer.

Whatever your campaign, budget or objectives, we can tailor-make a package suited to your needs. Give us a call now! **0861 JOBURG**

Joburg Newsletter Rates

Joburg.co.za
216,000 subscribers

Editorial	Cost per newsletter
Introductory Editorial	R5 500
Entry with graphic	R3 500
Banners & Listings	Cost per newsletter
Extreme Top Banner	R10 000
Skyscraper Banner	R7 500
Top Banner	R6 300
Middle Banner	R4 200
Bottom Banner	R3 100
What's On event listing	R1 500
Directory Listing – 12 months	R2 000
Intro button	R2 000 per week or R5,000 per month
Sponsored Sections	Cost per week/month
Full Sponsorship per month: exclusive	R25 000 per month
Weekly sponsorship: exclusive	R6 250 per week
Banner advertising per week: non-exclusive Top Banner	R2 000 per week
Banner advertising per week: non-exclusive Skyscraper Banner	R2 000 per week
<u>Sponsorship definitions:</u>	
i) Exclusive Sponsorship (monthly or weekly) includes button in newsletter; three banner spaces and additional logo/branding as per spec	
ii) Banner advertising is non-exclusive and only includes the selected banner; button and additional logo/branding is not included in this package	
Important: prices quote EXCLUDE VAT and agency fees	

Joburg newsletter Specifications

Banners	Pixels	File size - Maximum
Newsletter banners: Extreme top; top; middle; bottom	705 x 90	18kb
Skyscraper banner	140 x 470	15kb
Intro button	140 x 90	6kb
Editorial	Text	Images
Introductory Editorial	500 words	Up to 6 including logo
Standard entry	500 words	Up to 6 including logo
Sponsorship banners	Pixels	File size - Maximum
Top banner	705 x 90	18kb
Left Skyscraper – 1	200 x 200	15kb
Left Skyscraper - 2	200 x 400	15kb

Joburg Website

Position	Size	Max kb	Per month
Home page - Top Banner	728 x 90 px	15 kb	R10 000
Home page - Skyscraper	140 x 470 px	12 kb	R8 000
Home page – Button	160x80 px	5kb	R4 000
Directory search	728 x 90 px	15 kb	R8 000
Events search	728 x 90 px	15 kb	R5 000
Mapping page	728 x 90 px	15 kb	R4 000
Weather page	728 x 90 px	15 kb	R3 000
Buttons (other)	160x80 px	5kb	R2 500
Template top banners	728x90 px	15kb	R5 000

** All prices quoted exclude VAT and agency commission

Cape.Town & Durbs Newsletter Rates

	Cape.Town.co.za 38,000	Durbs.co.za 33,000
Editorial	Cost per newsletter	Cost per newsletter
Introductory Editorial	R3,000	R3,000
Entry with graphic	R2,000	R2,000
Banners	Cost per newsletter	Cost per newsletter
Extreme Top Banner	R4,000	R4,000
Intro Banner	R3,500	R3,500
Top Banner	R2,500	R2,500
Middle Banner	R2,000	R2,000
Bottom Banner	R1,000	R1,000
Other	Cost per newsletter	Cost per newsletter
Intro Button	R1,500	R1,500
Bottom Button	R1,000	R1,000
What's on Listing	R650	R650

Websites

Position	Size	Max kb	Per month
Top Banner	419 x 90 px	15 kb	R3 500
Middle Banner	419 x 90 px	15 kb	R2 500
Bottom Banner	419 x 90 px	15 kb	R1 500
Skyscraper	160 x 300 px	20 kb	R3 500
Directory listing	Up to 6 images + 500 words	216 wide per image	R2 000 per year

- All prices excluding VAT and agency commission

Cape.Town & Durbs Button and Banner Sizes



IMPORTANT INFORMATION

- * **Booking deadline:** A signed order form must be received 10 days prior to insertion date of advert.
- * **Material Deadline:** Full content, pictures, advertiser material must be received by Joburg.co.za, Cape.Town.co.za or Durbs.co.za, no less than 7 working days prior to publication. Should we not receive your material by this time, your advert will not appear in the newsletter as scheduled and you will be invoiced for the full amount.
- * **Material Requirements:** Graphics in .gif or .jpeg format / Content in Word