

DIGITAL RATES 2019



WEBSITE & MOBILE

SPONSORED ARTICLES

- Reach 27,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site included - linked to landing page or website (to capture data)
- Permanently on Website

FREQUENCY	POSITION	RATE PER MONTH
1 DAY	Front Page	R1,500
3 DAYS	Front Page	R2,000
5 DAYS	Front Page	R4,000

BANNER ADS

- Reach 41,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site included - linked to landing page or website (to capture data)
- Home Front page and randomized

BANNER	POSITION	SIZE	RATE PER MONTH
SLIDER BANNER	Front Page	1,500 x 400 px	R3,500
FEATURE BANNER	Front Page (Max 3)	1,500 x 100 px	R7,500
SIDEBAR BANNER	Random all pages	400 x 300 px	R500
HOME PAGE	Take Over		R65,000

LISTINGS

- Reach 13,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site included

Event, Company or Property Listings **R1,200 per annum**

VIDEO MARKETING

- Reach 38,000
- REIM TV or REAL ESTATE ZONE YouTube Channel
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Permanently on Website

TYPE	LENGTH	RATE ONCE-OFF
Post only - Video supplied by client	3 minutes	R5,000
Shoot, Edit and Post	3 minutes	R10,000
Shoot, Edit and Post	10 minutes	R15,000
Shoot, Edit and Post	20 minutes	R20,000
Shoot, Edit and Post	10 minutes	R15,000
Shoot, Edit and Post	20 minutes	R20,000



EMAIL MARKETING

E-MAIL BANNER ADS

- Reach 31,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Publishes on Facebook and Twitter

FREQUENCY	RATE PER MONTH
One Email	R1,500
Two Emails	R2,500
Four Emails	R4,000
Content alignment per Email	R5,000

SPONSORED ARTICLES

- Reach 31,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Features on Emailer content

FREQUENCY	RATE PER MONTH
One Email	R1,500
Two Emails	R2,500
Four Email	R4,000
Content alignment per Email	R5,000

SOCIAL MEDIA MARKETING

FACEBOOK

- Reach 14,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Content supplied by client

FREQUENCY	RATE PER MONTH
One Post per week	R1,500
Two Posts per week	R2,500
Inbound Lead Generation - linked to landing page	R7,500
Content created by REIM	R500

TWITTER

- Reach 7,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Relevant # hashtags and trending topics included
- Content created by REIM

FREQUENCY	RATE PER MONTH
Two Tweets per week	R1,500
Four Tweets per week	R2,500

LINKEDIN

- Reach 6,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Content created by REIM

FREQUENCY	RATE PER MONTH
One Post per fortnight	R1,500
Four Posts per month	R3,000
Posts on LinkedIn groups 1 per week	R750

INSTAGRAM

- Reach 1,000
- Content created by REIM
- Posts added onto other Social Media

FREE

CONTENT MARKETING

WEBINARS

- Reach 10,000
- Inbound Lead Generation - linked to landing page or website
- Minimum 2 guests hosted in webinar

WEBINAR Sponsorship **R7,500**

PODCASTS

- Reach 10,000
- Inbound Lead Generation - linked to landing page or website
- Mobi site - linked to landing page or website
- Minimum 2 guests hosted in podcast

PODCAST Sponsorship **R7,500**

EBOOKS

- Reach 10,000
- Inbound Lead Generation - linked to landing page or website
- Mobi site - linked to landing page or website
- Maximum 8 pages design (copy & visuals supplied by client)

EBOOKS Sponsorship **R7,500**

PR BRANDING

- Reach 31,000
- Once-off Press release for promoted content
- Press release promoted on website
- Press release promoted on email

PR Branding Fee **R3,000**

AFFILIATE MARKETING

REIMAG AFFILIATE MARKETING MODEL

- Platform owner promotes specific product via e-commerce website
- Inbound Lead Generation - linked to landing page or website
- Mobi site included - linked to landing page or website
- A 'finders referral fee' or commission is paid to platform for each successful lead converted into a sale
- Minimum 3 months promotional period across selected channels
- Ad hoc marketing fee plus agreed commission
- Exclusive product selection
- Minimum 3 months promotional period across selected channels

Ad Hoc Marketing Fee **R15,000**

ANALYTICS REPORTS

- Data measurement analytic reports on request only
- Engagements, Views, Unique Visits, Clicks & Impressions

Data ANALYTICS Reports **R2,000 per month**

DIGITAL PACKAGES 2019



Option One:

DIGITAL STARTER PACKAGE @ R11,950 per month

WEBSITE

SPONSORED ARTICLES

- Reach 27,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Includes Mobi site - linked to landing page or website (to capture data)
- Permanently on website

FREQUENCY

3 DAYS Front Page

BANNER ADS

- Reach 41,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Home Front Page and randomized - linked to landing page or website.
- Slider Banner

SOCIAL MEDIA MARKETING

- Reach 41,000
- Inbound Lead Generation - linked to landing page or website
- Home Front Page and randomized - linked to landing page or website (to capture data)

SOCIAL MEDIA FREQUENCY

FACEBOOK	Two Posts
TWITTER	Two Posts
LINKEDIN	Two Posts

Option Two:

DIGITAL STARTER & MAG PACKAGE @ R19,950 per month

OPTION ONE PLUS MAG

- Reach additional 60,000
- Full Page Ad in Mag, PDF & Digimag (valued @ R31,950)

TERMS & CONDITIONS

- 10% Discount for 6-month campaigns
- Additional Discounts if digital campaign runs concurrently with print, pdf and digital magazine
- All campaigns run for a minimum of one month period
- All rates exclude VAT
- Excludes material costs which must be supplied by client including landing pages and links
- Minimum R1000 design charge, after 2 hours @ R500 per hour
- All digital campaigns must be paid upfront to activate campaign
- Digital booking & material deadline 48 hours before going live
- Detailed Material Specifications for print and digital material available
- Inventory subject to availability
- Terms and Conditions apply as per reimag website

Option Three:

DIGITAL PREMIUM PACKAGE @ R19,950 per month

WEBSITE

SPONSORED ARTICLES

- 27,000 Reach
- Inbound Lead Generation - linked to landing page or website
- Mobi site - linked to landing page or website
- Permanently on website

FREQUENCY

3 DAYS

POSITION

Front page

BANNER ADS

- 41,000 Reach
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Home Front Page & randomized - linked to landing page or website
- Front Page Feature - max 3

EMAIL MARKETING

SPONSORED ARTICLES

- Reach 31,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- 2 Emails per month with content features

E-MAIL BANNER ADS

- Reach 31,000
- Inbound Lead Generation - linked to landing page or website
- Mobi site - linked to landing page or website (to capture data)
- Publishes on Facebook and Twitter
- 2 Emails per month

SOCIAL MEDIA MARKETING

FACEBOOK, TWITTER, LINKEDIN

- Six Posts on each platform per month

VIDEO MARKETING

- Video Posted to REAL ESTATE ZONE YouTube Channel
- Maximum 3 minutes 30 seconds
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Permanently on Website
- Post only - Video supplied by client

Option Four:

DIGITAL PREMIUM & MAG PACKAGE @ R29,950 per month

OPTION THREE PLUS MAG

- Reach additional 60,000
- Ad placed in Mag, PDF & Digimag (valued at R31,950)

Option Five:

BARTER DIGITAL PACKAGE @ R19,950 per month

WEBSITE

SPONSORED ARTICLES

- 27,000 Reach
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Permanently on website
- 3-Days on front page

BANNER ADS

- 41,000 Reach
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Home Front Page and randomized - linked to landing page or website

E-MAIL MARKETING

E-MAIL BANNER ADS

- 31,000 Reach
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Publishes on Facebook and Twitter
- 2 Emails per month

LISTINGS

- 13,000 Reach
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Event, Company or Property Listings

SOCIAL MEDIA MARKETING

FACEBOOK, TWITTER, LINKEDIN

- Two Posts per month on each platform

Option Six:

DIGITAL BARTER & MAG PACKAGE @ R29,950 per month

OPTION FIVE PLUS MAG

- Reach additional 60,000
- Ad placed in Mag, PDF & Digimag (valued at R31,950)



REACH OVER 200,000 PEOPLE ACROSS OUR DIGITAL & PRINT PLATFORMS