

DIGITAL RATES 2018

*All prices exclude Agency Commission & exclude VAT
 *All rates are monthly and exclude VAT
 *Rates on request based on specific requirements
 *Excludes setup costs

WEBSITE

MOBILE - Additional bonus audience reach	Bonus
BANNER ADS – Display Advertising	Rates below
SPONSORED posts	R7 500
AFFILIATE WEBSITE exposure	Rates on request
DIGIMAG ADVERTISING with hyperlinks	As per mag rate card

BANNER ADS	Section	Run of site
Top Leaderboard	R10 000	R15 000
Large Rectangle	R10 000	R15 000
Sidebar Square	R7 000	R10 000
Inner Rectangle	R10 000	R15 000

EMAIL MARKETING

E-MAIL BANNER ADS Branded	R7 500 (2 in one week)
DIGITORIALS feature with links on website	R10 000
SPONSORED LINKS – Events & Investments	R5 000

CONTENT MARKETING

DIGITORIALS on front page of reimag website	R15 000
LISTINGS – Events & Investments	R2 500 per listing
SPONSORED SECTIONS – Residential, Offshore, etc.	R7 500
REIM TV – shoot, editing and posting	R15 000

PRESS OFFICE

Full PR SERVICE - Includes writing & distribution of content	R15 000 per month
<ul style="list-style-type: none"> One Press Release per week/month Register as registered PR affiliates online Complete copy to be supplied by client (Subject to editor's final approval) Maximum 350 words with visual Posting on NEWS section on website 	R2 500



STRATEGIC PROMOTIONS

SOCIAL MEDIA – 1 post per week on Facebook & Twitter (Content to be supplied by client)	R5 000
WEBINAR sponsorship	R10 000
LEAD GENERATION campaigns Includes Digitorials, Newsletters, Social Media & Website banners & SEO Content to be supplied by client (Client receives Excel spreadsheet of qualified leads, name, telephone and email addresses every month)	R20 000

DIRECTORY LISTINGS

BASIC LISTING Company name, Physical Address, Telephone Number, Email and Website	R1 000 per month
PREMIUM LISTING Includes logo plus Quarter Page in REIM	R2 500 per month

EVENT SPONSORSHIPS

- REIM/RODE conference
- Networking events (such as SAPIN)
- Co-hosting events
- JV partnerships on event hosting
- Speaking opportunities
- Training events
- Mentorship (online, group and one-on-one)
- Merchandising and promotions
- Investor of the Year awards sponsorship
- Knowledge breakfasts
- Exhibition stands

*Prices on request