



REIMAG.CO.ZA DIGITAL RATES 2019

WEBSITE

SPONSORED ARTICLES | 27,000 Reach

- Leads generation & data capture
- Analytics report
- Includes Mobi site
- Content permanently on Website

1 DAY on front page (Reach 1000)	R1,500 p/m
3 DAYS on front page (Reach 3,000)	R2,000 p/m
7 DAYS on front page (Reach 10,000)	R4,000 p/m

BANNER ADS | 41,000 Reach

- Leads generation & data capture
- Analytics report
- Home front page and randomized

Front Page Slider (1500 X 400 px)	R3,500 p/m
Front Page Feature (max 3) (1500 X 100 px)	R7,500 p/m
Sidebar (random all pages) (400 X 300 px)	R500 p/m
Home Page Take Over	R65,000 p/m

EVENT LISTINGS | 33,000 Reach

- Leads generation
- Analytics report
- Listed on REIMag & Reale Events websites

Event Listing	R1,000 once-off
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VIDEO (REAL ESTATE ZONE/REIM TV) | 38,000 Reach

- Leads generation
- Analytics report
- On YouTube Channel
- Permanently on Website

Shoot, edit and post – 3 minutes	R10,000
Shoot, edit and post – 10 minutes	R15,000
Shoot, edit and post – 20 minutes	R20,000
Post only (Video supplied)	R5,000

EMAIL MARKETING

E-MAIL BANNER ADS | 31,000 Reach

- Leads generation
- Analytics report
- Links
- Published on Facebook and Twitter

1 Email	R1,500
2 Emails	R2,500
4 Emails	R4,000
Content alignment per Email	R5,000

SPONSORED ARTICLES | 31,000 Reach

- Leads generation
- Analytics report
- Links
- Features on Emailer content

1 Email	R1,500
2 Emails	R2,500
4 Emails	R4,000
Content alignment per Email	R5,000

WEBINARS

- Leads gen & data capture
- Minimum 2 participants

WEBINAR Sponsorship	R7,500 per webinar
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PODCASTS

- Leads gen & data capture
- Minimum 2 participants

PODCAST Sponsorship	R7,500 per podcast
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STATS REPORTS

LEADS GENERATION

- Name and email details

Weekly & Monthly Reports	R2,000
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ANALYTICS

- Engagements, Views, Unique Visits, Clicks & Impressions

Monthly Reports	R2,000
Both LEAD GEN & ANALYTICS Reports	R3,000

SOCIAL MEDIA MARKETING

FACEBOOK | 13,000 Reach

- Lead generation
- Analytics reports
- Content supplied by client

1 Post per week	R1,500 p/m
2 Posts per week	R2,500 p/m
Leads generation (Qualified leads)	R7,500 p/m
Content created by REIM	R500 per post

TWITTER | 4,000 Reach

- Analytics
- Relevant #hashtags and trending topics included
- Content created by REIM

2 Tweets per week	R1,500 p/m
4 Tweets per week	R2,500 p/m

LINKEDIN | 6,000 Reach

- Leads gen report
- Analytics
- Content created by REIM / NP

1 Post per fortnight	R1,500 p/m
4 Posts	R3,000 p/m
Posts on LinkedIn groups 1 per week	R750 per post

INSTAGRAM | 1,000 Reach

- Analytics
- Content created by REIM / NP

Posts add on to other Social Media	FREE
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PLEASE NOTE

- All rates exclude VAT
- All digital campaigns must be paid upfront to activate campaign
- All campaigns run monthly
- Booking & material deadline 48 hours before live
- 10% Discounted rates for 6-month campaigns
- Additional Discounted rates if campaign runs concurrently with print, pdf and digital magazine
- Minimum campaign spend is R5,000
- Detailed Material Specifications for print and digital material available
- Inventory subject to availability
- Terms and Conditions apply as per reimag website

REIMag.co.za creates engaging brand experiences through our exclusive digital platform.

ADVERTISERS



REACH OVER 200 000

PEOPLE ACROSS ALL OUR DIGITAL CHANNELS

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