

# 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

## TERMS & CONDITIONS

- Minimum campaign spend is R5,000 per month
- 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

## 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

TWEET 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 (to capture data)
- Minimum 2 guests hosted in webinar

Webinar Sponsorship **R7,500**

### PODCASTS

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

Podcast Sponsorship **R7,500**

### EBOOKS

- Reach 10,000
- Inbound Lead Generation - linked to landing page or website (to capture data)
- Mobi site - linked to landing page or website (to capture data)
- Includes 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 (to capture data)
- 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**

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

# 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 (to capture data)

##### TYPE

FEATURE BANNER (max 3 banners)

#### SOCIAL MEDIA MARKETING

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

## Option Three:

### DIGITAL PREMIUM 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

##### 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 (to capture data)
- 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 (to capture data)
- 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 readers
- 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 (to capture data)

Front Page Feature - max 3 (1,500 x 400 px)

#### 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 readers
- Ad placed in Mag, PDF & Digimag (valued at R31,950)



**REALE  
ACTIVATION**

TO ADVERTISE CONTACT US

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