



INSPIRED • INFORMED • ENTERTAINED
All4Women

Rate Card

2020

DIGITAL RATES

DISPLAY BANNERS: ROS & SECTIONS

- LEADERBOARD	728 x 90	R 200	cpm
- EXTENDED / SUPER LEADERBOARD	970 x 90	R 200	cpm
- MEDIUM RECTANGLE (MPU)	300 x 250	R 200	cpm
- HALF PAGE	300 x 600	R 200	cpm

SECTION SPONSORSHIP BELT

728 x 90	728 x 90	R 200	cpm
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TAKEOVERS

HOMEPAGE TAKEOVER	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 6 500	per day
SECTION - CELEBS	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 16 500	per day
SECTION - NEWS	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000	per day
SECTION - FOOD & HOME	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 7 500	per day
SECTION - HEALTH & WELLNESS	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 7 500	per day
SECTION - RELATIONSHIPS	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000	per day
SECTION - LEISURE	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000	per day
SECTION - PARENTING	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000	per day
SECTION - FASHION & BEAUTY	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 7 500	per day
SECTION - MONEY	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000	per day
SECTION - WIN	Wall paper, 728 x 90, 300 x 250 and 300 x 600	All banners + skins	R 5 000	per day

ROADBLOCKS

All the banners (excluding skins)	R 650	cpm
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ADHESIVE BANNER	970 x 90	R 250	cpm
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MOBI RATES AND SIZES Max 50KB

MPU	300 x 250	R 190	cpm
SUPER LEADERBOARD	320 x 50	R 190	cpm
MOBILE ADHESIVE BANNER	320 x 50	R 190	cpm
SECTION SPONSORSHIP BELT	320 x 50	R 190	cpm

SOCIAL MEDIA

VIDEO	R 375	cpm
INSTAGRAM	R 1 900	Per post
FACEBOOK*	R 1 900	Per post
TWITTER	R 1 900	Per post

* In conjunction with a display ad-sponsored content campaign.

NEWSLETTERS

MPU	300 x 250	15 cents
SUPER LEADERBOARD	320 x 50	per newsletter

SPONSORED CONTENT AND NATIVE ADVERTISING	Price on application.
PROGRAMMATIC BUYING	Price on application.

SPONSORSHIPS

WEATHER SPONSORSHIP	300 x 250	R 10 000	per week
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At the top of the A4W site (desktop only). Will say "Brought to you by" plus sponsor's logo. It will have a link to the forecast page. Forecast page only: Includes client logo, "Brought to you by" plus section takeover.

"GREAT DEALS" DEDICATED MAILER - MAXIMUM ONE (1) PER WEEK	R7500	per mailer
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We can send dedicated mailers to our "Great Deals" list: 27 770 subscribers. The offer must be a great deal for the recipient. It can be a discount, exclusive special offer or a value-added offer.

HTML creative. Max 500 px wide. Height can vary. HTML /graphic elements should not exceed 150-200 KB.

ARTWORK

Artwork may be sent in the following ways:
E-MAIL: tyronl@citizen.co.za or rolande@citizen.co.za

CONTACTS

Digital Sales Manager:
 010 492 5221/071 255 2188