



# Digital Media Sales

*Rates effective from April 2013*

## What is Digital Media?

SABC Digital Media pertains to the web and mobi products that exist across SABC brands, be it Television or Radio.

Web refers to online websites and pages which are accessible via a computer or Smartphone that has internet access.

Mobi refers to online sites that are designed specifically for handsets that were created before the evolution of Smartphones.

*Digital Media Sales offers advertising opportunities via these products in the following ways.*

1. *Email Marketing – Banner Inserts in our weekly newsletters*
2. *Display / Online Advertising – taking the form of static or animated banner adverts that are viewed on web and mobisites*
3. *Customised solutions – A combination of the different online experiences that are specifically designed for a client, this is usually integrated into a bigger advertising campaign.*

## Why Digital Media?

Digital Media advertising exists in an environment that is “always on”.

*Here are some reasons why advertisers enjoy the SABC Digital Media platform:*

1. *Promotes new and existing products*
2. *Builds Brand Awareness with new or existing customers*
3. *Showcases events and promotions when planning requires fast turnaround and speedy execution*
4. *Reaches new and niche markets inexpensively with targeted messaging*
5. *Thus, cutting through the clutter by minimizing duplication*
6. *Provides measurability for your integrated campaigns and can harvest new or segment existing databases for you*
7. *Connects the advertiser to the audience and can set the scene for campaigns to come*
8. *SABC Digital Media offerings cut across Television and Radio brands giving the advertiser exposure via a multi-media experience.*

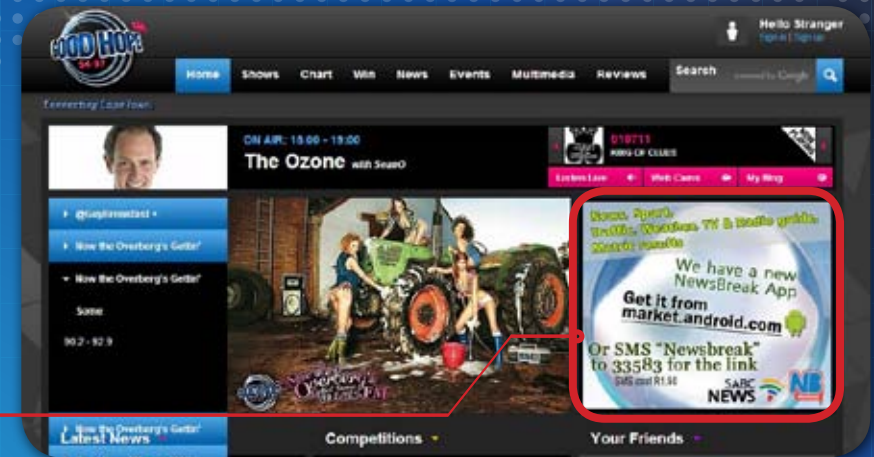
Web Channels	Leader Board	Wide Skyscraper	Medium Rectangle	Permanent Box	Rich Media & Streaming Video
	728 x 90 CPM	160 x 600 CPM	300 x 250 CPM	Non-rotating (Takeover) Monthly	FLV Format CPM
sabc.co.za	R200	-	R350	R60 000	R400
sabcnews.co.za	R300	-	R350	R80 000	R400
sabc1.co.za	R200	-	R350	R80 000	R400
sabc2.co.za	R200	-	-	R70 000	R400
sabc3.co.za	-	-	R350	R70 000	R400
sabceducation.co.za	R200	-	R350	R80 000	R400
sabcsport.co.za	R200	-	R200		
channelafrica.co.za	-	R300	-	R70 000	R400
5fm.co.za	R350	R350	R350	R150 000	R400
metrofm.co.za	R350	-	R350	R40 000 <i>Competition Page</i> R80 000 <i>LB</i> R120 000 <i>Box</i> R80 000 <i>Competition Page</i> R80 000 <i>Full Social Media Int</i> R40 000 <i>Part Social Media Int</i>	R400
goodhopefm.co.za	-	-	R350	R100 000 <i>Box</i> R80 000 <i>Full Social Media Int</i> R40 000 <i>Part Social Media Int</i>	R400
rsg.co.za	R200	-	R350	R60 000 <i>LB</i> R80 000 <i>Box</i>	R400
(Afrikaans alleenlik / only)					
safm.co.za	R350	-	R350	R60 000 <i>LB</i> R80 000 <i>Box</i>	R400
radio2000.co.za	R350	-	R350	R60 000 <i>WS</i>	R400
lotusfm.co.za	R200	-	R200	R60 000 <i>WS</i>	R400
trufm.co.za	-	R200	-	R40 000 <i>WS</i>	R400
lesedifm.co.za	-	R200	-	R40 000 <i>WS</i>	R400
Ligwalagwala.co.za	R200	-	-	R40 000 <i>LB</i> R40 000 <i>Competition Page</i> R40 000 <i>Part Social Media Int</i>	R400
ikwekwezifm.co.za	-	R200	-	R40 000 <i>WS</i> R40 000 <i>Competition Page</i>	R400
ukhozifm.co.za	-	R200	-	R40 000 <i>WS</i>	R400
phalaphalafm.co.za	R200	-	R350	R40 000 <i>LB</i> R40 000 <i>Box</i>	R400
motswedingfm.co.za	-	R200	-	R40 000 <i>WS</i>	R400
Topbilling.com	R350	-	R350	R40 000 <i>Banner</i>	R400
Pasella.co.za	R350	-	R350	R40 000 <i>LB</i>	R400
Generations.co.za					
Isidingo.co.za					

## Digital Media Sales space

Medium Rectangle

Leaderboard

Wide Skyscraper



### Terms and Conditions

1. Material must be received by SABC no later than seven working days before the campaign starts.
2. Late material submissions will result in campaign delays
3. Material must be sent to SABC in a Jpeg/Gif format with a URL. The material size must be less than 40kbs. The material size is required in pixels.
4. In the case of third party tracking, material must be sent as a fully operational tag/script.
5. Online competition elements are not tracked via ad serving or third party tags.
6. Bookings are based on advertising availability
7. Excluding Production Costs for Creative Material.
8. All rates exclude competition prizes.

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