

# ONLINE & SOCIAL MEDIA RATES

## WHY ADVERTISE ONLINE

The SA Home Owner website, [www.sahomeowner.co.za](http://www.sahomeowner.co.za), has an average of 124 594 page views per month, and 42 572 unique visitors. SA Home Owner is supported by strong social media, with 114 501 Facebook fans and 5 039 Twitter followers. Visit [www.facebook.com/sahomeowner](http://www.facebook.com/sahomeowner), and [www.twitter.com/SAHomeOwner](http://www.twitter.com/SAHomeOwner).

- We aim to provide added value to our readers via the convenience of additional content, online.
- The website provides a platform for our readers to comment and interact with the brand.
- Readers have the opportunity to easily browse through pictures that were not available in the magazine and enter into a variety of great competitions.



## CUSTOMISED CAMPAIGNS & SPONSORSHIP OPPORTUNITIES

Customised campaigns and may include the following elements: ad banners, competitions, website posts, Facebook competition tabs and Facebook and Twitter posts. The components and cost of a tailor-made campaign will be negotiated and conceptualised by the online editor.

### BRANDED VIDEO

**Headline video sponsorship** – R17 135 (exclusive sponsorship of our featured Home of the Month).

**Product sponsorship** – R3 105 (name of product/clients appears on screen and click-through to clients website; maximum of 5 product sponsorships per video)

### BANNERS (cost/1 000 impressions: CPM)

**Leaderboard:** R456/1 000

**Island/medium rectangle:** R522/1 000

**Wallpaper:** price on request

**Newsletter masthead banner**

R6 480 per newsletter

### MONTHLY COMPETITIONS

Give your product/service exposure with a sponsored competition or subscription giveaway! Trade exchange for a minimum prize value of R2 000.

### SOCIAL MEDIA

#### Facebook

Once-off posts: R540 each

#### Twitter

Once-off tweets: R360 each

## PRODUCTION FEES

We have the facilities to create your online ad for you

**R510 p/h standard HTML**

**R660 p/h Flash animation**

**All prices exclude VAT and agency commission.**

## SUPPLIERS DIRECTORY

A comprehensive online directory of South African suppliers for home and decor products and services.

- 1 Month: R522
- 6 Months: R2 592
- 12 Months: R4 536

\* Early settlement discount applies. Rates exclude VAT

**Please visit [www.sahomeowner.co.za](http://www.sahomeowner.co.za) for Terms of Acceptance**

\* Tiso Blackstar Group, the publisher of SA Home Owner, and/or the online editor have the final right to approve, decline or withdraw any advertising material before and during placement.

## DIGITAL AD SPECS

**LEADERBOARD**  
728 x 90 px

**ISLAND/  
MEDIUM  
RECTANGLE**  
300 x 250 px

**HALF PAGE UNIT**  
300 x 600 px

THESE GREY BOXES ONLY INDICATE SHAPE NOT ACTUAL SIZE.