

RATE CARD 2015



MAIN BODY

BUSINESS

EDUCATION

FRIDAY



The definitive news source and investigative news journalism content provider in South Africa



Over 385 000 quality business readers flocking to follow the advanced business discourse of our weekly. This made M&G Business the second most read title in both the daily and weekly English market.



M&G education supplements address and inform primary and tertiary educators and government about what's happening in the sector.

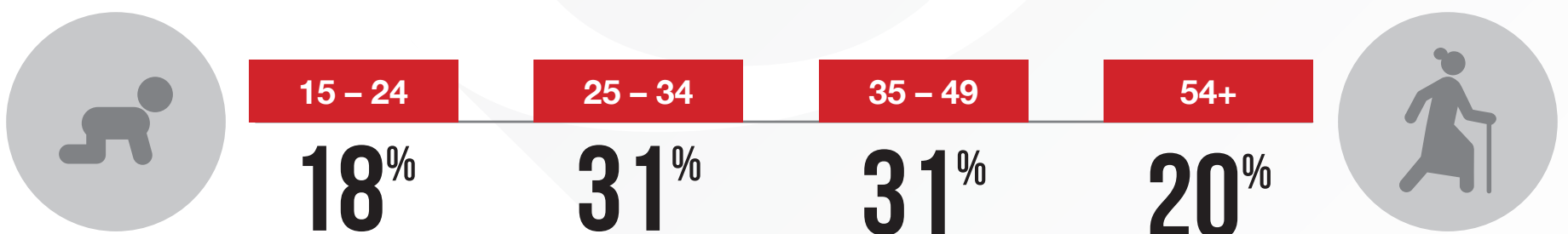
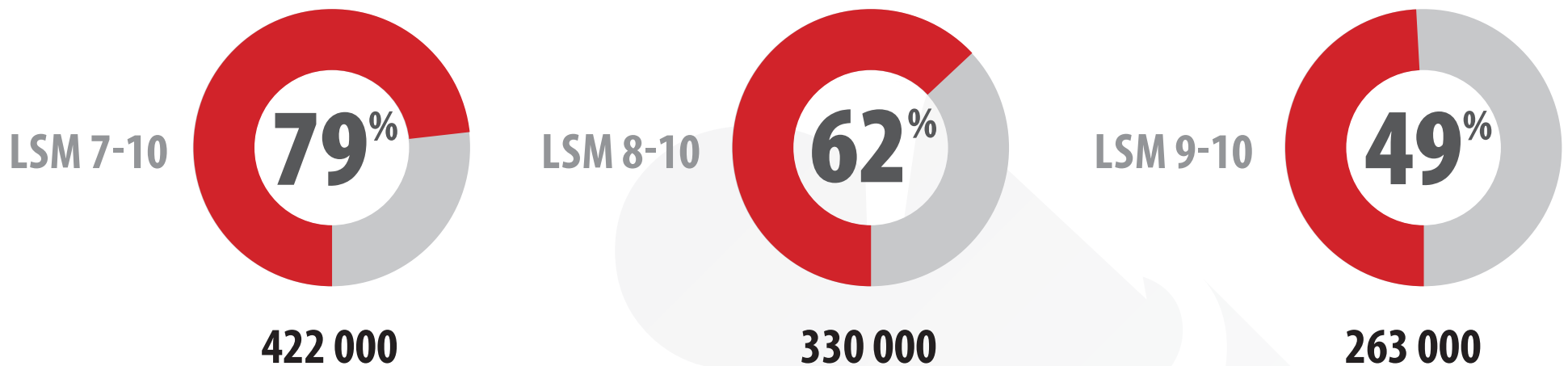


The go-to for lifestyle and travel news, arts and culture information and in-depth reviews and interviews.

Reader demographics

- *High net-worth individuals with a vested interest in South Africa and the rest of Africa*
- *Middle to Upper Echelons in Government / Public Sector*
- *Investors and Potential Investors in SA and Africa*
- *Decision Makers / Influential people in the Corporate World*
- *High-end Entrepreneurs*
- *Individuals who value and want accountability in SA*

MAIL & GUARDIAN READERSHIP: **535 000**



CONTACT

TERANCE WINSON

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email: terancew@mg.co.za

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WEATHERTON NYAMBEU

Business Manager

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Tel: +27 11 250 7506

Cell: +27 82 583 1251

JOHANNESBURG OFFICE

Tel: +27 11 250 7300

CAPETOWN OFFICE

Tel: +27 21 426 0802

MAIN BODY

Full Colour	R365 col/cm
Black & White	R352 col/cm
Business	R365 col/cm
Friday (7 columns)	R242 col/cm
Travel (7 columns)	R176 col/cm
Courses	R383 col/cm

M&G JOBS AND NOTICES

Jobs (8 columns) & Jobs.co.za (online)	R442 col/cm
Tenders & Notices Print & Online	R342 col/cm
Municipalities	R330.00 col/cm

SPECIAL POSITION FRONT

Page 1	(10X7) 50% Loading
Page 3	(20X7) 50% Loading
Page 5	(39X7; 20X7) 25% Loading
Page 7	(39X7; 20X7) 25% Loading
Guaranteed Position	25% Loading

7-COLUMN / MAIN BODY / BUSINESS / FRIDAY / TRAVEL

1 Column	34mm
2 Column	71mm
3 Column	108mm
4 Column	145mm
5 Column	184mm
6 Column	220mm
7 Column	260mm

8-COLUMN / RECRUITMENT / GOVERNMENT / TENDERS / COURSES

1 Column	31mm
2 Column	63mm
3 Column	95mm
4 Column	128mm
5 Column	160mm
6 Column	193mm
7 Column	225mm
8 Column	258mm

LOOSE INSERTS

PAGES	
4 - 8	R 1 093 per thousand
16 - 32	R 1 370 per thousand
32 +	R1 711 per thousand

Classifieds are ONLY one column adverts/border and logo. Colour – free. See advertising bookings for details.

M&G PLUS

M&G PLUS SURVEYS, SPECIAL PROJECTS AND CUSTOM PUBLISHING

Full-Colour print & online	R443
Black & White	R395

SPECIAL REPORTS

SIZE	NEWSPAPER	ENVA	GLOSS
4 Page	R225 530	R305 000	R400 000
8 Page	R380 000	R513 000	R690 000

Rates exclude VAT and include agency commission

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HOLIDAYS

HUMAN RIGHTS DAY

21 March 2015

GOOD FRIDAY

03 April 2015

FAMILY DAY

06 April 2015

FREEDOM DAY

27 April 2015

WORKERS DAY

01 May 2015

YOUTH DAY

16 June 2015

WOMEN'S DAY

09 August 2015

HOLIDAY

10 August 2015

HERITAGE DAY

24 September 2015

RECONCILIATION DAY

16 December 2015

Publication Schedule

ISSUE	ON SALE	BOOKING	MATERIAL	INSERT DELIVERY
02-08 Jan 2015	02-Jan-15	24-Dec-14	30-Dec-14	30-Dec-14
09-15 Jan 2015	09-Jan-15	31-Dec-14	06-Jan-15	06-Jan-15
16-22 Jan 2015	16-Jan-15	07-Jan-15	13-Jan-15	13-Jan-15
23-29 Jan 2015	23-Jan-15	14-Jan-15	20-Jan-15	20-Jan-15
30-05 Feb 2015	30-Jan-15	21-Jan-15	27-Jan-15	27-Jan-15
06-12 Feb 2015	06-Feb-15	28-Jan-15	03-Feb-15	03-Feb-15
13-19 Feb 2015	13-Feb-15	04-Feb-15	10-Feb-15	10-Feb-15
20-26 Feb 2015	20-Feb-15	11-Feb-15	17-Feb-15	17-Feb-15
27-05 Mar 2015	27-Feb-15	18-Feb-15	24-Feb-15	24-Feb-15
06-12 Mar 2015	06-Mar-15	25-Feb-15	03-Mar-15	03-Mar-15
13-19 Mar 2015	13-Mar-15	04-Mar-15	10-Mar-15	10-Mar-15
20-26 Mar 2015	20-Mar-15	11-Mar-15	17-Mar-15	17-Mar-15
27-02 Apr 2015	27-Mar-15	18-Mar-15	24-Mar-15	24-Mar-15
03-09 Apr 2015	03-Apr-15	25-Mar-15	31-Mar-15	31-Mar-15
10-16 Apr 2015	10-Apr-15	01-Apr-15	07-Apr-15	07-Apr-15
17-23 Apr 2015	17-Apr-15	08-Apr-15	14-Apr-15	14-Apr-15
24-30 Apr 2015	24-Apr-15	15-Apr-15	21-Apr-15	21-Apr-15
01-07 May 2015	01-May-15	22-Apr-15	28-Apr-15	28-Apr-15
08-14 May 2015	08-May-15	29-Apr-15	05-May-15	05-May-15
15-21 May 2015	15-May-15	06-May-15	12-May-15	12-May-15
22-28 May 2015	22-May-15	13-May-15	19-May-15	19-May-15
29-04 June 2015	29-May-15	20-May-15	26-May-15	26-May-15
05-11 June 2015	05-Jun-15	27-May-15	02-Jun-15	02-Jun-15
12-18 June 2015	12-Jun-15	03-Jun-15	09-Jun-15	09-Jun-15
19-25 June 2015	19-Jun-15	10-Jun-15	16-Jun-15	16-Jun-15
26-02 July 2015	26-Jun-15	17-Jun-15	23-Jun-15	23-Jun-15
03-09 July 2015	03-Jul-15	24-Jun-15	30-Jun-15	30-Jun-15
10-16 July 2015	10-Jul-15	01-Jul-15	07-Jul-15	07-Jul-15
17-23 July 2015	17-Jul-15	08-Jul-15	14-Jul-15	14-Jul-15
24-30 July 2015	24-Jul-15	15-Jul-15	21-Jul-15	21-Jul-15
31-06 Aug 2015	31-Jul-15	22-Jul-15	28-Jul-15	28-Jul-15
07-13 Aug 2015	07-Aug-15	29-Jul-15	04-Aug-15	04-Aug-15
14-20 Aug 2015	14-Aug-15	05-Aug-15	11-Aug-15	11-Aug-15
21-27 Aug 2015	21-Aug-15	12-Aug-15	18-Aug-15	18-Aug-15
28-03 Sep 2015	28-Aug-15	19-Aug-15	25-Aug-15	25-Aug-15
04-10 Sep 2015	04-Sep-15	26-Aug-15	01-Sep-15	01-Sep-15
11-17 Sep 2015	11-Sep-15	02-Sep-15	08-Sep-15	08-Sep-15
18-24 Sep 2015	18-Sep-15	09-Sep-15	15-Sep-15	15-Sep-15
25-01 Oct 2015	25-Sep-15	16-Sep-15	22-Sep-15	22-Sep-15
02-08 Oct 2015	02-Oct-15	23-Sep-15	29-Sep-15	29-Sep-15
09-15 Oct 2015	09-Oct-15	30-Sep-15	06-Oct-15	06-Oct-15
16-22 Oct 2015	16-Oct-15	07-Oct-15	13-Oct-15	13-Oct-15
23-29 Oct 2015	23-Oct-15	14-Oct-15	20-Oct-15	20-Oct-15
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25-31 Dec 2015	23-Dec-15	16-Dec-15	22-Dec-15	22-Dec-15

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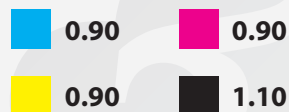
GREY BALANCE BAR DESCRIPTION



100% K **34% K** **30% C**
NB: REGISTER HERE **24% M**
24% Y

Grey Balance densitometer reading on composite grey patch = 0.00 plus/minus tolerance.

PRINTING DENSITIES



OPERATIONAL RULES

1. Run to register
2. Take densitometric reading on black (100% K) patches (=1.10) and equalise across page;
3. Take densitometric reading on Grey Balance Patch, flashing C, M and or Y symbols indicate a colour(s) below or above tolerance;
4. Equalise grey patches across page width;
5. Continue monitoring Density and Grey Balance throughout duration of the run.
6. Visually there should be no difference between the neutrality of the 34% K patch and the 30% Cyan, 24% Yellow patch.

Quality standards

Pre-Press Specifications for Digital Material Delivery in the PDF/X1-a file format.

1. All digital material transmitted electronically to the printer must conform to the PDF/X1-a file format.
2. The file must be saved as a complete, composite, press optimised PDF X1-a file and must contain all relevant elements i.e. fonts, hi-res scans, logo's and EPS graphics embedded in the file.
3. All scans and graphics must be saved in the CMYK colour space before embedding in the PDF/X1-a file. The following files / images are not acceptable: RGB, PANTONE SPOT Colours, LAB images

All separations must be colour corrected according to the hues of the European Ink Standard ISO 12647-3 or Din16536 and the "whiteness" limitations of the various newspaper substrates, eg. 48gsm local newsprint

4. All scans, digital images and graphic elements in the PDF/X1-a file must be scanned/saved with a minimum effective resolution of 300 dpi before transmission to The printer.
5. **Screen Rulings**
4 Colour and Mono Digital art work files should be set for screen ruling of 100LPI - 40L/cm

Dot Structure: Round

Screen angles: Cyan 15°, Magenta 75°, Yellow 0°, Black 45°

Print sequence: Cyan, Magenta, Yellow, Black.

6. All digital material in the PDF X1-a format to be transmitted to the printer must first be pre-flighted and validated before transmission.

This implies that the pre-flighting of the PDF/X1-a material takes place at the point of creation and the creator of the file assumes full responsibility for the validity of the transmitted file.

7. Digital advertisement material created for newspaper printing must conform to Euro Standard - Newspaper ISO 12647-3 or DIN16536 specifications. Colour files are to be submitted in the CMYK colour space. Total four Colour Ink Weight (Total Ink Coverage) should comply as follows:

Four-colour separations supplied for newspaper reproduction should have a total combined shadow or solid ink weight of no more than 240% with the black component at 80%. The total saturation for process colour material should be no greater than 240%. This helps compensate for dot gain and allows for maximum shadow detail with minimum ink set-off. Saturation exceeding 240% (typical commercial/heat-set specifications) will not result in darker shadows on newsprint. It simply leads to excessive set-off and causes shadow areas to fill in thus reducing printed shadow detail.

8. Digital files created for printing on Newsprint should ensure that the first printing tone is 3%. A dot gain compensation of 27% - 30% in the mid-tones of colour images will be applied.

9. Fonts

All fonts must be embedded and subset when creating PDF files. Files created in Corel Draw, FreeHand, Illustrator that contain text must first be converted to curves / paths before being embedded in the final PDF/X1-a file document.

Use only Type1 fonts (or Postscript Postscript compatible fonts) Note that if TrueType or MultipleMaster fonts are used serious problems could be encountered when attempting to embed certain type faces in the PDF/X1-a document.

All black text must be supplied as single colour black at 100% density. Black text created in multiple colours will cause print registration problems on the press. Fine white text reversing out of multi coloured panels must be avoided for the same reason.

10. Reverse type out of coloured /solid or halftone panels

When reversing type out of panels it is recommended that this be limited to using three colours only. For contrast and readability, reverse type should not be positioned within screened areas less than 50% or in yellow or light coloured backgrounds. Minimum text size of reversed type out of a four-colour image, type with fine serifs or type with screens, is 12pt and should be in bold face. This allows for press variations in

11. Grey Balance (Grey bar) Maintaining grey balance throughout the separation is extremely important for quality four-colour reproduction. Separations without neutral greys will reproduce with perceivable colour casts on press. As a general rule for newsprint reproduction, grey balance requires slightly more cyan relative to less amounts of magenta to yellow, (E.g. 30 cyan, 24 magenta, 24 yellow) For this reason it is of the utmost importance to include a grey bar within the product to adjust ink balance on the press. The grey bar is situated in the spine of tabloid publications and at the bottom of the page in the case of broadsheet publications. These grey bars will be produced as part of the plate-furniture by The printer. The grey bar will consist of a (3x) 3.5mm x 3.5mm squares per ink zone. A 100% black reference point will be adjacent to a 34% black and a combination grey-balance square. Failure to include a grey bar in the publication may result in inconsistent reproduction. In the case where the customer should choose not to include the grey bar in his product, the printer cannot be held responsible for colour variations during the printing process. If however the grey bar has to be excluded from the file, page proofs have to be supplied.

12. Page Proofs

Newsprint proofs generated with CGS Colour Tuner Screendot or Black Magic are preferable.

The proof is a guide only. The printer cannot guarantee to replicate a proof 100% on their presses.

Hard copy proofs. The use of newspaper ICC profiles in the proofing device is

POINT SIZES

1	The minimum text size for a SINGLE solid colour of 100% C, M, Y, K.	6pt
2	The minimum type size for coloured type on white background, using two or three colours.	8pt
3	The minimum type size for Coloured type on white background using four colours. It is not recommended that typefaces print in four colours. However if four colours are used it should be Sans Serif and bold.	12pt
4	The minimum type size for type with fine serifs and type screened to make up a required colour.	12pt
5	The minimum type size for type as a light screen tint.	12pt
6	The minimum type size for reversed type out of a four-colour image, reversed type with fine serifs and reversed type with screens.	12pt

register while maximising legibility. The minimum type size for (Reverse Type using one process colour) is - 8pt. Please note: It is not recommended to reverse type out of single colour yellow.

Do not use white overprint fills (white tints). Always knock out white tints. Do not use bleed or crop marks on PDF files supplied except in the case of quarter-fold jobs. Do not lock PDF documents i.e. no encryptions - (locked PDF documents will be considered as no material received) Do not include references to external OPI-devices.

highly recommended. The proof must closely match the production paper stock. The proof should simulate expected dot gain, substrate, density and ink hue values of the process colours used for newspaper reproduction. Glossy chemical proofs will not be accepted as colour tonal values dramatically differ from the printing process.

MATERIAL AGENCY CONTACTS

ADSEND

Tel: +27 11 712 5700

ADSTREAM

Tel: +27 11 729 4800

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Terms and conditions

1. The advertiser agrees to be bound by these terms of acceptance with respect to all or any publications whose advertising is owned or managed by M&G Media Ltd (the M&G) and further agrees that it shall be bound by the provisions of the M&G's rate card (the rate card) for the publication in question as it pertains to all matters set out therein including but not limited to the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellation deadlines and cancellation conditions.

2. All copy for advertisements/advertorials is subject to the approval of the M&G, which also reserves the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.

3. No responsibility will be accepted by the M&G for loss arising from typographical or other errors. The M&G's responsibility is limited to industry-standard scanning and printing quality. The M&G is not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.

4. It is an advertiser's responsibility to supply material suitable for space bookings by the M&G's copy deadlines as set out in the rate card for the publication in question. If copy is not forthcoming, the M&G has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertisers.

5. The M&G accepts no responsibility for incorrect material supplied.

6. The M&G will use its best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of its failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. The M&G shall be exempt from any liability arising from force majeure or where performance of its obligations is prevented by circumstances outside its control.

7. Although an enquiry service number may be supplied, this in no way forms part of the contract. The M&G are not responsible for an omission or an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.

8. Although every effort will be made to place advertisements/advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question, otherwise no guarantees will be given.

Cancellation

9.1 Verbal cancellations will not be valid; only a written cancellation confirmed by the M&G will serve as notice. In the event of termination of this agreement for any reason whatsoever, the M&G shall forthwith remove all advertisements that may appear in/on M&G print and online.

9.2 No cancellations will be allowed in the week of publishing. If the advertiser insists in cancelling the advert/s on a Monday or Tuesday in the week of publishing for whatever reason a hundred (100%) percent cancellation fee will be charged. If the advertiser insists in cancelling the advert/s on a Wednesday or Thursday in the week of publishing for whatever reason a hundred (100%) percent cancellation fee will be charged.

9.3 Cancellation - Contracts Cancellation by the advertiser will only be effected through the submission of a written cancellation notice, which must reach M&G within a thirty (30) business day period before the effective cancellation date, with all placements booked to run beyond the cancellation date subject to hundred (100%) percent of all future / remaining rates that would have been paid by the advertisers to M&G in respect of a specific

advertising campaign. The claim shall remain liable for all rates due for the period to such cancellation. Should the advertiser insist on a waiver of the cancellation notice period, i.e. immediate cancellation of the campaign, M&G will be entitled to hundred (100%) percent of the originally booked campaign.

10. Series rates quoted apply only to confirm orders and insertions must be taken up within a 12 (twelve)- month period unless otherwise arranged. Where the number of insertions does not justify the series rate, a surcharge will be made. Series rates are subject to rate increases that may be announced from time to time.

11. Should the M&G agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all the M&G production costs will be for the account of the advertiser as per the M&G's advertiser service rates. This includes all photography and layout expenses.

12. All amounts payable are due simultaneously with the confirmation or order, save where the M&G has approved, in writing, an account for the advertiser, in which event.

13.1 Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;

13.2 the M&G reserves the right to suspend services if payment is not received on due date.

13.3 Nothing herein contained shall be interpreted as obliging the M&G to afford the advertiser any indulgence to effect payment after due date.

13.4 All overdue accounts will bear interest at an interest rate being, if the National Credit Act 2005 (NCA) applies to this agreement, the maximum permitted interest rate as determined by the NCA or any regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;

13.5 In the event of the M&G instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations. If the NCA, 2005 (NCA) applies to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.

14. Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collective/tracing fees and charges, thereafter to interest and finally to capital.

15. A certificate under the hand of any director, manager or account of the M&G whose valid appointment need not be proved by the M&G, in respect of any indebtedness of the advertiser to the M&G or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered shall be prima facie-evidence of the advertiser's indebtedness to the M&G and prima-facie evidence of such other fact and prima-facie evidence of the service rendered, for inter alia the purpose of summary judgement.

16. In all cases where the advertiser uses the postal service or any other services to effect payment, such service shall be deemed to be the agent of the advertiser.

17. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering into the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money that may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these terms of acceptance, mutatis mutandis.

18. The advertiser agrees that these terms of acceptance constitute a valid contract with the M&G and certifies that all information given herein by him/her/it to the representative of the M&G is true and correct.

19. This agreement is governed by South

African law and is subject to the jurisdiction of the South African courts. The M&G is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the magistrate's court of any district that by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude the M&G at its own discretion from instituting legal proceedings in the Supreme Court of South Africa that has jurisdiction over the advertiser.

20. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by the M&G and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise shall apply hereto.

21. No concession, latitude or indulgence allowed by the M&G to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.

22. In the event that any of the terms of these terms of acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.

Technical Specifications:**Production Specifications**

Ad material should be supplied by ISDN through the following systems: Websend, Pagestore or FTP. PDFs supplied should be PDF/X-1a newspaper compliant. High-resolution PDFs and JPGs to be supplied. No open files please.

Proofs

Proofs that accurately represent the tone values of the final material must be supplied. They should be printed on standard newsprint and must conform to these standards and specifications. Supplied proofs can only be considered as such if they are produced in a manner that truly represents the coldset printing process. Prints that have not been correctly adjusted cannot be considered as contract colour proofs. All proofs must include a recognised colour control strip to allow the proofing operator to be assessed for colour balance, dot gain, slur and trapping. By agreement with your printer, electronically generated proofs, that conform to colour management techniques, may be acceptable

Booking deadlines:

Material deadlines: Main body, Friday, Business - Main body, Friday, Business - Thursday a week prior to publication Tuesday in the week of publication

Supplements: Booking deadlines

4 pages - Tuesday a week prior to publication
8 pages - Two weeks prior to publication
12 pages and more - one month prior to publication

Material deadline:

Friday prior to publication date

Mail & Guardian

Africa's Best Read.

www.mg.co.za

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Online rate card

TRAVEL JOBS PROPERTY TENDERS DATING LOGIN/REGISTER



LEADERBOARD | 728X90 | STANDARD: R350 CPM RICH MEDIA: R400 CPM

NEWS OPINION BUSINESS ARTS & CULTURE EDUCATION SCI-TECH MULTIMEDIA SPECIAL REPORTS IN THE PAPER ZAPIRO PARTNERS

NEWS NATIONAL AFRICA WORLD ENVIRONMENT SPORT HEALTH DATA AMABHUNGANE

Search

SEARCH

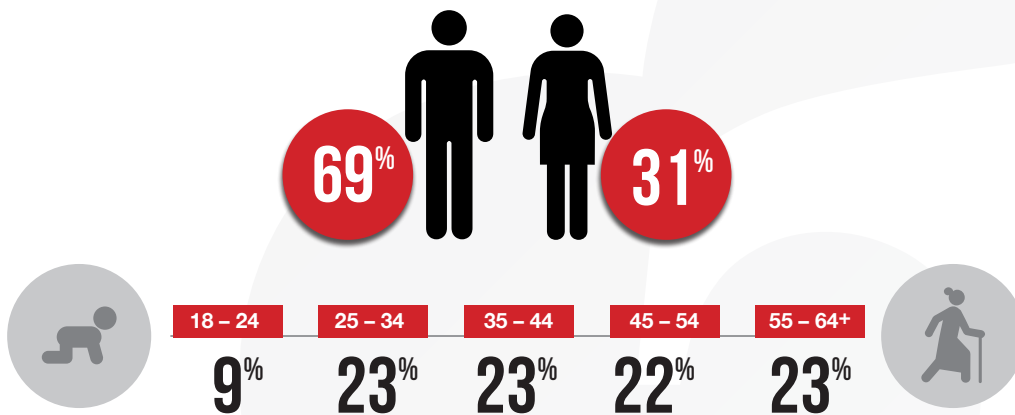
CLOSE AD X

BILLBOARD | 970 X 250 | STANDARD: R450 CPM RICH MEDIA: R500 CPM

Demographic

OUR READERS COMPRISE OF:

Professionals, entrepreneurs/business owners and top managers from a number of sectors; finance, professional services, information technology, communication, education services and public administration.



HALF PAGE UNIT

300 X 600

STANDARD:
R350 CPM

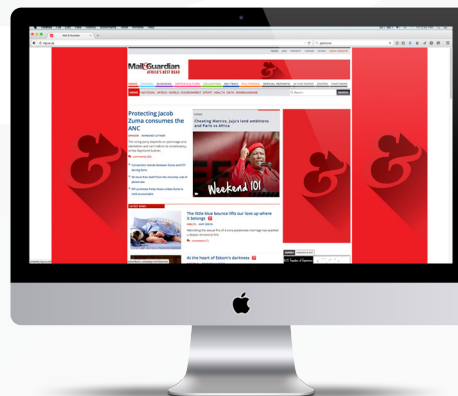
RICH MEDIA:
R400 CPM

Banner rates & sizes

ONLINE AD RATES 2015

BANNER	SIZE	COSTING
Homepage takeover	All elements on the page, Wallpaper, 300x600, 300x250, 728x90	R60 000 Fri,Sat & Sun
Homepage takeover	All elements on the page, Wallpaper, 300x600, 300x250, 728x90	R35 000 Per day from Mon-Thu
Section takeover	All elements on the page, Wallpaper, 300x600, 300x250, 728x90	R20 000 Per days, Fri,Sat & Sun
Top article takeover	All elements on the page, Wallpaper, 300x600, 300x250, 728x90	R30 000 Per day

Home Page Takeover



CONNECT



Multimedia



TITLES	COSTING PER PAGE	ELEMENTS
Pimples sponsorship	R10 000p/m	30 sec preroll ad with clickthrough URL
Weekend 101 sponsorship	R10 000p/m	31 sec preroll ad with clickthrough URL
Combo	R15 000p/m	32 sec preroll ad with clickthrough URL
All multimedia	R20 000p/m	33 sec preroll ad with clickthrough URL

MID PAGE UNIT

300 X 250

STANDARD: R350 CPM
RICH MEDIA: R400 CPM

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Social media

IN THE NUMBERS

f 293 000 **t** 327 000

f Monthly amount of people the post will reach on average: **120 000**

t The amount of time people see the tweet per month: **7,7 Million**

Posts can go out 4 times a day with a guaranteed reach.

f x4 posts @ **R10 000**

t x4 tweets @ **R10 000**



Double package for **R17 000**

A tweet is 140 characters, including links.

A Facebook post should not have more than 80 words.

All tweets must link back to the M&G website!



Client tweets

Tweets Link back to the M&G Site



Mobi

ALL BANNER SIZES **R250 CPM**

FEATURE PHONE:

112x30, 167x30, 215x34, 300x100

Maximum file size: 10kb

SMARTPHONE

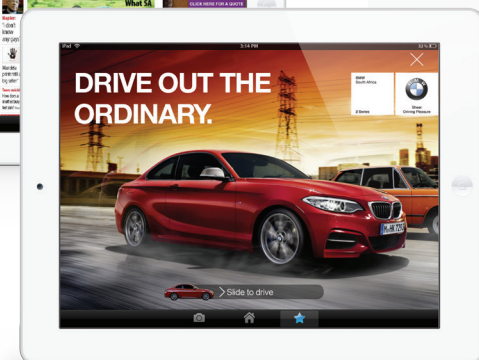
300x250, 305x64, 320x50

Maximum file size: 35kb



Tablet packages

PACKAGES	COSTING PER PAGE	EDITIONS	CREATIVE	DESCRIPTION
Sponsorship	7000	1	HP Skins, "Brought to you by" & Full page	Two banners, 239px wide x 768px high
Sponsorship	6300	2	HP Skins, "Brought to you by" & Full page	Brought to you by, 1024px wide x 768px high
Sponsorship	5600	3	HP Skins, "Brought to you by" & Full page	Fullpage, 1024px wide x 768px high
Sponsorship	5000	4	HP Skins, "Brought to you by" & Full page	
Full page	5000	1	Fullpage, 1024px wide X 768px high	
Full page	4500	2	Fullpage, 1024px wide X 768px high	
Full page	4000	3	Fullpage, 1024px wide X 768px high	
Full page	3500	4	Fullpage, 1024px wide X 768px high	
Full page	3000	4-12	Fullpage, 1024px wide X 768px high	
Full page	2500	13-24	Fullpage, 1024px wide X 768px high	
Full page	2000	25-36	Fullpage, 1024px wide X 768px high	
Full page	1500	36+	Fullpage, 1024px wide X 768px high	



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