



SouthAfrica
Daily

Real. Reliable. Resilient.

10.

RATE CARD

Strategic Brief & Team Alignment — Prepared by Katlego Sean More

DIGITAL MEDIA RATE CARD 2025

DISPLAY & VIDEO ADS

Display and Video Ads	R100 CPM
Roadblock Ads	R100 CPM
Video Ads	R160 CPM

CPM: Cost Per Thousand Ad Impressions

PAGE TAKEOVERS

1-DAY

DAILIES TITLE SITE TAKEOVER

R15 000

(The Mercury, Daily News, The Star, Cape Times, Cape Argus, Pretoria News)

WEEKEND TITLE SITE TAKEOVER

R10 000

(Sunday Tribune, Sunday Independent, Weekend Argus, Saturday Star, Independent On Saturday)

FINANCIAL TITLE SITE TAKEOVER

R50 000

Personal Finance & Business Report

ISOLEZWE (ISIZULU) TITLE SITE

R18 000

DAILY VOICE TITLE SITE

R18 000

POST TITLE SITE

R15 000

DIGITAL MAGAZINES

- Sponsored Editorial digital magazine, front page logo & 4 full pages inside: **R25 000**
- Display adverts / Brandstories full page editorial (supplied by client): **R5 000 per page**
- 24-page customised/white label magazine, content written and layout by editorial team, Includes a promo story on title newspaper website, 1x social media post: **R70 000**
- 20-24 page customised/white label magazine (supplied by client for editing & layout): **R40 000**

CONTENT MARKETING PACKAGES

Sponsored : **R10 000**

1x article, No follow/no index, includes organic social posts: FB + X/Instagram), Creatives to be supplied.

Partnered : **R15 000**

1x article, Do follow/no index, includes organic social posts: FB + X/Instagram), Creatives to be supplied.

Native : **R28 000**

1x article, Indexed for search engines, includes organic social posts: FB + X/Instagram), Content produced by Independent Media.

SOCIAL MEDIA POSTS

- 1x post on two platforms (Facebook/ Twitter/ Instagram, etc): **R1 000**
- Boosted posts - eg R500 per post per platform. Boosted posts attract a 20% management fee.

NEWSLETTERS

- 600 X 75px top banner advert on a newsletter : **R1 000**
- 600 X 75px bottom banner advert on a newsletter : **R1 000**
- Exclusively owned top and bottom banners on a newsletter : **R3 000**

DIGITAL ADVERTISEMENT RATES:

Why Central News?

- Consistent, exclusive exposure in the space booked and in the faces of the Marketers
- No ad spend wastage
- Focused content on issues facing marketers
- Intricately involved with the industry

Central News's successful growth

- Page views / Readership 300k+ on central site per month
- Over 40000 newsletter subscribers
- Over 2million views on social media

Cybertorial packages

Standard

- Guaranteed content on Central News homepage in one of the top 3 positions above the fold
- Promotion through The Central News social media channels
- Up to 700 words and 5 pics with author details
- Inserted into our newsletter

Production fees

We have the facilities to create your online ad for you

R550 p/h standard HTML

R690 p/h Flash animation

All prices exclude VAT.

MATERIAL

Must be supplied in a jpeg or gif format. All sizes are in pixels @ 72dpi.

Tailored print/digital packages available - prices on request

EVENT COVERAGE

- Live tweeting and social media coverage.
- Photographs and video interviews.
- Press release/online article.
- Podcast Interviews. Subject to quotation.

DIGITAL ADVERTISEMENT RATES:

All rates are exclusive of VAT and agency commission

HOME PAGE

Position	Size	Rates
Top billboard banner	728 x 90	R12 000
Block banner 1	300 x 250	R10 500
Block banner 2	300 x 250	R8 500
Block banner 3	300 x 250	R8 500
Block banner 4	300 x 250	R6 500
Block banner 5	300 x 250	R5 000
Skyscrapers		R 8 000
Homepage takeover	all of the above	R 35 000

SECTIONAL PAGE

Position	Size	Rates
Top billboard banner	728 x 90	R9 000
Block banner 1	300 x 250	R6 500
Block banner 2	300 x 250	R5 500
Mini billboard banner 1	468 x 60	R4 500
Sectional page takeover	all of the above	R16 000

FULL PAGE ADVERT / ARTICLE

SPECIAL NEWSLETTER

Executive newsletter - own design, banners and articles
Jobs newsletter - POP required prior to publishing

Exclusive branding

R18 000

R850 per post

CYBERTORIAL

	Rates
Once off	R8 000
3	R6 000
6	R4 000

SOCIAL MEDIA POSTS

	Rates per post
Twitter	R 3 000
Facebook	R 5000
LinkedIn	R2 000