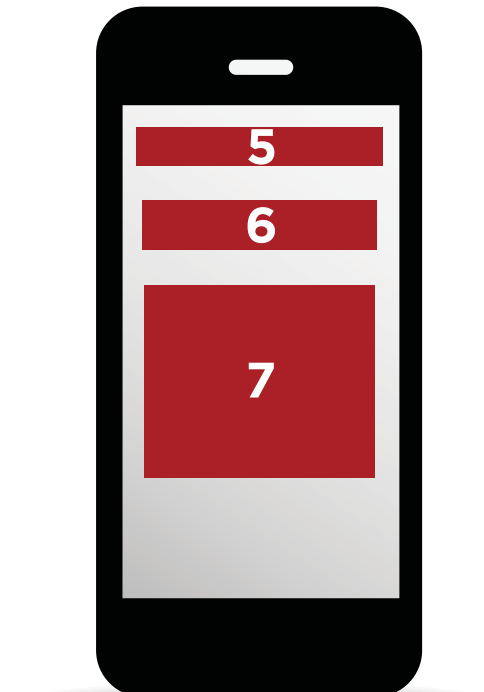
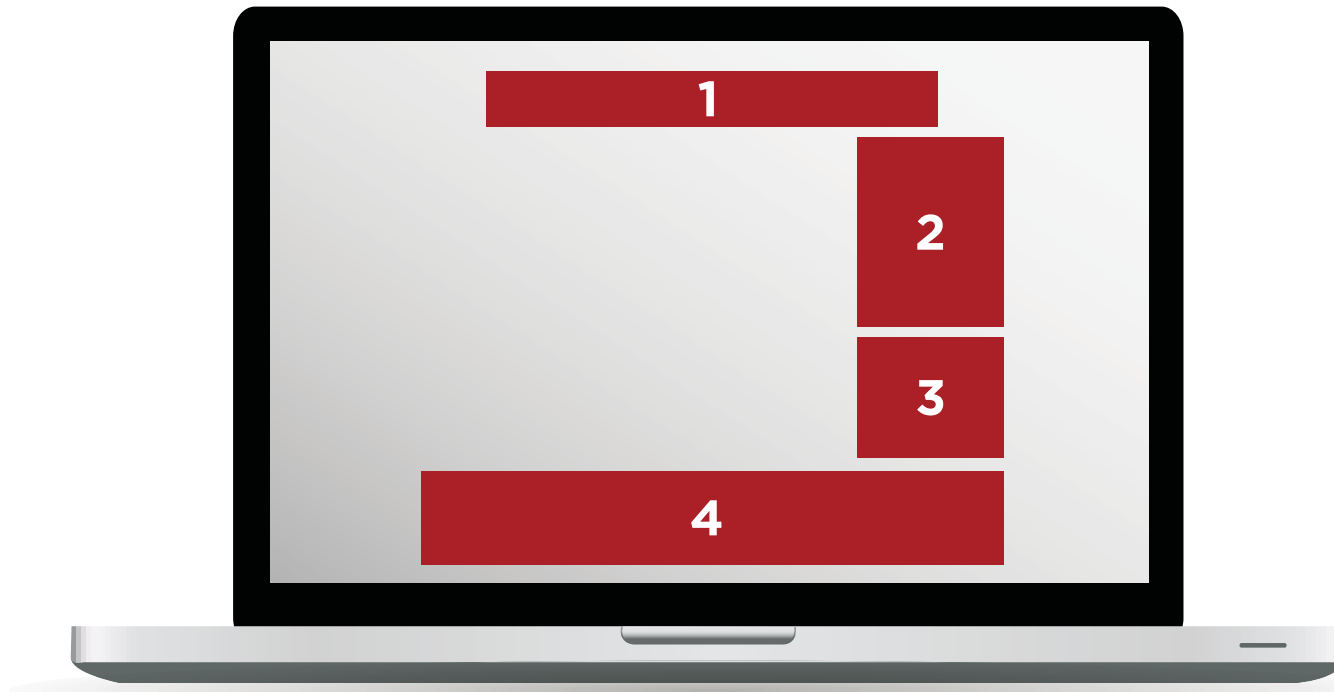




Mail & Guardian RATE CARD '17

EXECUTION	ELEMENTS	COST (ZAR)	CONDITIONS
SECTION TAKEOVERS	Wallpaper 1440 x 900	Varies, contact the Sales team	From Monday - Thursday
	Leaderboard 728 x 90		
	Half Page 300 x 600		
TOP ARTICLE TAKEOVER	Wallpaper 1440 x 900	20 000 / day	
	Leaderboard 728 x 90		
	Half Page 300 x 600		
SOCIAL MEDIA	Facebook Package 4x (four) posts a day	20 000	
	Twitter Package 4x (four) tweets a day	20 000	
	Double Package 4x (four) posts a day 4x (four) tweets a day	35 000	
NEWSLETTERS	Jpegs Gifs 575 x 90	5 000 per send	+ 46 500 subscribers
	575 x 250		
WEB BANNERS	Leaderboard 728 x 90	350 CPM	
	Half Page 300 x 600	450 CPM	
	• Rich Media Expander	500 CPM	
	Billboard 970 x 250	600 CPM	
	Medium Rectangle 300 x 250	300 CPM	
	Mobile Leaderboard 305 x 64		
	• Rich Media Expander 320 x 50	350 CPM	
HOMEPAGE TAKEOVERS	Wallpaper 1440 x 900	50 000	Friday, Saturday, Sunday
	Leaderboard 728 x 90		
	Half Page 300 x 600		
	Wallpaper 1440 x 900	35 000 / day	From Monday - Thursday
	Leaderboard 728 x 90		
	Half Page 300 x 600		

SIZES



- 1** Leaderboard
728 x 90
- 2** Half Page Unit
300 x 600
- 3** Medium Rectangle
300 x 250
- 4** Billboard
970 x 250

- 5** Mobile Leaderboard
320 x 50
- 6** Mobile Leaderboard
305 x 64
- 7** Mobile Medium Rectangle
300 x 250



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