



# Metro

## Digital and Website Rate Card

 2019/20



Language		English
Frequency		Daily
Booking deadline		Day before, 12 noon
Material deadline		Day before, 5pm
Full page size		390mm x 260mm
Column width		7 cols x 35mm
Bleed size		(DPS) 54.5cm
Trim size		57.5cm

### STRIPS (50mm x 260mm)

SIZE	RATE (Incl. Vat)
Top front/ back page	R247.88
Bottom front/ back page	R150.75
Top inside page	R125.90
Bottom inside page	R100.55

### ADVERTORIALS

SIZE	RATE (Incl. Vat)
4 page wrap	R60,646.92
4 pager insert	R30,431.28
Centre Spread	R18,000.00
Full page	R10,000.00
Half page	R6,000.00

Rate Card (30.26 per col. cm) Vat Inclusive

### DISPLAY TYPE

SIZE	RATE (Incl. Vat)
1/8 page	R1,033.00
Quarter page	R2,065.00
Double column	R2,360.00
Half page	R4,130.00
Full page	R8,260.48
Double spread	R16,521.00

### PRINTING SPECIFICATION

#### MAXIMUM PRINT AREA

LENGTH	390mm	1 Column	35mm	5 Column	185mm
WIDTH	260mm	2 Column	72mm	6 Column	235mm
		3 Column	110mm	7 Column	260mm
		4 Column	147mm		

#### File format requirements for artwork delivery

All digital artwork to be provided in digital files that are produced to conform to the PDF/X-1a version of the Adobe Portable Document Format (PDF) file format as defined in the international standard ISO 15930-1.

#### PDF requirements (Minimum)

- PDF/X-1a format.

### MATERIAL REQUIREMENTS

- CMYK colours.
- Embedded pictures and fonts.
- All graphics have to be at least 250dpi.
- No jpeg, png, gif formats will be accepted.

#### PDF material incorporating the following:

Will be rejected when using the INLADSEND option in transmission method:  
Incorrect size, Crop marks, Bleed,

Registration marks, Colour bars, Colour gradation strips.

#### Booking & Material Deadline

*Booking/ Cancellation*  
5 hours prior publication

**NOTE:** Layout and design charged separately whenever there is need.

**GOOD DISCOUNT** on consecutive and regular placement of adverts.



# Web Banner

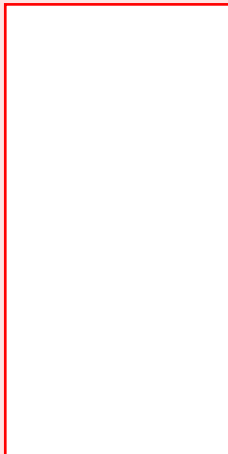
Top Banner ad  
728px x 90px



Prime Banner ad  
970px x 180px



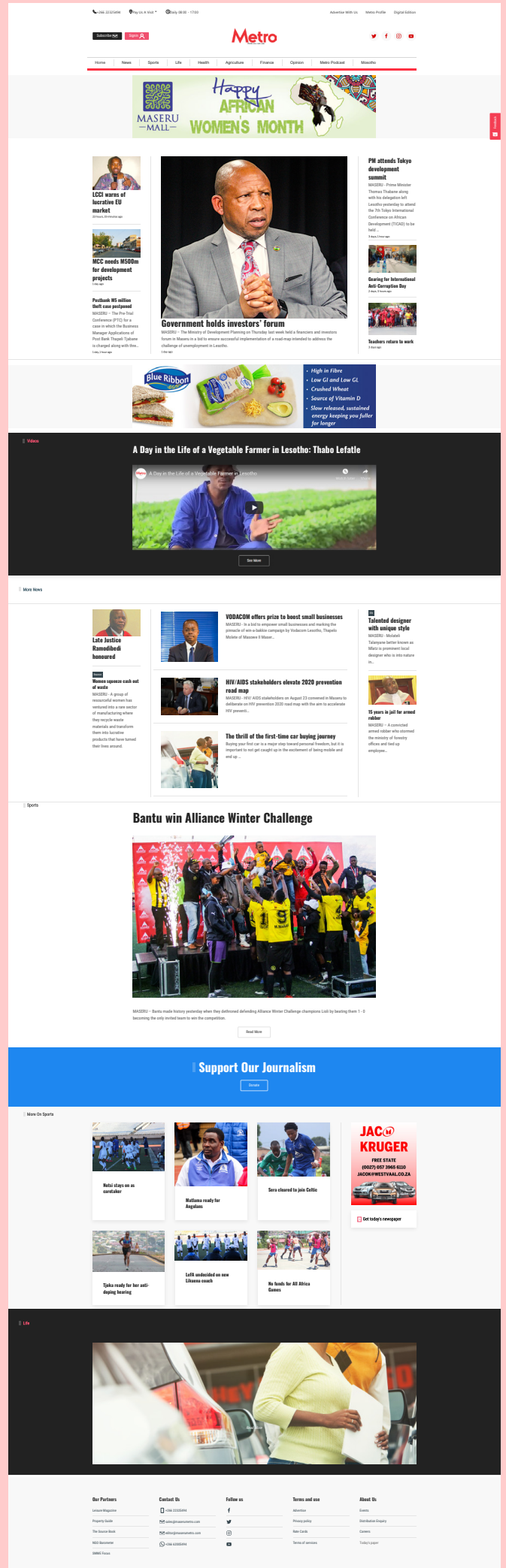
Skyscraper ad  
300px x 600px



Leader board Banner ad  
728px x 90px



Rectangle Banner ad  
300px x 250px



## Display Ads

PRODUCT	SIZE	POSITION	PER CLICK (CPC)	PER FLAT RATE
Prime /Leader Board/Top Banner	90px x 728px	Top of home page	R3.95	<b>R632.50 / Per Day</b>
		Top of inside page	R2.91	<b>R402.50 / Per Day</b>
	180px x 728px	Top of home page	R4.55	<b>R725.30 / Per Day</b>
		Top of inside page	R3.95	<b>R685.75 / Per Day</b>
Prime /Leader Board/Top Banner - Larger	90px x 970px	Top of home page	R4.68	<b>R750.50 / Per Day</b>
		Top of inside page	R3.25	<b>R517.50 / Per Day</b>
Square Banner	300px x 300px	Home page middle	R0.95	<b>R40.50 / Per Day</b>
		Home page bottom	R0.75	<b>R40.49 / Per Day</b>
	336px x 336px	Inside page middle	R0.65	<b>R40.37 / Per Day</b>
		Inside page bottom	R0.55	<b>R30.94 / Per Day</b>
Rectangle Banner	180px x 150px	Home page middle	R0.95	<b>R40.07 / Per Day</b>
		Home page bottom	R0.75	<b>R30.73 / Per Day</b>
		Inside page middle	R0.65	<b>R30.38 / Per Day</b>
		Inside page bottom	R0.55	<b>R30.27 / Per Day</b>
Tower Banner	1200px x 300px	Home page right/left	R3.75	<b>R353.63 / Per Day</b>
		Inside page right/left	R2.35	<b>R341.50 / Per Day</b>
Skyscraper	600px x 300px	Home page	R2.45	<b>R253.63 / Per Day</b>
		Inside page	R1.85	<b>R241.50 / Per Day</b>
Tile/Wallpaper	1920px x 1080px	Home page	R5.76	<b>R862.50 / Per Day</b>
		Inside page	R3.95	<b>R747.50 / Per Day</b>
Button Banner (Classifieds)	120px x 60px	Home page Bottom	R0.65	<b>R138.00 / Per Day</b>
		Inside page bottom	R0.38	<b>R126.50 / Per Day</b>
Sponsored Links (linked website)	90px x 90px	Home page Bottom	R0.32	<b>R86.25 / Per Day</b>
		Inside page bottom	R0.28	<b>R63.25 / Per Day</b>
Sponsored feature (with teaser)	254px x 133px	Home page	R0.76	<b>R241.50 / Per Day</b>
		Inside page	R0.64	<b>R230.00 / Per Day</b>

## Video Ads

PRODUCT	SIZE	POSITION	PER VIEW (CPV)	PER FLAT RATE
Eye-Blaster (Video pop up snippets)	180px x 60px	Home page	R1.27	<b>R931.50 / Per Day</b>
		Inside pages	R0.88	<b>R753.25 / Per Day</b>
Eye-Blaster (Video pop up snippets)	180px x 60px	Home page	R1.10	<b>R874.50 / Per Day</b>
		Inside pages	R0.72	<b>R724.50 / Per Day</b>

## Social Media Ads

SOCIAL MEDIA PACKAGE	PER FLAT RATE
e-newsletter	<b>R565.20 / Per Day</b>
e-mail blast	<b>R335.20 / Per Day</b>
Mobile banner	<b>R348.60 / Per Day</b>
Facebook	<b>R235.75 / Per Day</b>
Twitter	<b>R130.55 / Per Day</b>

## Press Release Services

There are many activities and services by our corporate clients that hardly make it into the pages of print media, airwaves and screens, sometimes because media do not consider them newsworthy. It is however very important to have these important messages reach the audience. **Metro** Press Release service is aimed at assisting mainly corporate clients to reach out as many members of the public and targeted customers as possible.

Your customers, journalists and media houses always want to know the latest information about your business, your company, your association or about yourself. We help you with **sponsored links** on our popular **Metro** website where all your need-to-know information can be centralized; be it events, pictures, company information, advertisements or messages of endorsements from your clients, all these in the form of digital, video or audio.

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