

# Metro Online Rate Card 2020/21

## Web Banner

### Rectangle Banner ad

300px x 250px



### Top Banner ad

728px x 90px



### Leader board Banner ad

728px x 90px



### Prime Banner ad

970px x 180px



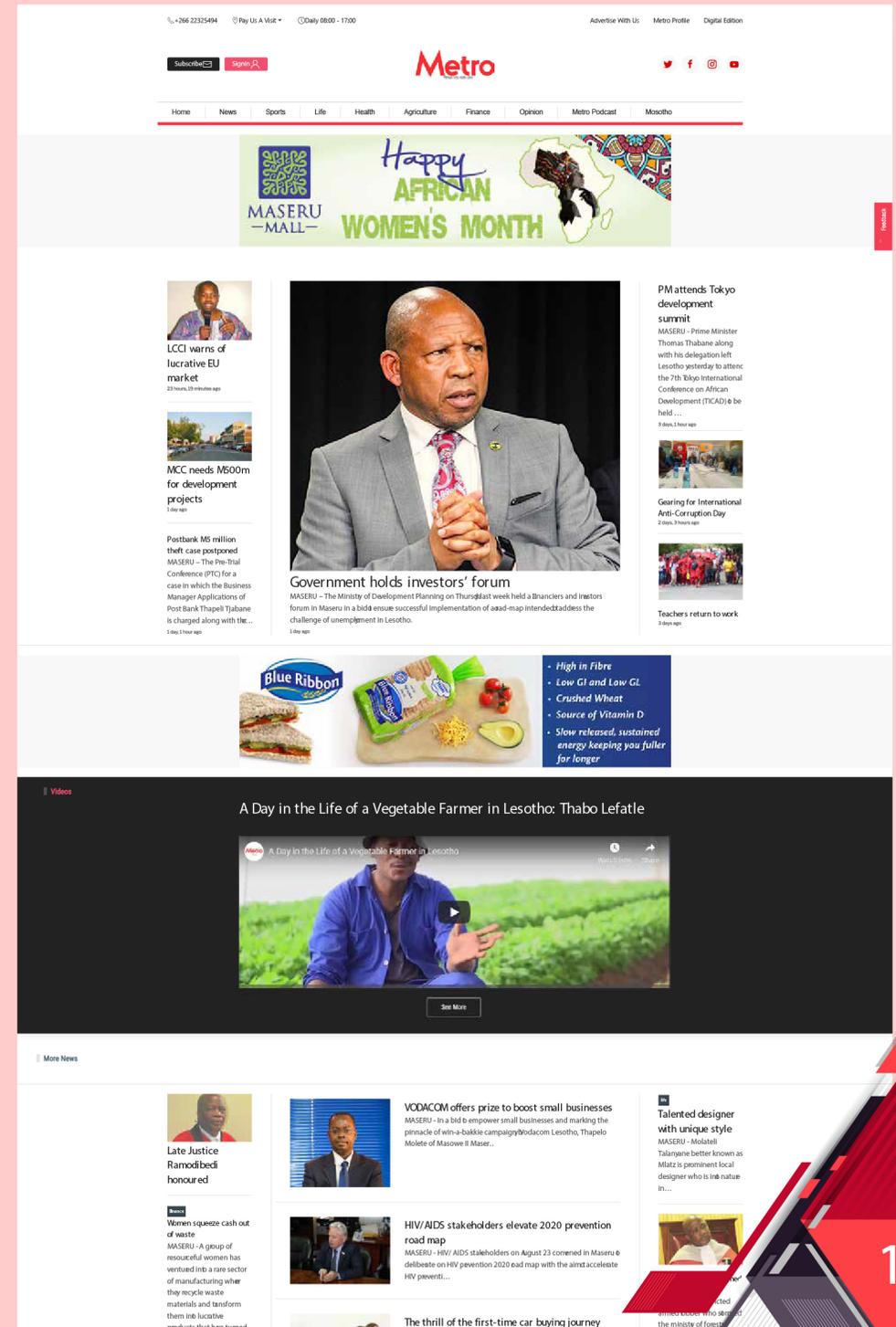
### Tile/Wallpaper Banner ad

1920px x 1080px



### Skyscraper ad

300px x 600px



## 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	R632.50 / Per Day
		Top of inside page	R2.91	R402.50 / Per Day
	180px x 728px	Top of home page	R4.55	R725.30 / Per Day
		Top of inside page	R3.95	R685.75 / Per Day
Prime /Leader Board/ Top Banner - Larger	90px x 970px	Top of home page	R4.68	R750.50 / Per Day
		Top of inside page	R3.25	R517.50 / Per Day
Square Banner	300px x 300px	Home page middle	R0.95	R40.50 / Per Day
		Home page bottom	R0.75	R40.49 / Per Day
	336px x 336px	Inside page middle	R0.65	R40.37 / Per Day
		Inside page bottom	R0.55	R30.94 / Per Day
Rectangle Banner	180px x 150px	Home page middle	R0.95	R40.07 / Per Day
		Home page bottom	R0.75	R30.73 / Per Day
		Inside page middle	R0.65	R30.38 / Per Day
		Inside page bottom	R0.55	R30.27 / Per Day

Tower Banner	1200px x 300px	Home page right/left	R3.75	R353.63 / Per Day
		Inside page right/left	R2.35	R341.50 / Per Day
Skyscraper	600px x 300px	Home page	R2.45	R253.63 / Per Day
		Inside page	R1.85	R241.50 / Per Day
Tile/Wallpaper	1920px x 1080px	Home page	R5.76	R862.50 / Per Day
		Inside page	R3.95	R747.50 / Per Day
Button Banner (Classifieds)	120px x 60px	Home page Bottom	R0.65	R138.00 / Per Day
		Inside page bottom	R0.38	R126.50 / Per Day
Sponsored Links (linked website)	90px x 90px	Home page Bottom	R0.32	R86.25 / Per Day
		Inside page bottom	R0.28	R63.25 / Per Day
Sponsored feature (with teaser)	254px x 133px	Home page	R0.76	R241.50 / Per Day
		Inside page	R0.64	R230.00 / Per Day

## Video Ads

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

## Social Media Ads

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

## 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, sometime because media do not consider them newsworthy. It is however very important to have these important messages reach the audience. Our 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.

Talk to us to link your website with our popular news website today.

# Digital Metro platforms



Traffic Source	Count	Count %
Social Networks	61,783	36.4%
Direct	42,357	25.0%
Self-Referral	30,418	17.9%
Search Engines	24,446	14.4%
Referral	10,754	6.33%

Acquisition Channel	Users
	67,642 % of Total: 100.00% (67,642)
1. Social	37,930 (56.26%)
2. Direct	16,052 (23.81%)
3. Organic Search	13,175 (19.54%)
4. Referral	261 (0.39%)
5. Email	1 (0.00%)

Metro Digital offers Lesotho's most visited platforms. Our website gets traffic from all over the world but mostly (approximately 70%) from Lesotho (20% from South Africa and (10%) from Southern African region. We are popular with the 18 to 35-year-old group. The site receives an average 50 000 visits per day.

- Our readership hits 2 million visitors and grows by 25% in every three months.
- The advertisers' messages are visible on the home page as well as in all sections. You can place an advert as per specifications or have a hyperlink, which can boost your own business website.
- Reap the fruits and free extended exposure of our popular social media platforms when you advertise on print, digital or on the website.